

do_Bco _ mo_Bmo _

Minimum Documentation Fiche

International working party for
documentation and conservation

of buildings, sites and neighbourhoods of the
modern movement

composed by national/regional working party of: **DOCOMOMO Italia**

0.1 Picture of building/site



Depicted item: **Olivetti Industrial Complex, original nucleus and extensions.**

source: **G. Cosenza**, in *Luigi Cosenza. La fabbrica Olivetti a Pozzuoli. The Olivetti Factory in Pozzuoli*, Clean, Napoli 2006

date: **1962**

1. Identity of building/group of buildings/urban scheme/landscape/garden

1.1
Current name of building
Fabbrica Olivetti

1.2
Variant or former name
Olivetti Industrial Complex; Olivetti Factory

do_Bco _ mo_Bmo

International working party for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement

1.3

Number & name of street

Via Domitiana, corner Via Cupa Fascione

1.4 Town

Pozzuoli

1.5

Province/state

Naples

1.6 Zip

code

80078

1.7

Country

Italy

1.8

National grid reference

Piano Regolatore Generale del Comune di Pozzuoli (2002), Zona D3.1 (Parco scientifico e tecnologico - Olivetti); Piano Paesistico (2003), Area per la Ricerca tecnologica

1.9

Classification/typology

IND, Precision Industry

1.10

Protection status & date

The building's original nucleus and green areas designed by Pietro Porcinai until 1954 are subject to architectural restrictions by Ministerial Decree of December 15, 2014 n.2220 (excluding internal spaces) pursuant to Legislative Decree of January 22, 2004, article 10, paragraph 3 a).

2.

History of building

2.1

Original brief/purpose

Factory for the entire production process of calculators, with technical-administrative services and social facilities. The complex was realised between 1951 and 1955, and extended into the Sixties.

2.2

Dates: commission/completion

1951-1955, extensions into 1961, 1965, 1969, 1971

2.3

Architectural and other designers

Adriano Olivetti entrusted the project to Luigi Cosenza; P. Ciaravolo, A. Galli (structure); P. Porcinai (greenery); M. Nizzoli (colours)

d o B c o _ m o B m o _

International working party for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement

2.4

Others associated with building

S.A.F.E.R. (construction company); Ufficio Programmazione Edilizia e Coordinamento Costruzioni Olivetti – U.P.E.C.C., ingg. Berla e Guiducci (workers' management)

2.5

Significant alterations with dates

The functional reconversions, and subdivisions of ownership and organisation, led to the modification of the workshop areas. These were given false ceilings, and redistributed with walls which obstruct the interpretation of continuous space, with a regular sequence determined by the progression of the structural framework. New machinery, ducts, doors, windows, and standardized glass have altered the perception of certain parts of the complex, compromising the original alternation between full and open spaces and different shades and tones of colour.

2.6 Current use

Abandoned industrial factory; area for various tertiary activities (study centre; call centre)

2.7

Current condition

Despite the alterations which it has undergone, the ex-factory, demonstrating its functional flexibility, continues to offer, to all those who explore it, a space in which the areas for work and for life, are perfectly combined.

3.

Description

3.1

General description

The original complex, designed together with the neighbouring residential settlement for workers, is made up of four sections. To the south, lies the entrance portico and two attached buildings; to the west, the dining hall, library, and a step-shaped infirmary; then the cross- plan factory, office building, changing rooms and other technical volumes; and finally, to the north, the shops, deposit block and thermal centre. Cosenza interposes the portico between the factory and the street, as a form of filter. The cross design is the key to the entire complex's planimetric system, also allowing the possibility of gradual or sudden expansion, and creating an equidistance between the individual working areas and the compulsory security and sorting passages. The principal axis lies north to south, and the standard span of 15 x 7.5 m has an unusual impluvium shaped section in order to avoid the particularly high ceiling areas from towering on the workers. The result is a double aisle of workshops, defined by three lines of pilotis, and open to the outside on each side. This arm of the cross is on two floors: the workshops on the ground-floor, service platforms mid-way, and, on the upper floor, assembling, testing, checking and storage of final pieces. To the front and rear of the arm are two green areas, the first for protection, the second intended for extensions, while, on the west side, the tank designed by Porcinai. Access to the factory is from the western side of the centre of the cross, and is reached through a covered passage, marked by atriums and porticos. Four volumes close the heads of the arms of the cross. The main one, to the south, contains management offices, and has a wider central span, a stateroom with Nizzoli frescos, and a huge terrace looking onto the bay, supported by the pillars of the entrance portico. The line of the floors is concave, underlining the course of the road axis. To the north of the principal arm is the goods procurement area, while at the edges of the transversal arm, on a single level, are, to the west, the changing rooms - through which one reaches the dining room or can reach the library, and infirmary - and to the east, the thermal processing building.

