

Overview

THE OLIVETTI SPIRAL WALKTHEPATH

Olivetti, a revolutionary company, which we related to as the producer of the iconic Valentine changed to a much bigger case study when we started researching in detail. It serves as a perfect example for a contemporary business module.

Olivetti, focused on multiple aspects, other than producing the most complex products of their time, they took care of the health and welfare of their employees. Their advertisements were always about making people comfortable with their products in the easiest way. Olivetti was a household name and multiple designers like Sottsass have a deep connection with the company itself.

While studying Olivetti, there was a common theme we observed - A sense of duality. There was simplicity and complexity, importance was given to industrial design and art, the product focused on functionality and sensuality. There was balance between employees work and life. This theme is what we wanted to expose with our proposal.

The idea was to create a walkway, which looked simple from the outside but complex within. Simultaneously we studied the first archive by Paul Otlet, Mundaneum where he started collecting information in rooms. In 1931, Le corbusier designed a square spiral for the Mundaneum in Geneva. A spiral has no end, it grows to infinity. Marcello Nizzoli designed a logo for Olivetti based on the same reason and also inspired by the greek letter "O". He wanted to portray Olivetti as a company with continuous growth.

A labyrinth which can be moved easily and at the same time give people a quick glimpse of the Archive. After giving the labyrinth a form inspired by Nizzoli's logo, we divided it into different wings. There are categories like Exhibitions, Museums, Stores, Olivetti women etc. Each wing indicates the progress of each of these categories with time, in the form of mini-timelines. And once you walk out of this spiral, you become a part of the ever growing Olivetti community.

Made from a framework of red metal supports, and attached with L-angles, it takes up approximately 50 sqm when assembled. Led strips are attached to the structure which is later covered by printed translucent vinyl on either side, giving it a glow. And inspired by Sottsass, we use bright yellow metal weights to weigh down the vertical supports and keep it stable.

As per our proposal, the vinyl has mini - timelines, but the content can be changed after a while just by using another printed vinyl roll. And there is an option of digitizing it using sensors and projectors if the need be.

By walking the path through the Olivetti Spiral , we intend on starting a conversation among different people and boosting the Olivetti Community. Wherever this archive is assembled, a small step is taken towards this. And the story continues.