

olivetti

The name of this manufacturer in Italy

Spells "modern design" to an ever-increasing audience

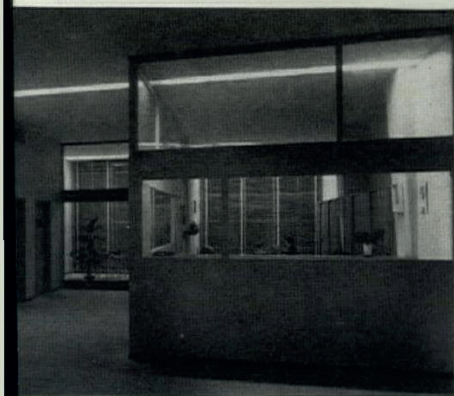
The town of Ivrea (pop.: 17,000), at the foot of the Val d'Aosta, half way between Turin and Milan, is—after Rome—the oldest town in Italy. Yet, by 1956, Ivrea may well be the most modern town in Western Europe.

The reason can be found in one name: Olivetti. This is a 45-year-old family concern that manufactures every kind of business machine—from elegant portable typewriters to teletype equipment of the most modern sort (a recent installation: US Embassy, Paris). Olivetti is the principal industry of Ivrea, employs some 6,000 happy workers. They have plenty of reason to be happy, for Olivetti has built them not only a beautiful "Crystal Palace" to work in (see cut) but also some of the most modern apartments, nursery schools, technical schools, recreational facilities and playgrounds to be found anywhere in Italy—and, perhaps, in Europe—today. And Olivetti is still building and expanding.

The policy has paid off in two ways: first, by reducing turnover of skilled labor; second, by having all the world identify the company's name with "modern design." For throughout Europe today, the name of Olivetti stands not only for first-rate architecture, but also for first-rate advertising art, typography, furniture and product design. The pictures on these six pages show how consistently high the Olivetti standard has been, how well Olivetti has deserved its "modern design" trademark. Last month, when New York's Museum of Modern Art opened an Olivetti exhibition (designed by Leo Lionni), few US businessmen could deny that here art and architecture had combined to give an industry its identity.

Entrance to offices shows light elegance of interiors, simplicity of built-in furniture.

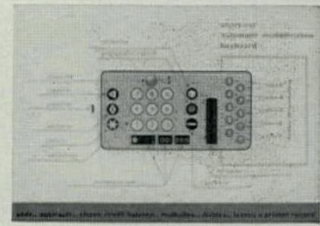
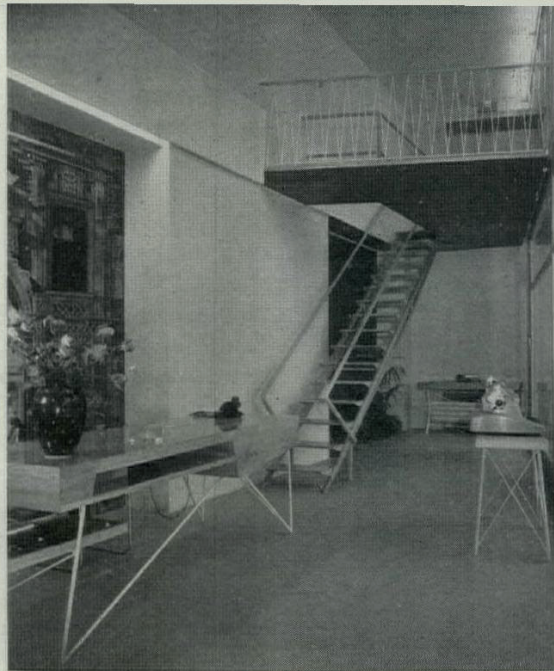
Lighting and acoustics, while relatively primitive by US office standards, are in advance of European practice.



