



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

World Heritage

42 COM

AMENDMENT

Item of the Agenda	8B
Amended Draft Decision	42 COM 8B.30
Amendment submitted by the Delegation of....	Spain, Angola, Azerbaijan
Date	30 June 2018

TEXT

Draft Decision

42 COM 8B.30

The World Heritage Committee,

1. Having examined Documents WHC/18/42.COM/8B and WHC/18/42.COM/INF.8B1,
2. **Refers Inscribes** the nomination of Ivrea, industrial City of the 20th century, Italy, ~~back to the State Party in order to~~ **on the World Heritage List on the basis of Criterion iv)**
3. **Adopts the following Statement of Outstanding Universal Value:**

Brief synthesis

The industrial city of Ivrea was built between 1930 and 1960 by Adriano Olivetti, based on an alternative design to the national and international experiences of the 20th century, which tended to develop according to two different models: on the one hand, the company town model and on the other hand that of the industrial systems which developed in the large urban agglomerations and had a strong impact on social and productive processes. The city of Ivrea is therefore an exceptional example compared with the widespread model of the industrial city of the 20th century, both in terms of the quality of the solutions proposed and of their methods of application.

The nomination consists in all the creations associated with Adriano Olivetti's industrial and socio-cultural project and is made up of a series of buildings designed by the most prestigious Italian architects who stood out on the urban fabric of the city, and of plans by the best-known Italian town-planners of the 20th century. These plans have left legible traces in the urban fabric. The industrial city of Ivrea is principally identifiable along the axis of

Corso Jervis. The site hosts buildings for production, social buildings of service to industry and the citizens, and dwelling units. The plurality of forms of language and of architectural and town-planning culture, which are represented in the nominated property, show how Ivrea's architectural heritage represents a fundamental stage in identifying the repertoire of solutions developed by the designing culture of the 1900s, to respond to the crucial questions posed by the growth of the city and the countryside involved in the processes of industrialisation and which are permeated, in Ivrea, by the proposal of the Movimento Comunità (Community Movement).

Criteria under which property is nominated

Criterion iv

The industrial city of Ivrea represents a model of the modern industrial city and is an alternative response of outstanding quality, in structural and social terms, to the questions posed by the rapid evolution of the industrialisation processes.

The set of buildings that make up the industrial city of Ivrea form an outstanding series of well-preserved examples of buildings for industry, social service facilities and dwellings of outstanding architectural quality, among the first and highest expressions of a modern vision of the relationships of production, designed by the greatest architects of the 20th century and by the factory technicians. These buildings date from 1930s to 1960s and their unitary, overall value lies in the synergy between new expressive capacity and the acknowledgement of their being part of an exemplary economic and social project based on new forms of work and production and linked to the community proposal.

Statement of integrity

The nominated property includes all the essential elements that are fundamental for the complete representation of its values. Along the Corso Jervis road axis all the buildings are concentrated, dedicated to production, industrial services and dwellings, that characterise the innovative policies of the company and the settlement models of the industrial city of the 20th century experimented by Ivrea since the 1930s. The site morphology and area destination have not changed over time so that the relationships between buildings and between buildings and the urban landscape can still be observed today. On the whole, therefore, from an architectural and landscape point of view, the nominated property is well preserved.

Statement of authenticity

Over time the nominated property has maintained its original characteristics; the change in production type which has involved Ivrea in recent years has meant functional changes for some buildings, which however have not altered their legibility, of which the original design remains recognisable, as do the architectural and composition qualities, together with the highly symbolic value of the industrial and socio-economic experience of Ivrea overall.

Requirements for protection and management

The nominated property is subject to different levels of safeguard. The framework of instruments of safeguard and protection is wide and covers the different aspects of the nominated property. There exist, therefore, or have been initiated, specific instruments linked to the safeguard of the buildings forming part of the nominated property. These are flanked by instruments regulating the transformation of the territory on a regional scale (Regional Area Plan) and instruments of active safeguard (Quality Charter, Catalogue of the Types of Construction and Decorative Assets of Ivrea).

