



FONDAZIONE PIRELLI

## PRESS RELEASE

**IN SETTIMO TORINESE FROM 18 JANUARY TO 1 MAY, THE EXHIBITION ENTITLED "PIRELLI IN 100 PICTURES. BEAUTY, INNOVATION, MANUFACTURING".**

**The exhibition held in the Archimede Library in Settimo Torinese retraces the over 140 years of Pirelli, one of the most important industries in the district.**

*Settimo Torinese, 17 January 2017* – From 18 January 2017 to 1 May 2017, the Archimede Library in Settimo Torinese will host the exhibition entitled “Pirelli in 100 Pictures. Beauty, Innovation, Manufacturing”. The exhibition traces over 140 years of Pirelli: factory workers, technology, new product research, relationships with the arts and innovative communications, motorsports and the famous calendar. It is also the opportunity to present first pictures of a new project taken inside the Pirelli industrial Hub in Settimo Torinese by Peter Lindbergh, author of the 2017 Pirelli Calendar, to the general public.

The exhibition, curated by Fondazione Pirelli which runs the Historical Archives from where the material was picked, is promoted and organized by Comune di Settimo Torinese with the contribution of Pirelli and Fondazione ECM (Esperienze di Cultura Metropolitana) and is sponsored by Regione Piemonte and Città Metropolitana di Torino. Attending the presentation were the President of Regione Piemonte, Sergio Chiamparino, Mayor of Settimo Torinese, Fabrizio Puppo, Executive Vice President and CEO of Pirelli, Marco Tronchetti Provera, the President of Fondazione ECM, Aldo Corgiat, and Managing Director of Fondazione Pirelli Antonio Calabrò.

*“We are privileged to offer the opportunity of a unique exhibition to visitors to the Archimede Library”, said the Mayor of Settimo Torinese, Fabrizio Puppo. “The photographs and illustrations retrace the over 140 years of history of Pirelli, which is in part the history of our city and of many workers and citizens of Settimo Torinese and the surrounding towns who have worked there and contributed to its growth. Employment, culture and innovation and three key concepts that tie the history of Pirelli to that of our city and that is told in the most exciting way in the 'Pirelli in 100 pictures' exhibition”.*

*“Innovation and product quality, attention to people and communication with the district where our plants are situated, in Italy and in the world, have always been among the strongest values of Pirelli”, declared Executive Vice President and CEO of Pirelli, Marco Tronchetti Provera. “The exhibition in Settimo Torinese, the site of our most innovative industrial hub, is proof of this. The commitment of the Settimo and Regione Piemonte local*

*authorities, which whom we have interacted with mutual benefit for many years, drives us to continue to operate by combining local and international perspectives”.*

*“We are proud to have this opportunity to host the splendid ‘Pirelli in 100 Pictures’ exhibition”, added the president of Fondazione ECM, Aldo Corgiat. “This activity is part of a comprehensive cultural program involving Settimo local authorities, Fondazione ECM and Pirelli, which included the shows of Marco Paolini and Moni Ovadia to celebrate the 50th anniversary of Settimo earning city status, the WORKERS exhibition, concerts in the factory for the MITO festival, the Innovation and Science Festival of which Pirelli is Main Sponsor and the library opened in the plant with the collaboration of Archimede”.*

The “Pirelli in 100 Pictures. Beauty, Innovation, Manufacturing” exhibition is further confirmation of the importance of culture as a tool for driving development, social cohesion and integration, in addition to reasserting the bond between culture and employment in Settimo Torinese. For Pirelli, in particular, the exhibition follows the activities organized and sponsored in Settimo by the company and by Fondazione Pirelli, which was established in 2009 to promote and disseminate corporate culture, history and documentation. Examples of these activities include the three concerts organized at the Hub in 2010, 2011 and 2014 for the MITO Festival, that Pirelli has been sponsoring since 2007, and the support offered by Pirelli to the Innovation and Science Festival.

### **The exhibition**

The exhibition develops through six sections. **“Una P lunga oltre 140 anni”** (a **"P" over 140 years long**) traces the history of Pirelli through the pictures of its factories and its products: from the first plant on the outskirts of Milan to the first international exhibitions, illustrated catalogues and “Pirelli” magazine covers. **“La fabbrica degli artisti”** (the **factory of artists**) presents some of the many opportunities that painters and photographers have taken to express their art and tell about the world of factories and manufacturing. **“Si va che è un incanto”** (it **runs like a charm**) documents the daily challenges that Pirelli has tackled in the racing world since 1907. **“Una Musa tra le ruote”** (a **muse in the wheels**) focuses on the relationships between Pirelli and the arts since the beginning of its history from the earliest artist advertising campaigns to illustrations. **Elogio della Bellezza”** (celebration of **beauty**) is a line-up of the female icons that introduces visitors to the last section dedicated to **the Pirelli Calendar 1964-2017”** with pictures by the greatest names in photography.