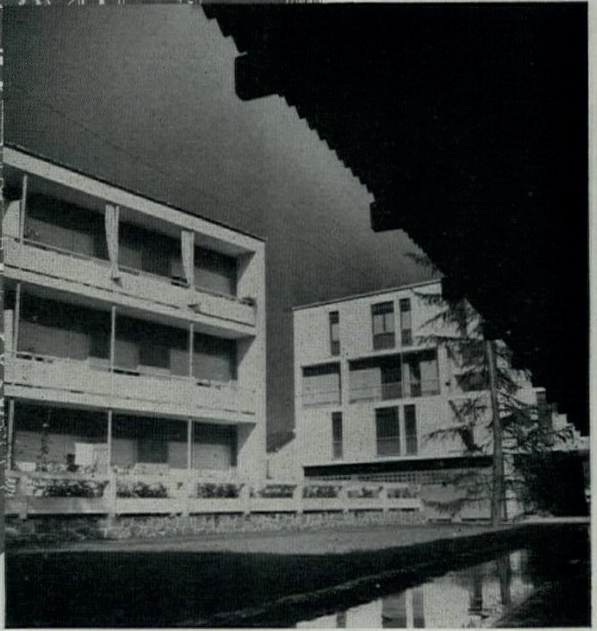
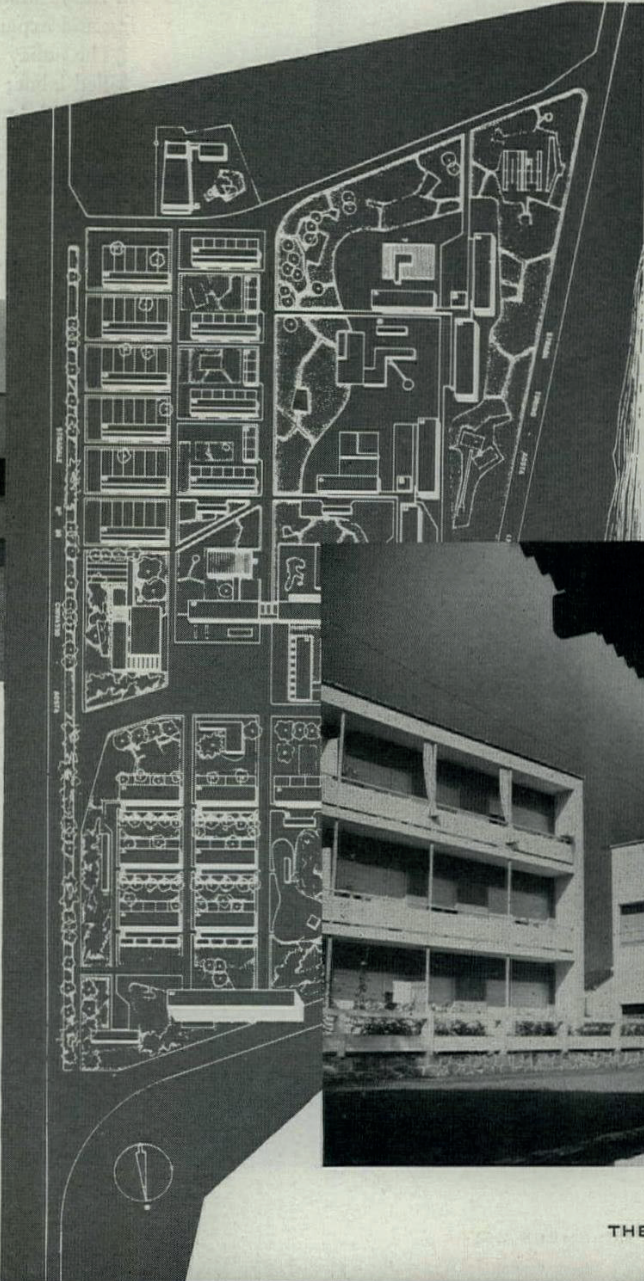
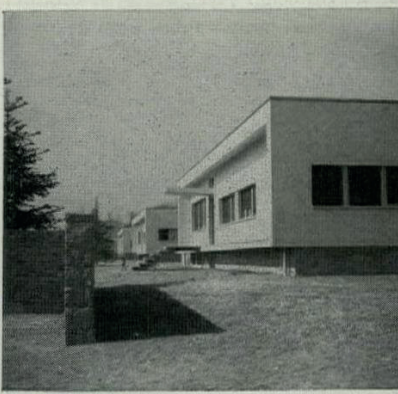
Wood and glass partitions lightly divide concrete-framed office floors. Coffee-bars for employees are located on each floor.



