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Summary

Olivetti Plans and Builds (pages 253 to 255)

We are already familiar enough with the clean design and precision of the typewriters and computing machines, but we did not know too much about the men behind these products. In 1953 and 1955 we presented articles on workers' residential areas, then employees' and managers' houses, and then the office building in Milan with its sharp lines reminding one in each of its details of a typewriter and its smart and stylish elegance. We have not shirked the assignment of studying on the spot the entire program, including its newest buildings, its latest extensions, the projects for the new Welfare Center building, the new theatre, its printing plant and its products and compiling an issue devoted thereto. In the present issue we are able to present to our readers a nearly complete picture of what has been worked out, designed and executed in the drafting rooms of the architects who serve Olivetti. It is a large team that plans and builds for Olivetti, the architects coming not only from Milan but also from Naples. A practiced eye will soon discern the signature of each individual architect in the whole. Our task in this issue is to show how a far-sighted management gains by turning over all its building program to independent architects, and how an entire team of architects working on its own can achieve a unified creation. The dominant theme of this building program is man himself with all his manifold needs beginning with childhood, there being constructed for the children a charming little nursery, and the responsible management also concerns itself with the adult worker in whose leisure time it takes just as much interest as in his and his family's dwelling. In what other enterprise do departments devoted to personnel service take up so much space? We should like to round off the picture by presenting some new shops, a small Italian sales room from a small town, a big-city sales room from the largest city in the world and an example from Chicago, the metropolis of the American West. The Swiss example is a good illustration of the thoroughly modern lines of these shops. A survey of the products of this firm concludes the issue along with two projects which are again in the welfare sector and which give an unequivocal answer to the question why such satisfactory management-worker relations prevail at Ivrea.

New Office Building at Ivrea (pages 256—258)

A new office building for technical and management offices of the main plant has recently been erected at Ivrea around a printing plant from the period 1939—1944, lighted by shed roofs. Ferro-concrete frames of around 12 m. span erected one above the other in three storeys so that the offices to be installed there will have space available completely uncluttered by supports. Partitions constructed of removable elements as required. The elevations of these two office wings are so constructed that near the south-west wing honey-combed horizontal and vertical wall screens are situated in front of the windows and provide extensive shade for the glass surfaces; near south-east wing necessary shade likewise provided by sharply projecting balconies along with Venetian blinds which can be let down over the full length of the windows. In this way the elevation is given a novel function to perform: the regulation of light and warmth for the offices situated behind, necessary in southern regions, effected by fixed honeycomb elevations in contrast

to the rotary sun shields as were utilized for example in the Milan office building of the Olivetti Works.

Machine Tool Factory at San Bernardo near Ivrea (pages 259—261)

Machine tool plant enlarged and built from new plan on a new site. To expedite construction as much as possible, architect Vittoria selected steel construction which was erected within 3 months. Machine hall covers 7300 sq.m., office and management area additional 2200 sq.m. divided into 3 floors. Length of steel trusses across hall 16 m. Machine hall is in four vaults, with shed roofs fitted over the two middle vaults with vertical glass panes, whereas the two outer parts are lighted from the lateral elevations. Hall glazed all around up to 3 m. height. Truss supports visible outside. Whole building clearly defined by a sharply projecting roof cornice. Where the steel is left visible outside, it is painted dark blue. Facing material for outside wall surfaces in so far as they are not glazed bright ceramic slabs. Windows painted sea-green. Bright lively colours everywhere in factory hall as well as in offices. Main structural parts inside machine hall bright blue, roof girders light brown. In offices perforated gypsum slabs utilized for ceilings with lighting fixtures built in. Office walls light lilac, ceilings white, floors gray hard ceramic slabs. Light blue sun shades in pleasant contrast. Heating and air-conditioning of machine hall by large convectors. Power and compressed air lines lead to individual machines from above.

