

IMPRINT 1.0

1711DOSII_Movable Archives

MOVABLE ARCHIVES

In collaboration with Associazione Archivio Storico Olivetti & Coldeas

Arya baburaj

Chiara cioffi

Kayako asada

Varnitha radha manoharan

Project leader **Francesco Faccin**

Project advisor **Emmanuel Calderon**

Project Assistant **Nour Abi Saad**

OVERVIEW

IMPRINT 1.0 is a movable archive that focuses on the idea about how Olivetti cared for people. The vision of Adriano Olivetti to create a city for man is where it began. The people working for Olivetti was encouraged to create a balance between the public and private life, so as to increase the contribution towards the people with the involvement of the people.

Olivetti being the brand for the people by the people is the perception with which the idea of the project evolved. The time line of the evolution of Olivetti is inspiring in different ways. The fact that Olivetti cared for the people was the most inspiring of all.

On us [the management] is the responsibility to make the factory a fair place that cares for the justice of each one of its members, is supportive of the goodness of their family, is thoughtful of the future of their children and is participative of the life of the local communities, which will draw from our growth economic nourishment and incentive to social advancement” (Olivetti, 2012: p. 31)

The products that Olivetti came up with, were to make the individuals life easier and productive. The posters that they made spoke about the people as well. Be it any sector the focus was the same, to create an impact in the people’s life.

The movable archive is composed of two parts, the screen with the posters of Olivetti and the pedestal with typewriter placed on it. The design focuses on the interaction between the people and the typewriter along with the digital screen.

People as the core factor, each and every individual who visit the archive will become a part of the Olivetti community by leaving a mark behind, taking along a memento for reminiscence. The Olivetti typewriter will be available for the individual to type on. While typing on the typewriter, you get the sheet with the script as it goes, meanwhile the letters recreate the posters of Olivetti on the screen digitally forming patterns with the same. Hence the idea is to link the old with the new, digitize the letters recreating the posters of Olivetti.

It’s an experience to cherish and a memento for reminiscence, you get one and leave behind a mark that will remain a part of Olivetti. Again the people are involved in creating the memento and the recreation of the poster. Olivetti is best known to focus on the individual’s life and so as the movable archive.