

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

STATE PARTY: Italy

STATE, PROVINCE OR REGION : Piedmont/Turin

NAME OF PROPERTY : "Ivrea, industrial city of the 20th Century"

GEOGRAPHICAL COORDINATES TO THE NEAREST SECOND: Latitude 45° 27' 27", Longitude 7° 52' 9"

TEXTUAL DESCRIPTION OF THE BOUNDARY(IES) OF THE NOMINATED PROPERTY

The nominated property covered a vast area that included industrial areas dedicated to services for the industry and society, and the residential units that absolutely represented its universal value. Its borders were defined following the layout of the roads in the city territories and the topographic features of some green areas in the nominated property. Given that at some points the border line was not evidenced, the perimeters were verified on the cadastral map of the city of Ivrea.

The focal point of the nominated property was Corso Jervis. The nominated property thus ran northward along Via delle Miniere; eastward along Via Nigra and Via Torino, skirting the plain of the Aosta-Torino railway; southward, following the topography of the area and the existing road structure; and lastly, westward along the borderlines of the cadastral land parcels.

The size of the buffer zone takes into account the physical structure of the area, its historic representative value, the perception of the place including its economic and ecological characteristics. The inhabitants' perception of the nomination values. The protection systems in the area. The area included in a perimeter to the north on the bank of the Dora Baltea, follows the railway track to the south and the administrative boundaries of Ivrea to the east.

