

CUBOLIVETTI

The Living Archive

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IDEA

Our idea of Olivetti comes from its '**Movimento Comunità**' – which is a close-knit community. Our research led us to understand the importance of 'harmony' in the company's philosophy. With the intention of creating a 'New Olivetti Community' to keep their undying spirit alive, we aim to bring people together to rediscover the world of Olivetti.

The inspiration came from the company's identity of being innovative but at the same time being transparent. Also, their concept of tiny life forms coming to life with a new way of seeing the relationship between the Productive World – Civil Society – Culture.

WHAT

Cubolivetti is a modular and dynamic archive with the structure adapting to different locations, scenarios and audiences. The experience of the workshops and events will be engaging, interactive and a modern way to share the story of Olivetti in the reality of everyday. The pavilion will evoke a sense of lightness but also sophistication, playful but technical, innovative but intuitive – defining the characteristics of the company.

HOW

The space is constructed of modular CUBES following two different types of joinery details depending on their use. The structural/permanent cubes are welded together to form a basic framework and the movable ones are attached with magnets for the ease to be pulled out and used as seats and tables for the different events and workshops that would happen at the pavilion. The Cube framework will be filled with the Olivetti posters, designer's work and colored



1711 | DESIGN OF SPACES

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Acrylic panels to create a sense of dynamism. We imagine it to be exhibited outdoors to highlight the harmony between inside and out and the transparency.

VALUE & POTENTIAL

Adaptable and Dynamic are two major valuable characteristics of the proposal. The Cubolivetti pavilion can be transported to different locations and adapts to the exhibition theme. The content displayed can be changed every time on the basis of the exhibition theme, location and audience.

The concept of involving the designers associated with Olivetti and the new/young designers working with the company no, keeping the spirit alive and celebrating the great minds behind building the revolutionary company.



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