



Camilio Olivetti established Olivetti, in Ivrea in the year 1908. Later his son Adriano Olivetti developed the company to be a remarkable trademark. Our research from the beginning fascinated us to explore the depth of Olivetti and their way of life in Ivrea. The research process helped us to understand the depth and differences of Ivrea before and after Olivetti and its effects after the downfall.

With our case study about Ostrava in the Czech Republic a city that we found that suffered a similar backdrop, but however today they are lively and are a part of the UNESCO. Acknowledging the power of Olivetti and its impact on Ivrea we focused on their hope of getting a place in the UNESCO. Our concern is to revive the history of Olivetti and the Industrial city and take it back to its rich past. With our vision of waking up the memories of every building in Ivrea, our goal is to show the real lifestyle of Olivetti and how they grew to be firm.

Our design with the concept based on “Heart of Olivetti” portrays the vision and importance of the archive and other buildings of the industrial city that belongs to Olivetti. The design is named “Tribute”. It consists of a Hologram inside a box that gives the user an experience about the life of Olivetti through old videos of Olivetti. Our tribute is to Olivetti, and their team who paved way for the successful growth of today’s technology. The project enhances Olivetti in the city of Ivrea and explains their importance in people’s lives. The potential is to envision a future where Ivrea is full of life, with Ivrea being the heart of Olivetti. To pay gratitude and to welcome people to visit Olivetti, and the Heritage of Ivrea.