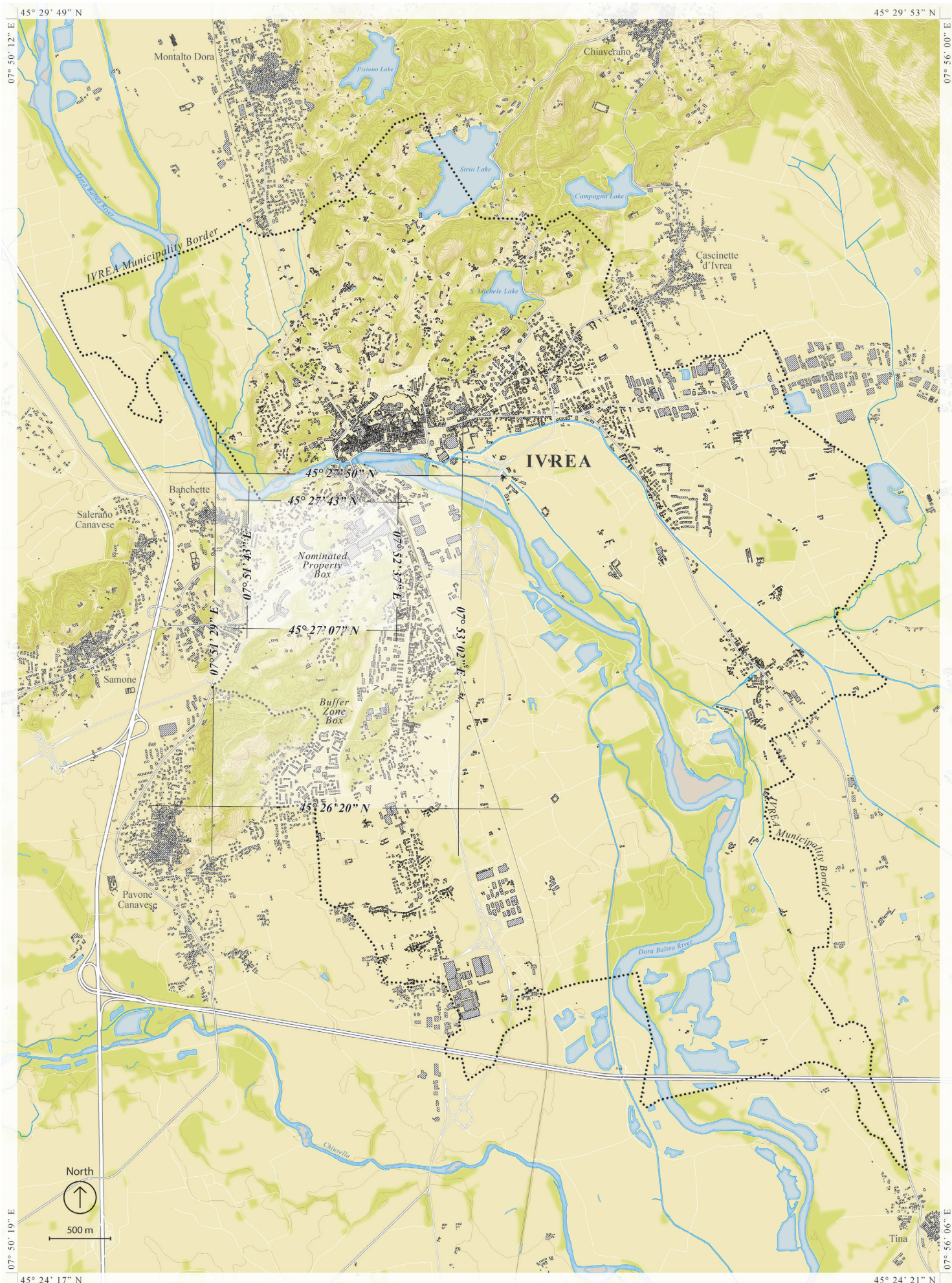
A4 SIZE MAP(S) OF THE NOMINATED PROPERTY, SHOWING BOUNDARIES AND BUFFER ZONE

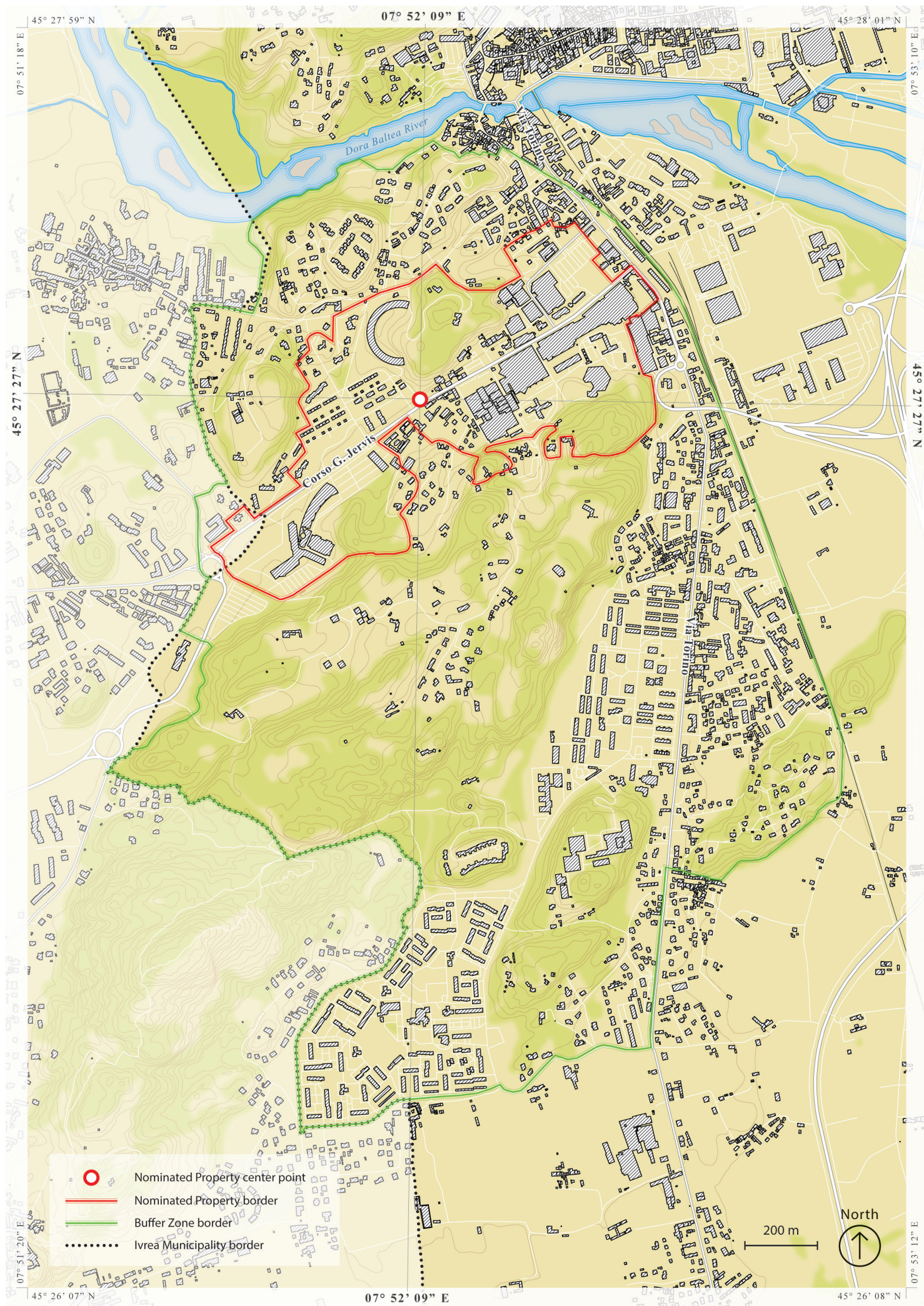
Two maps show the position and the delimitation of the nominated property of "Ivrea, industrial city of the 20th century" and of the related buffer zone:

1. Position of the nominated property and buffer zone (see also Figure 5.a.2)
2. Delimitation of the nominated property and buffer zone (see also Figure 5.b.1)

Fig. 1: Delimitation of the nominated property and buffer zone

Fig. 2: Delimitation of the nominated property and buffer zone





CRITERIA UNDER WHICH PROPERTY IS NOMINATED

Criterion ii: to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning and landscape design

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 renewed organisational structure inside the factory coincided with the increased role of the factory in promoting experimental policies towards a new organization of town and country, thus transforming the city into an experimental laboratory for the theories and the planning debate of the 20th century.

Criterion iv: to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

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, which is typical of these modern architectures, and the acknowledgement of their being part of an exemplary economic and social project based on the community proposal.

Criterion vi: to be directly or tangibly associated with events or living traditions, with ideas, or beliefs, with artistic and literary works of outstanding universal significance

The industrial city of Ivrea represents the political manifesto of the Movimento Comunità (Community Movement), founded in Ivrea in 1947 and inspired by the proposal to reorganise the status developed by Adriano Olivetti in his book "L'ordine Politico delle Comunità" (The Political Order of Communities), published in 1945.

The Olivetti proposal stands out in the panorama of community proposals of the 20th century for the heterogeneity of community-based cultural references and for the role taken on by the factory, entrusted with acting as a driving force of wealth and the hub of social relations. The proposal became reality through the means provided by Olivetti and confirmed the vocation of Ivrea as a laboratory for a 20th century industrial city.

PROPOSED 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).

JUSTIFICATION FOR CRITERIA

Criterion ii: to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning and landscape design

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 renewed organisational structure inside the factory coincided with the increased role of the factory in promoting experimental policies towards a new organization of town and country, thus transforming the city into an experimental laboratory for the theories and the planning debate of the 20th century.

Criterion iv: to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

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, which is typical of these modern architectures, and the acknowledgement of their being part of an exemplary economic and social project based on the community proposal.

Criterion vi: to be directly or tangibly associated with events or living traditions, with ideas, or beliefs, with artistic and literary works of outstanding universal significance

The industrial city of Ivrea represents the political manifesto of the Movimento Comunità (Community Movement), founded in Ivrea in 1947 and inspired by the proposal to reorganise the status developed by Adriano Olivetti in his book "L'ordine Politico delle Comunità" (The Political Order of Communities), published in 1945.

The Olivetti proposal stands out in the panorama of community proposals of the 20th century for the heterogeneity of community-based cultural references and for the role taken on by the factory, entrusted with acting as a driving force of wealth and the hub of social relations. The proposal became reality through the means provided by Olivetti and confirmed the vocation of Ivrea as a laboratory for a 20th century industrial city.

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 is 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.

NAME AND CONTACT INFORMATION OF OFFICIAL LOCAL INSTITUTION/AGENCY

Mayor of the City of Ivrea
Comune di Ivrea, Piazza Vittorio Emanuele 1, 10015 Ivrea (Turin)
phone. +39.01254101, fax 012548883
sindaco@comune.comune.ivrea.to.it