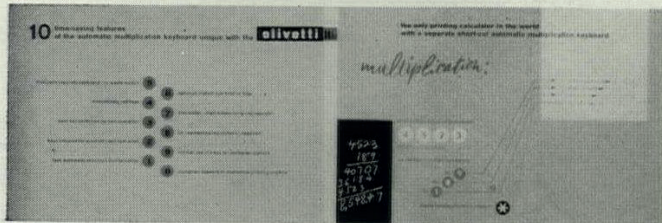
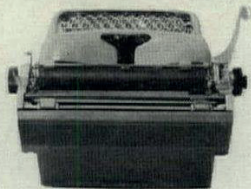
olivetti



Showrooms in Ivrea (above) and Rome (left) are typical of high architectural standards maintained in Olivetti displays. Most Italian showrooms were designed by architects Sissa or Bernasconi. Olivetti also maintains handsome stores in Paris, London, Mexico City, Buenos Aires, Johannesburg and elsewhere.



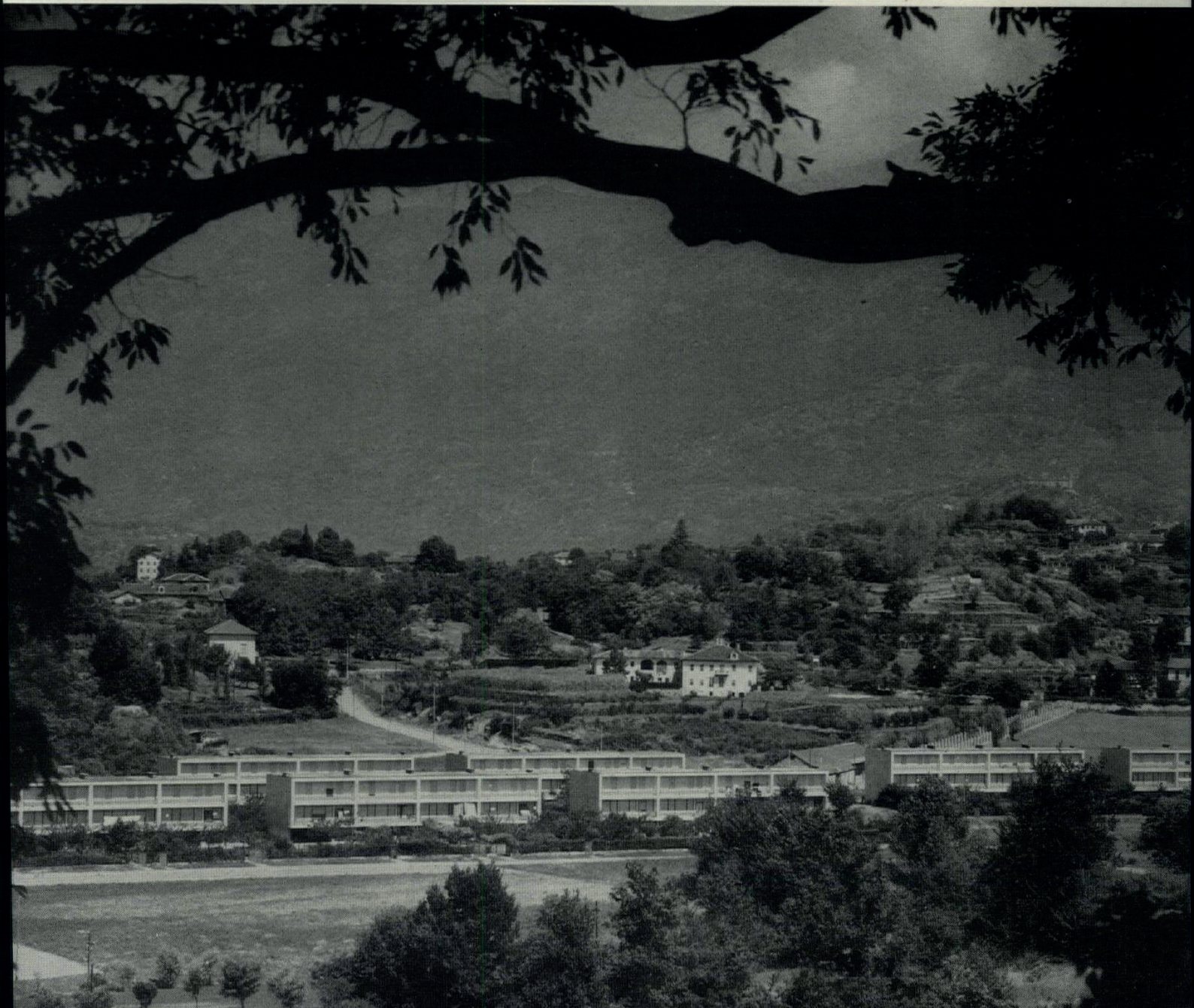
Workers' housing has been built in Ivrea ever since the late 30s, is still being expanded. Above: one-family houses for executives; right: typical apartments for workers. Both were designed by Annibale Focchi and Marcello Nizzoli. Plan shows 500-family development in Ivrea by same architects. This is now half finished and will be completed by 1956. It will contain schools, movie theater, church recreation center, parking garages and playgrounds. The 20-year mortgages for typical 4-bedroom apartment cost tenants only \$10 per month.



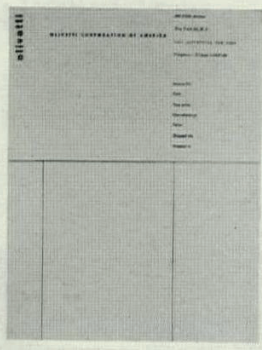
Advertising design such as booklet by Nina Rittenberg (above) and magnificent posters by Giovanni Pintori (right) have made Olivetti's name famous to graphic artists—and general public—everywhere. Art Director Leo Lionni, designed Modern Museum exhibit, some posters and stationery shown on next page.

Apartment buildings by Figini & Pollini were built in 1939, still rank among best housing in Europe

Museum of Modern Art



olivetti

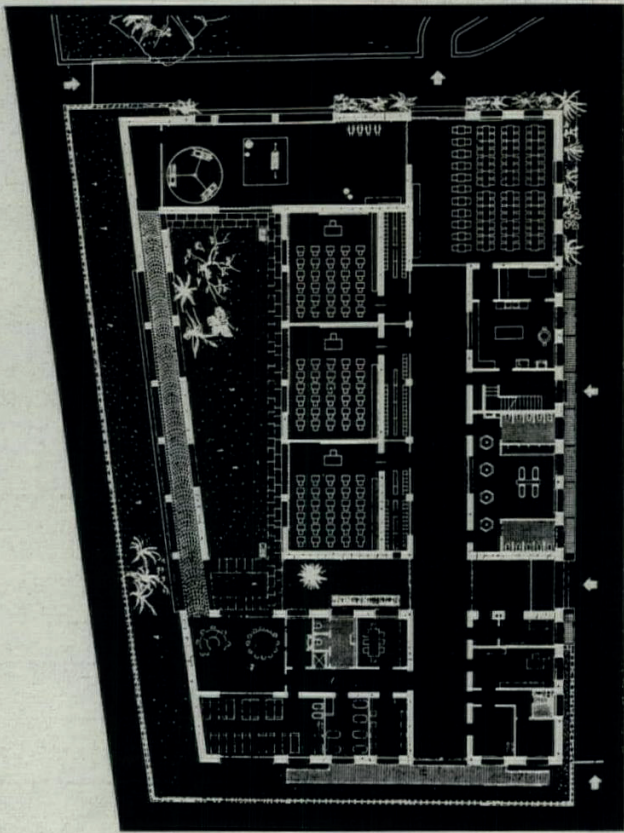


olivetti 14... a few examples of time-saving calculations

...adds... subtracts	percent	discount and mark-up
$\begin{array}{r} 123456789 \\ + 987654321 \\ \hline 1111111111 \\ - 1111111111 \\ \hline 0000000000 \end{array}$	$\begin{array}{r} 100 \\ \times 10 \\ \hline 1000 \\ \times 10 \\ \hline 10000 \end{array}$	$\begin{array}{r} 100 \\ - 20 \\ \hline 80 \\ \times 10 \\ \hline 800 \end{array}$
...shows credit balance	...multiplies	...divides

olivetti 14 features:

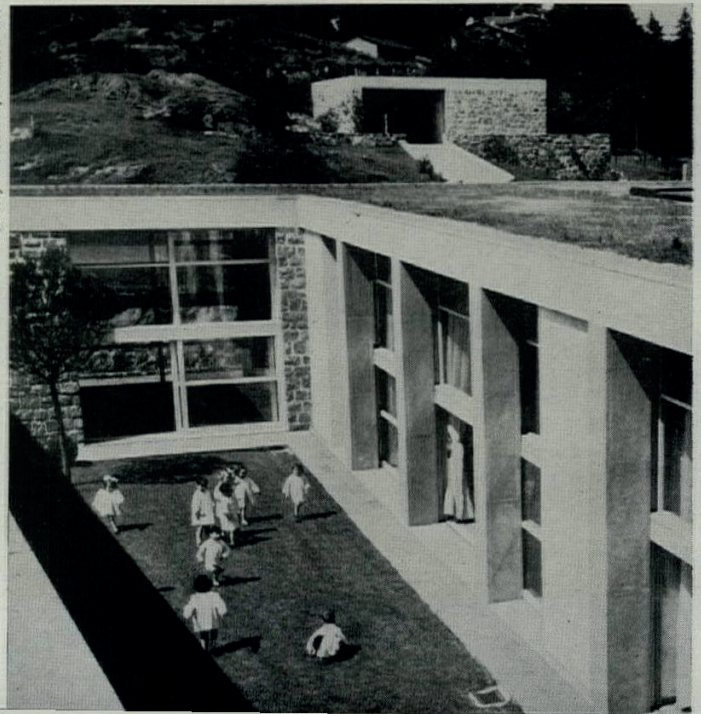
- ...and leaves a permanent printed record

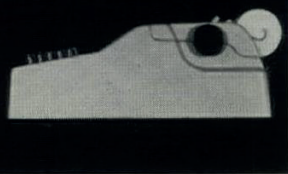


Building is raised above adjoining road on stone podium, uses stone from surrounding mountains. Its exposed concrete frame is sheathed in light gray stone veneer (see also pictures on opposite page).

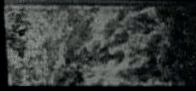
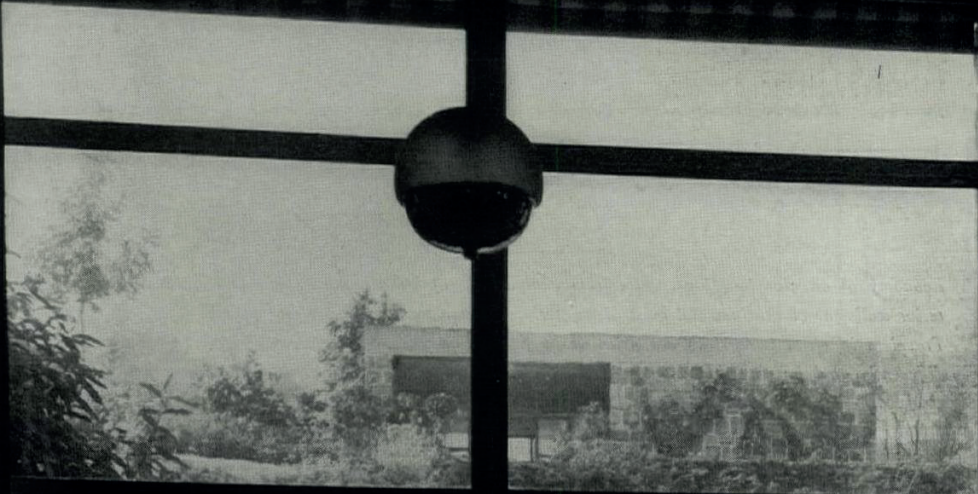
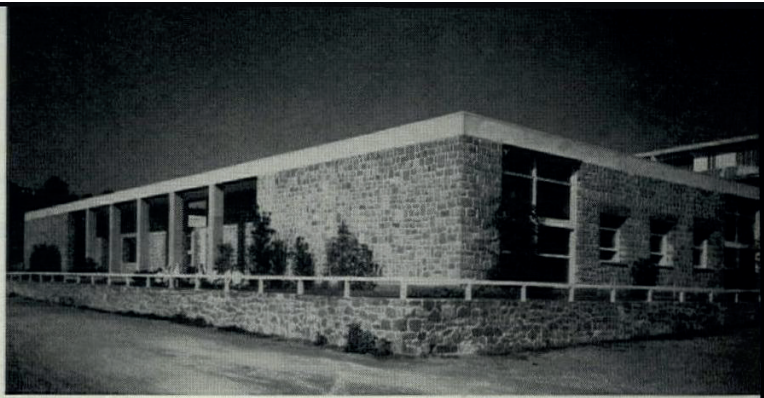
Nursery school for workers' children was designed in 1941 by Figini & Pollini. In addition to a recreation center, other social facilities will soon include a new restaurant building for 2,800 workers and a new hospital for the whole town. To avoid inbred "Army Post" atmosphere, housing and other Olivetti developments are scattered through town, mixed in with facilities for other workers.