3.2

Construction

Adriano Olivetti entrusted the project to Luigi Cosenza. The original nucleus of the building was constructed between 1951 and 1955. The shell was completed in September 1953, the external fixtures were in place by January 1954, while the internal road works were completed by April. In July, the paint work was carried out, in pastel shades chosen by Nizzoli which reflected the Mediterranean colours of the Puteoli surroundings. At the same time, the wooded area designed by Porcinai began to take root. Production began in February 1955, while the inauguration took place the following 23rd April. Extensions followed one after the other, along the lines of the original project, with the addition of a traversal arm, and the start of the link to the thermal centre, from 1959 to 1961. The following year, on the basis of a programmed increase from 1200 to 2700 Company employees, studies for a far more extensive expansion began, but these gave fruit only to the extension of the workshop in 1965, with a body that was characterized by the elimination of the central pillar, and by an increase in width. In 1968, Guiducci (who had directed the previous works) and Tagliatela, with the collaboration of Cosenza, developed a new unit, which held changing rooms, canteens, and offices. The final expansion, in 1970-71, involved another series of workshops, developed to specifications of the original design. The structure of the complex is of reinforced concrete, with mixed floors. The flooring of the workshop level is in red stone, white for the assembly floor, and in various colours for the other buildings. The building to the west, which contains the offices and director's office, is the exception; its flooring, a mosaic of marbled tiles in, using Verona green marble. The original fixtures are of steel sections, the windows are semi-double-glazed, while the doors are toughened glass. Floors and steps in the director's office are of Trani marble, whereas the staircases used by the workers are made of striped iron sheets with cold galvanizing. The internal and external walls are painted with washable polyvinyl resins. Above the entrance canopies, the terraces are pensile; the other terraces are covered in red brick or painted in various colours or, if not visible, are aluminium coloured. The pillars have been designed to conceal the discharge of meteoric water.

3.3 Context

The site, about six hectares, slopes mildly, has a panoramic view of the bay, it is marked off to the south by Via Domitiana and to the North by the slopes of Monte Capriglione. It lies two kilometres from the centre of Pozzuoli, and just over fifteen from that of Naples, in an area dedicated to technological research by the urban authorities. The greenery which surrounds the complex is an integral part of the architectural complex.

4 Evaluation

4.1 Technical

The most characteristic elements of the industrial complex are the innovative planimetric layout, the exposed structure, the large filling windows, which create continuous interaction between the inside and outside of the building, and the use of wooded areas as an integral element to the architecture. In addition, sunlight control is one of the preliminary problems solved by Cosenza, by the general orientation of the buildings, but also through various architectural solutions (canopies, pergolas, overhangs, inclined sections of the span used as brise-soleil), mechanical solutions (air-conditioning, standardized electric transom windows, and, finally, with Porcinai's greenery project. Devices necessary for the bioclimatic control of the designed spaces were in fact adopted: deciduous trees to provide shade in summer, but allow winter light to pass, and wide meadow areas, which would absorb the heat of the sun thus reducing the reflection of the rays on walls and windows.

4.2

Social

Adriano Olivetti's objective was to promote the creation of a community in which work areas and living areas were in harmony. With this factory, a work place which guaranteed the psycho-physical wellbeing of its workers, and with the nearby workers' quarter, which aimed to improve the quality of popular housing, Cosenza worked in line with Olivetti's aspirations.