The most recent was German master Peter Lindbergh, who took a number of enthralling and powerful photographs in the factory in Settimo in preparation for the 2017 Pirelli Calendar. Those pictures have become a project in their own right and are presented in preview to the general public.

### **The Pirelli industrial Hub of Settimo Torinese**

Pirelli has been present in Settimo Torinese since the 1950s. Today's industrial site was added to the original factory purchased from Ceat in 1984 and was the object of major investments over the following two years. The idea of the new Pirelli industrial Hub of Settimo Torinese came in 2007. The project consisted in integrated the two Pirelli plants

already present in the area in a single area: works started in June 2009 and production was kicked off in May of the following year.

The Hub is also the result of profitable collaboration with local organizations and the Turin Polytechnic for research and innovation matters. It is the most technologically advanced and efficient Pirelli plant in the world in terms of product innovation, manufacturing processes and working environment quality. World-renowned architect Renzo Piano was called to design the “Spina”, as the central body is named, which houses the R&D labs and many services for employees. As a result, this part of the plant has naturally become the keystone for supporting production and fostering fraternization among workers.

Renzo Piano also designed the landscape projects that immerse the factory in 500 cherry trees, in addition to the on-site road network and the lighting. With an initial investment of 150 million Euro, which was increased to 300 million following the total refocusing of the plant on Premium and Prestige segment car tyres, some of the most advanced Pirelli technologies are implemented in the plant, like the Next Mirs robotized system, the new compound production system (PTSM) and the most recent PNCS-Pirelli Noise Cancelling System.

Production in the Hub, focused on low-environmental impact High-Performance and Ultra High-Performance tyres, totals over 4 million parts. Part of the investments was destined to the training over 1,200 workers focusing on skills aimed at achieving technological excellence, adding up to over 221 thousand hours in total, that is equal to 25 days per person over the 2009-2015 period.

President of the Republic Giorgio Napolitano visited the Settimo Hub on 19 March 2011 during the celebrations for the 150th anniversary of Italian unity organized by the local authorities of the city of Turin.

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## **PIRELLI IN 100 PICTURES. BEAUTY, INNOVATION, MANUFACTURING**

Settimo Torinese, Archimede Library Piazza Campidoglio 50

18 January 2017 – 1 May 2017

Opening times:           Monday-Saturday 9 am - 7 pm  
                                  Sunday 3.30 pm- 7.00 pm

**Free admission**

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## "PIRELLI IN 100 PICTURES. BEAUTY, INNOVATION, MANUFACTURING".

### The exhibition

One hundred pictures. To tell the past and the present of an Italian corporation with an international vocation. Strongly rooted in local communities, like in Settimo Torinese. And with production lines and research laboratories in many countries worldwide. This is a factory: quality manufacturing, innovation, employment, people on the move together, community. These pictures selected from the Historical Archive of Fondazione Pirelli express the industrial culture, the care for products of excellence and the focus on relationships with the men and women who share a common growth in the factory of the company. The plants. The machines. The objects, the tyres. And their everyday use. In everyday life. And in tougher and tougher races. Their representation in advertisements, works of art and artistic photographs. And all areas of sophisticated communications. Leading up to the Pirelli Calendar. Passion for beauty. And for quality.

#### Section 1

##### **Una P lunga oltre 140 anni (a "P" over 140 years long)**

The first Pirelli plant was opened on the outskirts of Milan. It was 1872: the products were belts, pipes and rubber-coated fabrics; the logo was a star and the letters P&CM standing for Pirelli & C. Milan. The marvellous industrial possibilities of natural rubber at the 1906 Expo. And then came tyres: on show in Paris in 1921. In the meantime, the company became multinational: Spain and then the UK, with rubber plantations in Java. In the fifties, Cinturato tyres were running in Torino, on advertising posters on trams and then at the Motor Show, where designer Bob Noorda took a moment to admire the stand he designed for Pirelli. The first century of Italian unity was celebrated in 1961 in Torino with the International Labour Exhibition: the "Pirelli" magazine covered the Expo with photographs by Ugo Mulas.