On a national level the heritage is placed under the protection of the 2004 Cultural and Landscape Heritage Code, which forms the corpus of state legislation on questions of cultural and landscape assets and represents the main source of legislation referring to the conservation, protection and promotion of the national heritage with a view to passing it on to future generations. According to the manner envisaged by the Code, the Superintendency of Fine Arts and Landscape has set in motion the procedure for the declaration of cultural interest for the properties of private ownership included in the proposed nominated property: the procedure concerns 11 buildings (in some cases a single provision concerns a number of buildings) for productive use, services to persons and businesses and for public services. As regards the two buildings of municipal public ownership, the designation procedure is initiated starting from a request by the owning body and will lead to a verification of the cultural interest as a result of which the declaration provision will be adopted.

On a regional level, the area comes under the Regional Landscape Plan of Piedmont Region, which recognises the particular aspects and character of the area, identifies its landscape characteristics

and outlines landscape domains for which it prepares legislation for use and quality objectives,

specifying prescriptions and provisions. The Regional Area Plan also carries out a function of protection on a territorial level of the choices under regional programming, coordinates the aspects of infrastructure and urban expansion and indicates the areas of protection and safeguard. On a municipal level, the main legislative instrument of protection is constituted by the Land-Use Plan of Ivrea and the Banchette Inter-municipal (inter-county) Land-Use Plan, which limit and govern the transformations according to the value attributed to the urban domains. Among the documents of the Ivrea General Land-Use Plan the Quality Charter is important, as it is one of the most important instruments for acquaintance with and management of Ivrea's modern industrial architectural heritage concerning the nominated property. The Land-use Plan has also incorporated the Constructive and Decorative Assets Catalogue for Ivrea, thanks to which the modern buildings of the city have been listed and designed on a regional level as valued architectural assets. Statutory provisions are applied to the works on the buildings included in the catalogue, to their green areas and appurtenances. The objective of statutory provisions are the preservation of an integrity of the listed buildings, as similar as possible to the original ones, at the same time allowing modifications necessary to statutory compliance.

For the nominated property a management plan has been prepared which starts from the analysis of the existing management system and the critical situations detected and provides for specific strategies of acquaintance,

conservation, interpretation and presentation, organised according to short-, medium- and long-term plans of action over 5 thematic areas: Coordination; Protection, Conservation and Documentation; Capacity building, Communication and Education; Presentation. In the different areas the management plan provides for coordinated action by the owners of the listed buildings and the local, national and international stakeholders and institutions. The implementation of the plan and the coordination of the involved partners is ensured by a Steering Committee made up of promoters of the Site Nomination. The involvement of the local community is ensured by specific actions under the Management Plan.

4. Requests the State Party to:

- a) Finalise ~~and confirm the national legal protection for the proposed property, and finalise~~ the adoption by Ivrea Council of the regulation of the regional landscape plan, integrating the guidelines and prescriptions directly relating to the protection, safeguard and enhancement of the ~~proposed~~ property into the municipal regulations, **by December 2019**
- b) ~~Streamline the legal protection of the proposed property, ensuring~~ **Ensure** effective coordination between national, regional and local levels of protection,
- c) Revise the ~~boundary of the proposed~~ property **boundary** to exclude the site of the recent housing project facing the 'Red Brick building' (Fabbrica di Mattoni Rossi), and include it in the buffer zone
- d) Provide a strategic conservation plan for the ~~proposed~~ property, including the planned conservation outcomes for each building, strategies for new uses of vacant buildings, and resources for maintenance **and send it by December 2019**

~~3.~~ 5. Recommends that the State Party give consideration to the following:

- ~~a) Continuing to document the buildings of the proposed property and their architectural characteristics and interiors, and ensure their conservation,~~
- b) Fully implementing and clearly setting out the monitoring system (including the frequency of measurement of indicators) in order to monitor the state of conservation of the attributes, and the mitigation of identified pressures,
- c) Ensuring that all new construction projects (including adaptive reuse) that could impact on the Outstanding Universal Value of the ~~proposed~~ property are the subject of Heritage Impact Assessment and are communicated to the World Heritage Centre in line with paragraph 172 of Operational Guidelines;