



POLITECNICO  
DI TORINO

# Honors thesis

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MASTER'S DEGREE COURSE IN ARCHITECTURE  
HERITAGE PRESERVATION AND ENHANCEMENT

*Abstract*

**Enhance, enjoy, imparting. The UNESCO site "Ivrea,  
industrial city of the 20th century"**

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The subject of the thesis is identified with the Piedmontese UNESCO site "Ivrea, industrial city of the 20th century" which, with its Olivetti architecture, joined the World Heritage List in July 2018, after a ten-year application process.

Ivrea, in fact, is historically known all over the world for the uniqueness of the model proposed by Olivetti and for the production of innovative technology and design typewriters.

The Olivetti have combined reformist ideals with a careful entrepreneurial policy and a concrete implementation program that has generated a system permeated in the territory, leaving to bequeath human, social, cultural and valuable engineering-architectural buildings.

The core of the UNESCO site is composed of twenty-nine areas with over a hundred buildings and large architectural complexes, examples of the modern architecture of the 20th century, of which 93% of private individuals that span an area of 71,000 Hectares.



It is not the purpose of this thesis to celebrate the olivettian myth, but rather to convey this legacy, involving the users of goods in their entirety and proposing, in the first place, an overall organization of the principles that inspired the work Entrepreneurial.

The starting question was therefore to understand how to enhance the site one year after its assignment, involving public bodies and trying to identify real perspectives, times and strategies.

There were three phases of work:

- Cultural project (Relational Information System and Cultural Manifesto)
- Architectural metadesign (the M.I.O. – Olivetti Interactive Museum)
- Economic and financial feasibility project for the implementation and management of M.I.O.

The cultural project has the function of supporting the physical project of the museum, transmitting complex cultural content to make it accessible even to an unskilled audience. The work has therefore led to the creation of a Relational Information System on the tangible and intangible olive to be transmitted, which draws its foundations from the Territorial Information System "Ivrea industrial city of the twentieth century", realized by the Polytechnic of Turin, and from that of the city of Ivrea.

The Relational Information System is a link between the intangible heritage and the proposed museum spaces.

The enhancement, therefore, is possible through the reuse and re-functionalization of spaces related to tangible heritage, or through the enjoyment of places. The strategy that

was decided to reduce the timing was the use of the site and the re-functionalization of part of the ICO factory. Paying specific attention to the 2000 Salon, it was proposed the inclusion in these spaces of the UNESCO Interpretation Center and a museum center with the metadesign of the Interactive Olivetti Museum (M.I.O.). The M.I.O also welcomes the external exhibition paths, which reformulate the current structure of the MAaM (Open-air Museum of Modern Architecture).



The final section of the work proposes an analysis of financial economic feasibility and a management plan, defined with the application of Break Even Point analysis, for the realization and sustenance of the museum.

In the light of the five elaborate feasibility scenarios, which consider public-private collaboration, it can be concluded that the success of the recent UNESCO site depends not only on the organizational and cultural capacity of the museum but, above all, on the policies achievable cultural sideways.

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