#### Section 2

##### **"La fabbrica degli artisti" (the factory of artists)**

Painter Fulvio Bianconi was told: "Go to the factory. Watch, listen. And then draw". His drawings inspired by the shop floor, with its mixers and vulcanisers, were published in the "Pirelli" magazine. Did Bianconi bump into Ernesto Treccani, also on the tracks of factory workers with his canvases and paintbrushes, in the corridors of the factory? Dutchman Arno Hammacher chose photography instead, taking a picture of hands and tyres in the plant in Settimo Torinese in 1962. Nearly fifty years later, another photographer, Carlo Furgeri Gilbert, came back to Settimo to take photos of the new Industrial Hub being built. More photos of the factory, this time by Carlo Furgeri. That was just yesterday. A beautiful, high-tech factory with cherry trees and light. Settimo: an open factory. Where words become theatre and sounds become music.

#### Section 3

##### **"Si va che è un incanto" (it runs like a charm)**

Crowds lined the streets on the that day of August 1907 in Paris to celebrate the victory of the Peking to Paris car race. The winners was Prince Scipione Borghese and journalist Luigi Barzini. The winning car was the Itala, the winning tyres were Pirelli.

And Pirelli has never stopped since. Brilli Peri's Alfa Romeo streaks by in Monza to win the 1925 Grand Prix. Pirelli is the winner on two wheels as well: Giro d'Italia and "6 Giorni di Sanremo". In the 1950s racing enthusiasm is sky-high. Mille Miglia: from Brescia to Brescia through Rome. Alberto Ascari's winning streak: two Formula 1 world championships won with Pirelli and Ferrari. In the same years, champion Alfredo Binda organised the Pirelli Grand Prix for amateur cyclists. It was the springboard towards success in major competitions. Racing continues today: F1, Rally, Superbike and Motocross. With an eye to tomorrow.

#### Section 4

##### **Una Musa tra le ruote (a muse in the wheels)**

The relationship with arts traces back to the beginning of the history of Pirelli from the depictions of the plants at the end of the 19th century to the first artistic advertising campaigns. Illustrator Roowy in 1914 drew for Pirelli inspired by Futurismo; Renzo Bassi conjured up a majestic white start for the "Stella Bianca" campaign in 1931; Bruno Munari designed the Coria sole campaigned followed by Max Huber's drawings for scooter tyres. Raincoats by Jeanne Grignani and Alessandro Mendini's darling sweethearts in the snow. Raymond Savignac's driver was like an astronaut in a tyre and Bob Noorda evoked a pine tree for the "Winter" tyre campaign in a few simple strokes. Riccardo Manzi in 1961 drew the "eyes closed" campaign for Cinturato. A long P made of cars marked the passage to the new: here came Carl Lewis and the campaign about power and control. Today, design meets economics: artists such as Stefan Glerum and Pokras Lampas are called to illustrate the *Pirelli Annual Reports*. Pages that keep on telling a story of creativity and style.

#### Section 5

##### **Elogio della Bellezza (celebration of beauty)**

Beauty has always inspired the artists who have worked for Pirelli. In the 1950s, girls travelled on Bianchi motorbikes fitted with Pirelli tyres and Lucia Bosè stared on the silver screen with a beautiful Coria suitcase. Bombastic Marilyn Monroe in a pink Lastex costume in 1952. "Poor But Beautiful" star Marisa Allasio at the Rally del Cinema in 1957. "Vado e Torno" magazine featured beautiful women on the cover, of the likes of Sofia Loren, Brigitte Bardot and Claudia Cardinale. Lora Lamm drew carefree girls riding a scooter; Massimo Vignelli imagined them with their hands up in the air on a bicycle. Always with Pirelli tyres. Photographer Mulas broke the mould in 1966: the Cinturato girl was reading a book. More recently, Sharon Stone stepped off an plane and got into a car. It was the "Driving Instinct" advertisement. Of course, beauty for Pirelli is also the "Calendar".

#### Section 6

##### **The Pirelli Calendar 1964-2017**

Since 1964, the Pirelli Calendar has never stopped tracking time and interpreting social and cultural transformations through the eyes of the most famous photographers of the world: Herb Ritts, Richard Avedon, Peter Beard, Steve McCurry, Bruce Weber and Peter Lindbergh, who is the author of three Calendars, including the 2017 edition. Across its forty-four editions, "The Cal"™ has celebrated beauty in all its expressions becoming the symbol and witness of new trends and ideas and the workshop for many creative and technical inventions. An extraordinary journey and adventure through the photographs of an exclusive product, the artistic and cultural value of which has extended well beyond the field of fashion and glamour from the very beginning.