Courtesy Museum of Modern Art





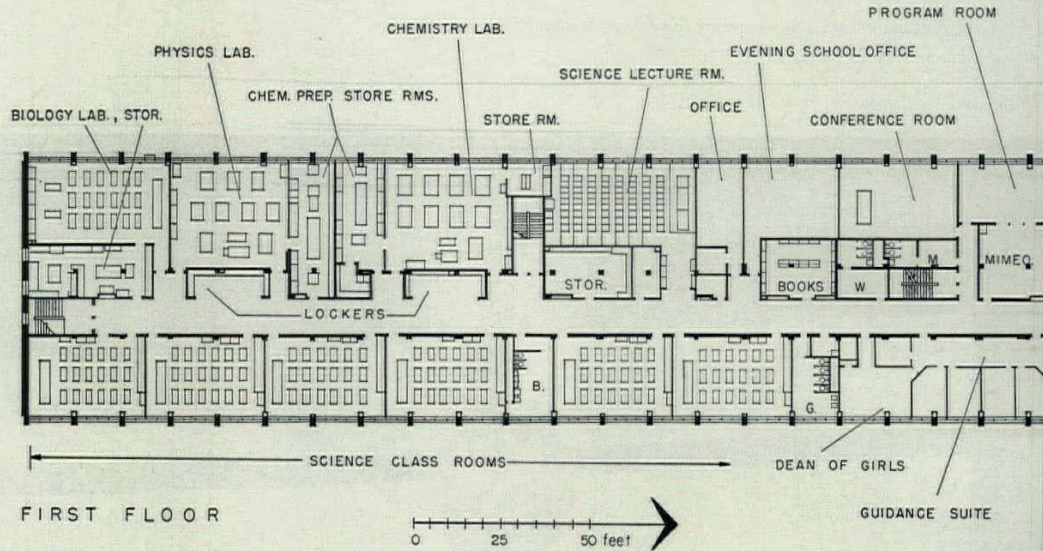
Furniture, stationery, catalogues and products
are all of the same, high design quality.
*This consistently high quality has enabled Olivetti
to capture public imagination—and many new markets.
Today, factories exist not only in Ivrea, but in Turin, Apuania,
Barcelona and Glasgow as well.
Rarely has there been a more convincing demonstration
of what art can do for industry.*



