

The leading aim of **Community and Society** is the development of cultural studies and projects addressed to the examination, promotion, and expression of various forms of social unity and community life. The Adriano Olivetti Foundation is committed to realize these objectives along with local governments, Italian and foreign no profit organizations, and the institutional bodies of the European Union.

The main projects being carried out by this group are:

#### **Nuovi Committenti (New Patrons)**

According to Olivetti tradition and in line with the idea of art as an instrument of social intervention, since 2001 the Foundation has been promoting the program *Nuovi Committenti* in Italy. *Nuovi Committenti* was launched in France by the Fondation de France under the name *Nouveaux Commanditaires*, as a program dedicated to the production of works of art for public space. *Nuovi Committenti* allows any subject, public or private, to commission works of art reflecting a collective desire for self-representation or a request to improve the area thanks to the combined efforts of three subjects, the citizen-patron, the cultural mediator who interprets the patron's needs, and the artist called upon to realize the final work. Thanks to *Nuovi Committenti*, contemporary art has become a useful instrument for dealing innovatively with

issues related to livability and urban sustainability, social integration, and the improvement of degraded areas and sites.

**Turin-Mirafiori Nord (2000-2006)** was *Nuovi Committenti's* first Italian undertaking in the City of Turin in response to a request by the inhabitants of Mirafiori Nord, a blue-collar neighborhood serving the Fiat complex. The objective of this initiative was to reinforce the identity of this area and assist the neighborhood's inhabitants in the recovery of their urban spaces. In 2008 the first four projects were inaugurated with works by Stefano Arienti, Massimo Bartolini, Claudia Losi and Lucy Orta.

In 2009 the Foundation established **Green University**, a public art project commissioned and carried out by a student association of Luiss University Guido Carli in Rome. The project reflects a call for environmental sustainability prevalent throughout many universities in Europe and abroad. The first stage of *Green University* was concluded in December 2009 with the installation of the art work by Ettore Favini. The objective of the second stage of the project is to highlight themes related to the environment and environmental responsibility by creating a university model that makes sustainability an area of investment and education.

Through **Institutions and Society**, the Adriano Olivetti Foundation supports and organizes, along with universities and Italian and foreign research centers, seminars, studies, and publications whose objective is the analysis also through comparative methods of national and international institutions and legislative processes. It stimulates and promotes comparative projects and studies regarding philanthropy and the protection of individual rights.

The main projects being carried out by this group are:

#### **Asian University for Women**

As to the protection of individual rights, the Foundation, along with the Giovanni Agnelli Foundation and the Cariplo Foundation, has sponsored the first *Asian University for Women* (AUW) in Italy, thereby involving itself in the most extensive international debate on the protection of human rights. The AUW is an independent institution of higher education with its main offices in Chittagong, Bangladesh and strives to cultivate the aspirations, talent, and leadership potential of Asian women. This initiative follows the international tendency of promoting women's roles in developing countries and was born of the conviction that women's education is an important step in sustaining social development, political equality, and economic progress in developing countries. Therefore, the project is involved not only in women's liberation, but also in the overall advancement of Asian

society. As advocated by the Fifth World Conference on Women sponsored by the United Nations (Beijing, 2005), women's participation in the field of production, political institutions, and decision-making processes is fundamental in order to eradicate poverty and promote sustainable development.

#### **Constitutional seminars**

The main objective of the constitutional seminars, supported and hosted by the Adriano Olivetti Foundation since 2001, has traditionally been the comparative analysis of European and American constitutional systems. In 2008 and 2009 the themes specifically under analysis were electoral behavior and the monitoring of constitutionality in European countries. In 2009 the seminar held in Rome on **The political origins of the Constitutional Courts** compared the situations in Italy, Germany, France, and Poland as well as those of some Commonwealth states after the end of the second world war, hosting scholars from the Universities of Toronto, Paris, Konstanz and Siena in addition to members of the European Court of Human Rights in Strasbourg. Since 2009 the project **Constituenti Ombra** (*Shadow Constituents*) has been studying the Italian situation. Its aim is to describe the contributions of alternative or peripheral entities in the Italian constituent debate particularly those promoted by Adriano Olivetti.

## Community and Society

## Institutions and Society

## Economy and Society

## Art, Architecture and City Planning

**Economy and Society** focuses its attention on the research activities inherent in the transformation processes of social and economic structures, following the Olivetti tradition. The spread of ethical, responsible, and technically expert business culture on the one hand and the development of collaborative networks for active and shared participation on the other are particularly necessary tools in the context of the growing complexity and globalization of markets.