New Cabinet Works and Box Factory at San Bernardo near Ivrea (pages 262—263)

A few kilometers before Ivrea a completely new industrial complex of Olivetti Works consisting of a cabinet works and box factory and a machine tool plant. The cabinet works consists essentially of a large fabrication building covered with shed roofs, where packing material and boxes are fabricated on an assembly line. Around this fabrication hall are grouped storage depots for raw materials, a small plant for woodwork, a saw mill and various buildings with offices, cloakrooms and Welfare Center. Structurally the fabrication hall is of especial interest. Above a system of piles in cross section T-shaped ferro-concrete beams with unequal flange lengths. The supports, axial distance 8 x 8 m., are V-shaped with very small strut angle. Roofing material corrugated asbestos-cement. Between under edge of outermost shed girders and the windows a ferro-concrete section somewhat recessed from the girders and painted red. Parapets between the V-supports in untreated brick. Vertical surfaces of sheds glazed. In front of each elevation support are two leader pipes to carry away rain water.

Research and Experimental Center at Ivrea (pages 264—266)

On the edge of the Olivetti works proper at Ivrea there are at the present time being erected new buildings to serve social purposes such as children's nursery, etc. Nearby the new research and experimental center of the Olivetti Works went into operation a few months ago. Relatively large site. At basis of plan were the four principal products of the Olivetti Works: typewriters, two different types of computing machines and teletype machines. These four production branches gave the architect the idea of evolving a plan with four arms, the four arms intersecting in the central stair-well which along with two lifts and toilet groups forms the nucleus of the plan. The individual arms can be enlarged as required. In the basement of the new structure are located cloakrooms, on the ground floor experimental shops and related offices, on first floor offices for planning as well as the technical direction, on top floor the research laboratories and the library. The structure is essentially different from the other Olivetti buildings at Ivrea in its colour scheme and in its cubic design. It can be sensed that another architect had a hand in this building, the same who is engaged in the machine tool plant at San Bernardo near Ivrea. The cubic design is more lively, can perhaps be called somewhat disturbing. The spirit of Wright seems to be hovering in the background. The principal effect is achieved by the blue-glazed brick of the outside walls which stand in rhythmic contrast to the

white bands of the concrete ceilings and roof cornices. Wall panels carried out in hand-made ceramic slabs of light ivory. In vigorous contrast to these colours are the casement windows in bright red and window frames in black. Inside also lively colours are to be met with, calculated to have an appreciable effect on the morale of the workers.

New Factory at Pozzuoli (pages 267 to 271)

Although comparatively small, it stands out more than the Olivetti buildings in Ivrea, as a concrete expression of the employers' desire to better the conditions of the workers of this world-wide organization. The light, airy rooms and excellent sanitary facilities are in marked contrast to the majority of other factories. Lot nearly square with incline from northeast to southwest and view of Gulf of Naples with surrounding islands. Entry from Via Domiziana at center of south-west boundary. One story buildings along this boundary contain employees' offices, gateman's house and living quarters, covered car-ports and school rooms for apprentices. Upon entering to the left, are scattered the first-aid station, welfare center, a library, cafeteria, kitchen and locker rooms. Factory itself adjoins locker room building and has cross-shaped plan. Wings of different size according to function. Stairways and freight lift mark center of cross-shaped plan. Production shops of one story with working galleries. Middle posts support overhead crane runway. Roof shaped in form of stairs thus providing long window strips shaded by roof overhangs. Occasionally balconies project at inner-gallery height. All conduits meet in centrally-located, two-level cellar ducts. Directors' building at south-west end of factory with a balcony terrace supported by round columns facing south and bay. Large shop of tempering machines adjoins east side of factory. Toward mountains portions of lot reserved for future additions. On north boundary are garages, warehouses, transformer station and second gateman's quarters. Pool in entrance garden is a special eye-catcher.

Employees' houses with 18 flats at Ivrea (pages 272—273)

Double house with 18 large flats, designed by the architect Nizzoli designer for Olivetti, erected last year west of Ivrea. Group, which is marked by great plasticity—perhaps in this respect the architect went a little too far—consists of two houses one of which has a four-storey and a five-storey section, the other five-storey. In the first house on each floor two four- and one three-room flat. The three bedrooms of the larger three-room flat project saw-tooth fashion in front of the building and have windows which cannot be looked into from neighbouring flats. Spacious living-dining-room equipped with fireplace. The three bedrooms situated together with bath on closed hallway. Second house situated to east, walls decorated with brightly coloured mosaics. Wide balconies run past front of house and embrace east corner of building. In this house are one five-room and one four-room flat each, both with servants' rooms and bath.

Children's Holiday Camp at Marina di Massa on the Tyrrhenian Sea (pages 274—276)

Site: in midst of old stand of tall pines on Tyrrhenian coast at Marina di Massa. Children's holiday camp built by Olivetti for children of workers and employees. Building with large-scale design towers white above dark-green pines and dark-blue sea. Rooms flooded with sunlight, sunny courtyards, open stair-wells and wide roof terraces. Building consists of three individual structures, center one containing utility rooms, kitchen and dining-room and on upper floor bedrooms for nurses and personnel. The longer buildings on each side are two storeys throughout and house on ground floor playrooms for children and large covered playing areas, in addition to bedrooms on first floor. Main entrance of entire lay-out on small drive-way leading up from highway which runs along beach. Long covered approach leads to one of the stairs situated between the three sections. On ground floor of two-storey section situated toward sea located small office of director, along with WC for girls and small motion picture projection room. Under boys' dormitory second even larger

playroom and corresponding WC installation. Stairs with projecting steps, light, airy, transparent like entire building. All ground-floor rooms completely glazed on three sides and for most part can be opened all the way from floor to ceiling.

Infants' and Children's Nursery at Ivrea (pages 277—280)

A small group of buildings at the northern tip of the factory area of the Olivetti Works serves as infants' and children's nursery. The children have at their disposal a large hilly garden which makes an airy playground; they also have sand boxes and wading pools and a miniature house to play in the garden, all of which along with a flowery pergola make this a little children's realm tucked away in the midst of this vast works with its international scope. The architects devoted special care to the design of this children's area. A small play-garden laid out between nursery proper and garden so that children can play outdoors in hot summer months in spite of sun, sheltered from afternoon sun by a high gallery wall. In front of this wall broken by openings is situated a shady gallery with tall white columns.

Sales room at Voghera (page 283)

Simplicity of design distinguishes new Olivetti salesroom, offices and small repair shop remodeled from ground floor of existing building in Voghera. Approximately square salesroom facing street floored in marble chips with front display window framed in smooth finished marble. Exterior pillar facing of fine-profiled anticorodal. Inside walls paneled in fibre building board and fine-grooved "Lincroma". Interior wall between salesroom and secretary's office principally of glass with interesting planter box. Salesroom counter with glass top, supported at one end by semi-girder and at other end by legs holding drawers.

Salesroom in San Francisco (page 284)

Salesroom in San Francisco is notable for its stark simplicity of design and show-window effect. Director's office, conference rooms and secretary's office located on mezzanine with open gallery at back of salesroom. Merchandise stands on metal supports with ball and socket joint. Supports may be moved for display purposes from one floor recess to another. Floor, ceiling and walls are painted white. Niche outside display window with one wall red, one yellow and violet ceiling. Lighting of salesroom consists of round holes in ceiling with invisible reflectors mounted above, and long skylight in center of room. Stairway of ferro-concrete stringers, oak steps and aluminum railing leading to gallery is in direct center line with skylight and entrance. As artistic accent there is a stone sculpture near entrance.

Project for the new Welfare Center Building at Ivrea (pages 285—287)

Will be situated opposite the oldest factory on Via Castelmonte, the street of access, and comprises four main departments each one of which has its own building: First on the Turin-Aosta highway the library, then next on the east the Welfare Center and the building for medical service with examination and treatment rooms, as well as farthest east the psychotechnical laboratory for worker personnel. Library: reading and reference rooms, along with rooms for study groups, etc. The Welfare Center: office and group of individual interviewing rooms. Medical service: accident station, with X-ray room, dental treatment, gynecological examination and consultation, etc. On roof lounge rooms for nurses and personnel as well as office for doctors and a laboratory. Psychotechnical laboratory: examination rooms, files, consultation rooms, etc.

Project for Employees' Houses (page 288)

Two three-storey multiple family houses are to be erected as first stage in building of new houses for employees, planned with privately owned flats. Centrally situated stair-well lighted from both sides leads to three flats on each floor, one two- and two four-room flats. In addition to a roomy living-room they comprise 1 to three bedrooms, a kitchen and bath.