

OVERVIEW

Inspired from the video 'Le Message' created for Olivetti by Jean Michele Folon and the typewriter machine the 'Valentine' designed by 'Ettore Sottsass', the project emphasizes the value of Olivetti: 'creating for everyone' giving a re-connection with ASSOCIAZIONE ARCHIVIO STORICO OLIVETTI. Our vision is to create an iconic installation that provides people an interactive experience with movable and adaptable modular blocks, which originates from the mega-typewriter. In Folon's video a little man is shown in a giant world going into a room which has huge buttons with letters on it. It is seen that the curiosity of the man leads him to step on the letters and have an interaction with the machine. This scene created our project's scenario and directed us to focus on the experience of a man with a typewriter and how it feels to be inside one. Another main point of the video is the man's struggle to reach others for his voice to be heard. That video represents the two of the most important philosophies of the company Olivetti which are reaching everyone and connecting with others. As our second inspiration on the project; Valentine, which is more than a product, is a typewriter machine hard to forget. Valentine could catch everyone's attention with its distinguishing red color and creative design. It provided an interaction with people. 'We went to put valentine in everywhere in as many places as possible'. The words of Sottsass defines that Valentine is actually a machine that is adaptable in any context. 'Everyone was happy to stay together and play with Valentine.' which empowers the idea of connecting everyone and creating for everyone. The first approach in this project was to abstract the revolutionary Valentine and to question the definition of 'object' and 'space', to generate the experience of being inside of a typewriter machine, referencing Folon's video by changing the scale of the product. In order to create an installation portable and adaptable like the idea of Valentine we converted the modular blocks into a smaller installation that originates from the abstraction of the typewriter and in order to let people create their own designs like the idea of Olivetti which is 'every worker is a thinker'. Each installation represents a part from Olivetti such as the abstraction of the logo of Archivio Storico Olivetti, the first letter O and manifesto done for the company. The modular blocks that forms the spaces are integrated with a sound interaction in order to remain the interaction with a typewriter and to empower the feeling of typing.