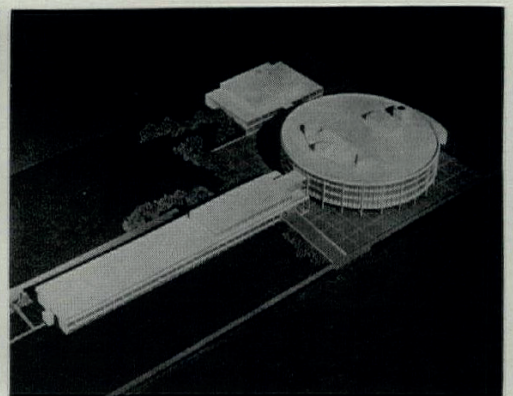
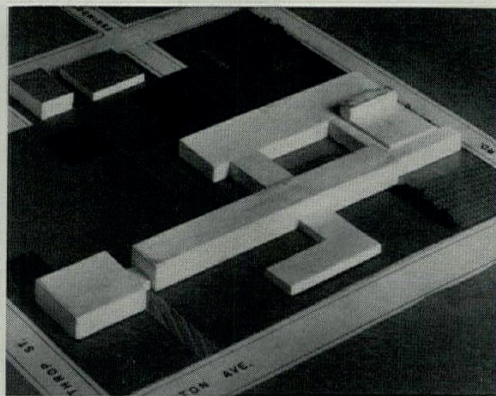
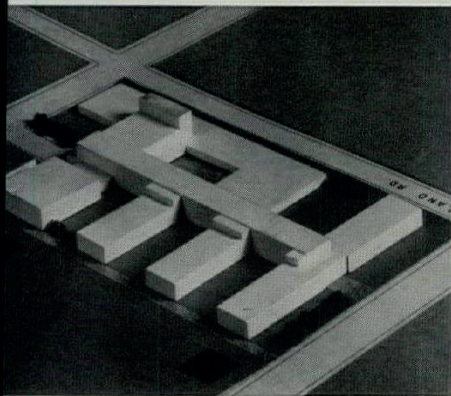
BANJO-PLAN SCHOOL

Its circulation scheme and economy cracked the conservatism of New York's school board

General George W. Wingate High School
 LOCATION: Brooklyn, N. Y.
 KELLY & CRUZEN, architects
 (Lloyd Fleischman, associate-in-charge
 Albert Loecher, chief designer)
 KREY & HUNT, mechanical engineers
 FARKAS & BARRON, structural engineers
 H. V. MUNCHAUSEN, acoustics consultant



Economy of circular building results from compactness of mechanical systems and elimination of exterior walls for auditorium and most of cafeteria. Scheme wastes no interior space. Travelers in circular corridor are oriented by five major entrance points, each numbered and painted differently, and by changing aspects of inner corridor wall. Circle's second-floor plan is almost identical with first. Plans of ground and top floors are shown overleaf.



Architects submitted three preliminary studies. Finger plan was rejected for long corridors, difficulty of protecting courts from vandals, cost. Scheme 2 was rejected because of courts and bottlenecks. Accepted banjo scheme overcame these objections, was also cheapest. All model photos are taken from same point, looking toward northwest.