The main projects being carried by the group are:

#### **Ivrea 2008-2010**

The Adriano Olivetti Foundation, along with the *Ivrea 2008-2010* program, has launched studies and projects related to the keys issues of the *Knowledge Society*, the core of the *Lisbon Strategy*, now *Europe 2020*, and the support of its development. Its first task was the formation of an *Innovation Board* (*Tavolo dell'Innovazione*), participants in which include Piedmont Region, the Municipality of Ivrea, Microsoft Italy, the Province of Turin, Confindustria Canavese and the Canavese Bioindustry Park. The word Ivrea is to identify the

Canavese region as the area where *Ivrea 2008-2010's* first tasks and empirical analysis were carried out. The program's initiatives, i.e. *The Innovation Board* (*Tavolo dell'Innovazione*), *The Census* (*Il Censimento*), *Observatory* (*Osservatorio*), *The Laboratory of the Intangible* (*Laboratorio dell'Intangibile*), and the *Lisbon Hearings*, have been defined taking into account this area in the North-East part of the Turin/Piedmont Province, and performed and managed according to criteria of strict and reciprocal integration.

With the research-task oriented project, *The Census*, the Adriano Olivetti Foundation has carried out the first cognitive analysis "of the consistency and governing methods of a companies' strategic intangibles". Its aim is to identify the structure and development potential of the various elements of intellectual capital, including its contributions to the company on an economic and financial level. The survey regarding the recognition and development of intangible assets will be carried out throughout businesses (in particular SMEs) of the Innovation Clusters in collaboration with the Piedmont Region.

Through **Art, Architecture and City Planning**, the Adriano Olivetti Foundation supports projects, exhibitions, workshops, meetings, and presentations dedicated to architecture, city planning and the visual arts. This task-oriented group fulfills one of the principal aims of the Foundation, where various aspects of contemporary culture are dealt with using an interdisciplinary approach with the objective of promoting the arts as a instrument of social intervention.

The main project being carried by the group is:

#### **Ivrea for Unesco**

The Adriano Olivetti Foundation, the Municipality of Ivrea, and Politecnico di Milano have launched a project for the valorization of Olivettian architecture in Ivrea, or rather the architectural products and regional transformation projects derived from the industrial, cultural, and social policies backed by Adriano Olivetti. Starting with the centennial celebration of the foundation of the first Olivetti factory (1908-2008), the project will usher some examples of

Olivettian architecture in the city of Ivrea onto UNESCO's tentative list of world heritage sites of modern architecture. The initiatives' agenda considers this architectural heritage a synthesis and tangible legacy of Olivettian thought, capable of passing down Olivettian its values as a system, coherent and firmly rooted in the territory, in which design, architecture, and social responsibility are integrated in a single, innovative production model. The project's objective is to trigger a conservation and valorization process of this architectural heritage, create structures and "places" of research and exchange of high cultural value and, finally, activate future processes and new projects of territorial valorization. The first phase of the project was characterized by a series of lectures opening up the debate and providing reflections and suggestions on themes fundamental to the development of the project. The aim of the lectures was to motivate citizens, local institutions, and cultural and entrepreneurial actors to think about a kind of territorial development, starting by interpreting the past for a sustainable future.

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Adriano Olivetti was born in Ivrea in 1901. In 1938 he became Chairman of the family typewriter factory his father, Camillo, founded in 1908. Adriano Olivetti's policy strengthened its focus on industrial design and improved living standards for its employees. In 1948 the Olivetti company formed a Works Council with general consultative powers on funding for social services and welfare. In 1956, ahead of national employment contracts, the Olivetti company reduced the work week from 48 to 45 hours, on an unchanged wage basis. In the industrial design field, Adriano Olivetti also managed to launch a number of products that became cult objects in terms of design, technological content, and functionality. As early as 1952 the Olivetti company opened an electronic computer research laboratory in New Canaan, USA and in 1959 launched the Elexa 9003, Italy's first electronic computer. In 1957 Adriano Olivetti's entrepreneurial achievement won further recognition when the National Management Association of New York awarded him a prize for "ground-breaking activity in the field of international company management". In 1959 Adriano Olivetti signed an agreement for the acquisition of the US Company, Underwood. Adriano Olivetti died unexpectedly on February 27, 1960.

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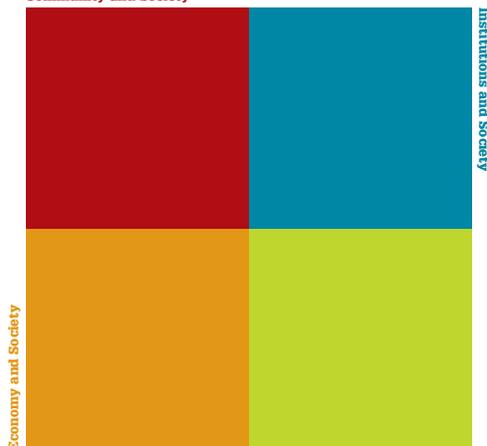
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**Community and Society**



**Art, Architecture and City Planning**