4.3

Cultural & Aesthetic

For Cosenza it was not necessary to "invent new forms", but rather to "establish a new way of looking at things" ("Comunità", 9, 1950). He therefore defined an almost ideal typology for industrial architecture: single-storey building, a horizontal design based on orthogonal axis, provisions for future extensions, the importance of the work ambiance for the productivity of workers, and for the image of the building as an advertising media of the company brand (*Esperienze di architettura*, 1950). Marked by a linear and rational language, despite the modifications of the production cycle and the complex building developments, the Olivetti Factory remains a figurative unitary work. The numerous extensions have not compromised either the image of the original parts, nor the surrounding equilibrium of the complex.

4.4

Historical

Adriano Olivetti's decision to set up a factory in the South has great economic, social and ideological significance; it is the expression of a southern-oriented policy from an industrial point of view. Cosenza interprets the theme in his design for the factory, and in his approach to its usage.

4.5

General assessment

The Factory, symbol of Adriano Olivetti's industrial and cultural utopia, is the realization of a new interpretation of the work place, the result of Cosenza's analysis and intuition, the fruit of a productive collaboration between specialists in various fields and the expression of a rare integration between architecture and nature.

5. Documentation

5.1.

Principal references

5.1.1. Archives

Archivio Storico Olivetti, Ivrea; Archivio Disegni Olivetti, Ivrea; Archivio Cosenza, Napoli

5.1.2. Principal publications

M. Labò, *Luigi Cosenza* in "Comunità", 9, 1950

L. Cosenza, *Esperienze di architettura*, Naples 1950

R. Musatti, *Complesso industriale Olivetti a Pozzuoli*, "L'architettura", 2, 1955

C. de Seta, *Architetti Italiani del Novecento*, Rome-Bari, 1982, 1987, 2006

G. Cosenza, F.D. Moccia (edited by), *Luigi Cosenza. L'opera completa*, Naples 1987

F.D. Moccia (a cura di), *Luigi Cosenza. Scritti e progetti di architettura*, Naples 1994

R. Astarita, *Gli architetti di Olivetti*, Milan 2000

P. Bonifazio, P. Scrivano, *Olivetti costruisce. Architettura moderna a Ivrea*, Milan 2001

C. Giordano, N. Sorbino, *Luigi Cosenza. Architettura tecnica*, Naples 2003

A. Buccaro, G. Mainini (edited by), *Luigi Cosenza oggi. 1905-2005*, Naples 2006

G. Cosenza (edited by), *Luigi Cosenza. La Fabbrica Olivetti a Pozzuoli*, Naples 2006

"DOCOMOMO Italia giornale", 22, January 2008

do_Bco_{_}mo_Bmo_{_}

International working party for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement

5.2

Visual material attached

5.2.1. **View from West of principal axis**

5.2.2. **Entrance portico**

5.2.3. **Workshop**

5.2.4. **Tank, and link between workshop and changing rooms**

5.2.5 **Social facilities nucleus, communal areas and tank**

Source:

G. Cosenza (edited by), *Luigi Cosenza. La Fabbrica Olivetti a Pozzuoli*, Naples 2006

5.3

do_Bco_m_OBmo

International working party for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement

Visual material



5.2.1. View from West of principal axis (G. Cosenza (edited by), *Luigi Cosenza. La Fabbrica Olivetti a Pozzuoli*, Naples 2006)



5.2.2. Entrance portico (G. Cosenza (edited by), *Luigi Cosenza. La Fabbrica Olivetti a Pozzuoli*, Naples 2006)

doBco_momo

International working party for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement



5.2.3. Workshop (G. Cosenza (edited by), *Luigi Cosenza. La Fabbrica Olivetti a Pozzuoli*, Naples 2006)

do_Beo_momo

International working party for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement



5.2.4. Tank, and link between workshop and changing rooms (G. Cosenza (edited by), *Luigi Cosenza. La Fabbrica Olivetti a Pozzuoli*, Naples 2006)



5.2.5 Social facilities nucleus, communal areas and tank (G. Cosenza (edited by), *Luigi Cosenza. Fabbrica Olivetti a Pozzuoli*, Naples 2006)

do_Bco_{_}mo_Bmo

International working party for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement