

---

## Ivrea, industrial City of the 20<sup>th</sup> century (Italy) No 1538

---

### Official name as proposed by the State Party

Ivrea, industrial city of the 20<sup>th</sup> century

### Location

Municipalities of Ivrea and Banchette  
Piedmont Region, Turin Province  
Italy

### Brief description

Founded in 1908 by Camillo Olivetti, the Industrial City of Ivrea is an industrial and socio-cultural project of the 20<sup>th</sup> century. The Olivetti Company manufactured typewriters, mechanical calculators and desktop computers. Most of Ivrea's development occurred in the period from the 1930's and 1960's under the direction of Adriano Olivetti. Ivrea's urban form and buildings were designed by some of the best-known Italian architects and town-planners of this period. The city is comprised of buildings for manufacturing, administration, social services and residential uses, reflecting the ideas of the *Movimento Comunità* (Community Movement). The industrial city of Ivrea therefore represents a significant example of 20<sup>th</sup> century theories of urban development and architecture in response to industrial and social transformations, including the transition from mechanical to digital industries.

### Category of property

In terms of categories of cultural property set out in Article I of the 1972 World Heritage Convention, this is a *group of buildings*.

## 1 Basic data

### Included in the Tentative List

3 May 2012

### International Assistance from the World Heritage Fund for preparing the Nomination

None

### Date received by the World Heritage Centre

28 January 2016

### Background

This is a new nomination.

### Consultations

ICOMOS consulted its International Scientific Committees of 20<sup>th</sup> Century Heritage, on Historic Towns and Villages, and several independent experts.

### Technical Evaluation Mission

An ICOMOS technical evaluation mission visited the property from 21 to 25 September 2017.

### Additional information received by ICOMOS

A letter was sent to the State Party on 5 October 2017 requesting additional information on selection of components, protection, ownership, and visitor facilities.

An Interim Report was provided to the State Party on 22 December 2017 summarising the issues identified by the ICOMOS World Heritage Panel. Further information was requested in the Interim Report, including on Outstanding Universal Value, comparative analysis, boundaries, integrity and authenticity, conservation, legal protection and management.

Additional information was received from the State Party on 31 October 2017 and 26 February 2018 and has been incorporated into the relevant sections of this evaluation report.

### Date of ICOMOS approval of this report

14 March 2018

## 2 The property

### Description

Note: Due to limitations on the length of evaluation reports, not all elements within this nominated property have been described in this report. In the nomination dossier and the additional information, each component site is described in text and images.

The town of Ivrea is located in the Piedmont Region, not far from Turin. The city is made of two separate parts, divided by the River Dora Baltea. The old city is located on the left bank, and features its Roman theatre, Baroque cathedral and a castle. On the right bank, the industrial city was developed as the testing ground for Olivetti, manufacturer of typewriters, mechanical calculators and desktop computers. The nominated property includes a vast factory constructed between 1908 and 1958 under the management of Camillo Olivetti, and then by his son Adriano Olivetti who brought it to the peak of its development before and after World War II.

The key features of the industrial city are distributed along the Corso Jervis Road, which is one of the roads reaching Turin. It includes 27 buildings and architectural complexes built between the 1930's and 1960's, for manufacturing and other business purposes, social services, and housing. These include the hexagonal Company Canteen and Leisure Centre; the three-storey Olivetti Study and Research Centre; the Social Services Centre on Corso Jervis; and an array of residential buildings. The urban form, landscape and buildings of Ivrea were developed and designed by Italy's principal town planners (Luigi Piccinato and Ludovico Quaroni), architects (Luigi Figini and Gino Pollini, Ignazio Gardella, Marcello Nissoli and Gian Mario Oliveri) and factory experts (Ottavio Cascio,

Emilio Aventino Tarpino, Roberto Guiducci and Antonio Migliasso) of the early 20<sup>th</sup> century.

While the nomination focuses on the development of the industrial city from the 1930's to 1960's, the Olivetti Company continued to develop in the decades that followed, including a large Office Building built at the entrance to Corso Jervis (1952-1964), Data Processing Centre (1962), and Western Residential Unit 'Talponia' (1968). The New Olivetti Office Building was built in 1985-1988 resembles a wide curve connected to the first Headquarters. The Olivetti Historical Archive was established in 1998. The ensemble is located on a hilly site, connected by a network of streets, paths, green and public spaces.

### History and development

The State Party has provided a detailed history of the industrial city of Ivrea and many of its individual buildings, including timelines that show major periods of new constructions and restorations.

Ivrea is the main historical centre of the Canavese area. The State Party details the long history of the city of Ivrea, from its Roman beginnings in the 1<sup>st</sup> century AD, the seat of bishops in 900 AD, a duchy of the Savoy dynasty from the 13<sup>th</sup> century, and an important military city until the 19<sup>th</sup> century. However, it is the 20<sup>th</sup> century history that is of interest to this nomination.

Ivrea is located on transport routes to Turin, and the industrialisation of the city can be traced from the beginning of the 19<sup>th</sup> century, with the introduction of hydroelectricity. By the beginning of the 20<sup>th</sup> century, there were many small companies in Ivrea involved in mining, building, textiles, food and metal-working. The Olivetti company was established here from 1908, and at its height occupied 70% of the entire municipal area of Ivrea.

Much of Olivetti's industrial city was developed in the period from 1930 to 1960 and linked to social and political ideas of Adriano Olivetti. The Community Movement was officially launched in 1947, after the publication in 1945 of his manifesto: *The Political Order of the Communities*. This book analyzed the institutions of a convalescent Italy and gave up ideologies of left and right. In a practical spirit, it suggested founding the renewal of the country on "communities", i.e. entities belonging to self-sufficient and autonomous areas united by a cohesive culture. Adriano Olivetti was himself briefly in charge in Ivrea (1956-1958) and the Movement was able to deliver on practical issues. In cultural activism, the Communities Editions translated into Italian a quantity of books on architecture and town planning, signed by Lewis Mumford, Erwin Gutkind, Le Corbusier (*Athens Charter*, among others), Arthur Hillmann (*Organisation and Planning of Communities*, 1953). The ideas that were spread were identified with Ivrea and the Canavese where the involvement of the Company and of its management produced an exemplary development of social services.

Olivetti's policies of industrialisation were implemented, including consideration of work standardisation and phases of production through advances in social sciences. The systematic nature of this approach distinguished Olivetti from the thinking of other industrialists of the period. Recognising at an early stage the need to provide social services to the community, Olivetti provided its work force with social services (canteen, health coverage, transport, nursery, library, recreational club, solidarity and pension fund), and invested in the building of housing (including family homes, homes for executives, and apartments). The provision of facilities, cultural events and opportunities for the company employees and their families reflect these principles.

From the early decades of the 20<sup>th</sup> century, Olivetti rose to prominence in the manufacture of office machines and became one of the biggest vendors of personal computers in Europe. At its peak in 1958, shortly before the death of Adriano Olivetti, the number of people employed by the company in Ivrea alone was approximately 26,000. However, from the 1980s, the company experienced difficulties due to changes in communications technologies. It became Olivetti Telecom in 1997, the first movement of a succession of events. The company progressively abandoned its large premises in Ivrea, and the former industrial park, production sites and offices were divided and acquired by several private owners; although the houses continued to be inhabited. The National Corporate Film Archive, Museum of Technology, various government offices, and part of the University of Turin are now housed in the property. The Municipality has used public-private partnerships to identify new uses for a number of key buildings.

Efforts to commemorate the history of the company in Ivrea commenced in the 1990s. The City opened the 'Open-Air Modern Architecture Museum' in 2001, and the Adriano Olivetti Foundation opened an office in Ivrea in 2007. The nomination process started in 2008 when the 100<sup>th</sup> anniversary of the Olivetti factory was celebrated, with the support of the Adriano Olivetti Foundation, the Piedmont Region, the City of Ivrea, the Metropolitan City of Turin and the Ministry of Cultural Heritage, Activities and Tourism, and the Guelpa Foundation.

## 3 Justification for inscription, integrity and authenticity

### Comparative analysis

The nomination compares Ivrea to other sites on both a national and international level. The State Party's approach has been explained in detail and compared Ivrea with other examples of the period of industrial development (particularly between 1930s and 1960s); with similar industries and production models; demonstrating collaborations between the industrial and the architectural processes in urban development; and demonstrating the incorporation of social organisation.

The comparative analysis includes consideration of World Heritage properties, including: New Lanark (United Kingdom), Saltaire (United Kingdom), Fagus Factory (Germany), Van Nellefabriek (Netherlands), La Chaux-de-Fonds (Switzerland), Berlin Modernism Housing Estates (Germany), and the Derwent Valley Mills (United Kingdom). Other examples included are: Zlín (Czechia); Sunila, Kotka (Finland); and the General Electric Electronics Park, Syracuse, New York (USA). In the additional information submitted following the ICOMOS' request in its Interim report, the State Party contributed several useful further comparisons, including: the mill village of Chicopee in Georgia (United State of America); and the Russian cities of Magnitogorsk, Orsk, Avtrostroi/Nizhny Novgorod, and the ZIL Moscow Industrial plant.

The Italian World Heritage property of Crespi d'Adda was also included in the comparative analysis, as well as other Italian sites, such as: Sulcis Iglesiente, Carbonia (World Heritage Tentative List), Sesto San Giovanni, Milan; ENI complex, San Donato Milanese, Milan; the ENI villages at Ravenna; and Gela (Caltanissetta).

The State Party concludes that the nominated property has exceptional features that express the industrial city of the 20<sup>th</sup> century.

Ivrea was characterized by a company who wished to renew industrial aesthetics in efficient production units; to bring reformism into the industrial culture; to put the world of entrepreneurs in touch with the social sciences; to renew public institutions in the framework of economically autonomous and culturally homogeneous communities; and, finally, to integrate the policy of a large industrial and innovative group with the organization of the territory in which it was established. ICOMOS considers that Ivrea reflects this full range of prospects. It was an industrial and ideological project that allowed to assert architectural values and varied formal solutions that make the originality of the nominated property, both of its industrial core and of its habitat areas.

While ICOMOS considers that the comparative analysis could have been further deepened in order to better delineate the context of Ivrea within 20<sup>th</sup> century cities and urban concepts, the comparative analysis is sufficient to understand the proposed Outstanding Universal Value of the Ivrea Industrial City, including its differences when compared to typologies such as the garden city, company town, or working-class village. Ivrea is a singular experience, more embedded in its territory than in state politics. ICOMOS also considers that the scale of the industrial city of Ivrea sets itself apart from other examples.

---

ICOMOS considers that comparative analysis does justify consideration of this property for the World Heritage List.

---

### **Justification of Outstanding Universal Value**

The nominated property is considered by the State Party to be of Outstanding Universal Value as a cultural property for the following reasons:

- Ivrea is recognised internationally as a response of extraordinary quality to the rapid evolution of industrialisation processes in the 20<sup>th</sup> century;
- The industrial city expresses the building of modern society and international theoretical debates in the years from 1930 to the early 1960s;
- The urban form, landscape and buildings of Ivrea were developed and designed by Italy's principal town planners, architects and factory experts of the early 20<sup>th</sup> century;
- The buildings and architectural complexes provide for production, social services, and housing, based on emerging modern philosophies and the industrial and building programmes of Olivetti;
- Ivrea is inextricably associated with Olivetti's book *l'Ordine politico delle comunità* (The political order of the communities), which was followed by the foundation of the *Movimento Comunità* (Community Movement) concerned with community organisation in the post-war period;
- Ivrea has symbolic value as a social and industrial experiment.

The State Party highlights in the additional information submitted in February 2018 that the property is not simply a company town, or an ensemble that can be characterised by simply describing its buildings. It demonstrates the materialisation of collective social needs and politics (including trade unions), and town planning policies.

ICOMOS considers that these aspects are relevant for consideration of the proposed Outstanding Universal Value of the nominated property, and that the justification is appropriate. While other models of 20<sup>th</sup> century planned towns and company towns provide a comparative context, Ivrea is unusual in its execution and scale.

### **Integrity and authenticity**

#### **Integrity**

According to the State Party, the nominated property includes elements, which are essential for the complete representation of its values, and the morphology, architecture and urban landscape have been preserved. In additional information provided by the State Party, principles for the reuse of buildings and spaces are outlined.

ICOMOS considers that the property is of adequate size to ensure the representation of the features and processes that convey the property's significance; and that many of the city's components, particularly the residential buildings, exhibit for most of them a good/adequate state of conservation. In other respects, the integrity is vulnerable due to encroachment of new

urban areas; the deteriorating condition of some buildings and building interiors; visually intrusive new constructions inside the property boundary and its buffer zone (such as the current constructions near the Villa Capellaro and the recent housing project developed facing the 'Red Brick' building); and loss of the original activities and purposes due to the decline in manufacturing.

---

ICOMOS considers that the conditions of integrity of the nominated property have been met but have been impacted on by new constructions within the property boundary, and remain highly vulnerable due to the high number of vacant buildings and the need to find new uses.

---

#### Authenticity

The authenticity of the nominated property is based on the high number and quality of urban and architectural projects that date to the primary period of Ivrea's development as an industrial city. The State Party has provided a detailed analysis of the individual components in terms of their form, design and materials, and their location and immediate environment. The State Party underlines that the property has maintained its original characteristics in spite of the changes to production that affected the city during the last two decades.

ICOMOS notes that there are many recent interventions to the architectural attributes, and intrusions from new developments within the boundary and buffer zone. While many of residential, administrative and services buildings are intact, other have been renovated, and a large number of the buildings are currently vacant. The future of many buildings is uncertain.

ICOMOS acknowledges the efforts made by the State Party in trying to keep the same typology of activity as at the time of the Olivetti Company, that is to say telecommunications in the buildings formerly used for production, or cultural activities in buildings originally built for leisure.

---

ICOMOS considers that the conditions of authenticity of the nominated property have been met but are vulnerable due to uncertainties about the future uses and viability of many buildings.

---

#### Criteria under which inscription is proposed

The property is nominated on the basis of cultural criteria (ii), (iv) and (vi).

Criterion (ii): *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;*

This criterion is justified by the State Party on the grounds that Ivrea represents a model of the modern industrial city and a response to the challenges posed by rapid industrial change. It is therefore able to exhibit a response and a contribution to 20<sup>th</sup> century theories of urbanism and industrialisation. To an extent, the State Party associates

these qualities to the number of prominent Italian architects, planners and designers considered as pioneers of the Modernist Movement involved in the realisation of the project.

ICOMOS agrees that Ivrea demonstrates the implementation of some theories and experimentation of modernism but considers that the required characteristic of important interchange of human values is not strongly demonstrated by the evidence presented by the State Party nor by the comparative analysis. The proposed exceptional characteristics of the property are better recognised through other cultural criteria.

---

ICOMOS considers that this criterion has not been demonstrated.

---

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

This criterion is justified by the State Party on the grounds that the group of buildings that comprise the industrial city of Ivrea form an ensemble of outstanding architectural quality, an exemplary overall social project that reflects a modern vision of the relationships between factory production and architecture.

ICOMOS considers that the property represents the work of Italian modernist designers and architects and demonstrates an exceptional example of 20<sup>th</sup> century developments in the design of production, taking into account changing industrial and social needs. Ivrea represents one of the first and highest expressions of a modern vision in relation to production, architectural design and social aspects at a global scale in relation to the history of industrial construction, and the transition from mechanical to digitalised industrial technologies.

---

ICOMOS considers that this criterion has been demonstrated.

---

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

This criterion is justified by the State Party on the grounds that the property represents the *Manifesto of the Movimento Comunità* (Community Movement), which was founded in Ivrea in 1947. This socio-political movement was developed by Adriano Olivetti in his 1945 book *l'Ordine politico delle Comunità* (The Political Order of Communities). The State Party considers that Ivrea provided a laboratory for these ideas, and reflects them in the industrial, residential and social purposes of the buildings.

Although ICOMOS considers that the influence of the Community Movement on the social context, urban planning and architectural design of the property is a significant aspect of this property, the Community Movement itself was not particularly unique or well-known within the context of 20<sup>th</sup> century social movements of this kind.

---

ICOMOS considers that this criterion has not been demonstrated.

---

ICOMOS considers that the nominated property meets the conditions of integrity and authenticity, and that criterion (iv) has been demonstrated.

---

#### **Description of the attributes**

The attributes of the property are: the spatial plan of the industrial city, the public buildings and spaces, and residential buildings developed by Olivetti (including their extant interior elements). The influences of the Community Movement on the provision of buildings for residential and social purposes is an important intangible element, although the functions of most non-residential buildings have ceased.

The State Party provided a series of maps (labelled t.04) in February 2018 identifying buildings that are not proposed as attributes of Outstanding Universal Value for the nominated property. Also indicated on these maps are several older buildings from the 19<sup>th</sup> century (which seem to have been adapted and used by Olivetti in several cases).

Given that the spatial plan of Ivrea is an attribute of the proposed Outstanding Universal Value of the property, ICOMOS does not consider that the exclusion of all of these buildings as attributes, apart for the recent housing projects (2010), has been fully justified, and considers that these need to be incorporated into the larger-scale strategies for the city.

#### **4 Factors affecting the property**

Several intrusive recent developments demonstrate the factors arising from development pressure affecting the property, such as the current construction next to Villa Capellaro, and the construction of a block of apartments in front of the red brick factory of Camillo Olivetti. The underused or vacant buildings could constitute also a threat to the property if no strategy of rehabilitation is put in place.

There are many issues associated with the adaptation of the buildings to modern regulations for safety, energy consumption, surfaces, window/floor surface ratio, etc. that could have an impact on the architectural and decorative characteristics of the attributes.

Although the number of tourists visiting Ivrea increased in 2000-2014, current tourism pressure is low. There are limited initiatives and infrastructure for tourism.

Severe floods in the year 2000 highlighted the need for this area of risk preparedness; and the State Party has risk management plans in place for seismic risk and flooding.

---

ICOMOS considers that the main threats to the property are pressures from intrusive and/or inappropriate development, and that the green spaces, building interiors and vacant buildings are especially vulnerable.

---

#### **5 Protection, conservation and management**

##### **Boundaries of the nominated property and buffer zone**

The nominated property covers an area of 71,185 ha with a buffer zone of 400,481 ha.

The State Party considers that the proposed boundary is sufficient to present the proposed Outstanding Universal Value of the industrial city of Ivrea built and developed from 1908 to 1988. The rationale for the boundary has been discussed with ICOMOS and in the additional information provided in November 2017 and February 2018, and is based on the cadastral issues (land registry plots), geology, and the spatial extent of the significant periods of town planning. The Villa Rossi is located in Banchette municipality, and was included in the property because it is one of the best-preserved examples of the employee housing scheme.

A large buffer zone (400,481 ha) has been delineated by the State Party, corresponding generally to the administrative borders of Ivrea municipality. The revised "City of Ivrea town plan" controls the visual integrity of the nominated property and buffer zone.

---

ICOMOS considers that the boundaries of the nominated property and of its buffer zone are appropriate, with the exception of the inclusion of the recent housing project facing the 'Red Brick' building inside the property boundary. ICOMOS further considers that while there are past instances of intrusive new development, recent legal measures have been taken to improve the protection of the visual integrity of the property.

---

##### **Ownership**

According to the State Party, 97% of the area within the nominated property is in private ownership, and 79% of the private ownership is held by four owners, three of which are Real Estate Funds. The remaining buildings are in public ownership, and the public open spaces are owned by the Municipality of Ivrea.

While private ownership is not a problem in itself, ICOMOS notes that given the high number of vacant or under-utilised buildings, it poses challenges for the effectiveness of the long-term strategies of the protection, conservation and management of the property.

### **Protection**

The nominated property and its buffer zone are protected according to legislative regimes at the local, regional and national levels.

Local protection for nominated property began in 2006, according to the Ivrea Land Use Plan. The regional protection level is undertaken according to the Landscape and Cultural Heritage Code, and the Regional Landscape Plan (2015).

The national Cultural Heritage and Landscape Code, revised in 2004, makes a distinction between public and private property, and is not intended to protect the heritage of the 20<sup>th</sup> century. It therefore has some limits in application. In its additional information, the State Party suggests that the national Cultural Heritage Code provides overall protection; however, the State Party also indicates that national protection is in place only for some buildings, and is still to be completed.

The Ivrea Land Use Plan is a key element to the system of protection, and sets out several categories of land use: private services and equipment; private sports facilities and equipment; municipal equipment; urban requalification areas; hills of landscape and environmental value; areas for public; areas for public car parks; Olivetti modern neighbourhood and multifunctional uses. The Land Use Plan sets out also different categories of operations. Clear designation of the significance and attributes of each element are therefore important components of the system of legal protection.

The municipal technical service department directly responds to proposed projects and grants authorisations, taking account of national, regional and local designations for buildings and landscape (for the buffer zone). In order to strengthen the protection of the visual integrity of the property and its buffer zone, the State Party has indicated that by 4 October 2019, the Ivrea Council will compulsorily adopt the regulation of the regional landscape plan, integrating the guidelines and prescriptions directly relating to the protection, safeguard and enhancement of Olivetti's settlements into the municipal regulation.

ICOMOS considers that the system of legal protection is complex and that there are a number of specific arrangements that are not clear or well-coordinated. The system seems to depend heavily on willingness at the local level, therefore the skills and resources in the relevant municipal departments are critically important.

---

ICOMOS considers that the provisions for protection are complex and multi-tiered, with a heavy reliance on the commitment, resources and expertise of the municipal authorities. ICOMOS therefore considers that the legal

protection could be strengthened at the national level by completing the listing of remaining buildings, and by adopting the regulation of the regional landscape plan, with improved streamlining and coordination between the local, regional and national institutions.

### **Conservation**

The State Party has clearly outlined the variable state of conservation of elements within the nominated property. Various factors have contributed to this situation, including the processes that occurred during the decline of Olivetti's industrial production in the 1990s; different forms of ownership; and financial resources. Many residential buildings need restoration and rehabilitation work according to a series of national and European standards and regulations. Others, including the Central Heating Plant, the 'Red Brick' building, the first two extensions of the former factory require restoration work, given that deterioration to finishes, rusted metal, wall cracks, and damaged floors are observed.

The State Party has outlined the efforts undertaken to document the nominated property, including both architectural and historical research. Indeed, the Open-Air Museum of Ivrea realised a catalogue of the Cultural Architectural Assets of the town in 2013, which benefited from thorough research, which continued and deepened since then. Together with the Municipality involvement, these works led to the recognition of 237 modern buildings in the City, precisely described and documented. In 2015, the Town Planning Service had already received more than 50 preliminary requests of owners for restoration projects. Most of them were given approval. In 2015, various partners (Ivrea Pensioners Union, City of Ivrea, artisans and craftsmen, architects, banks, Turin University), eager to spread good restoration practice, supported "Casa Prima Cosa", i.e. the House First Project. ICOMOS considers that an extensive inventory of the property is necessary for the understanding, management and conservation processes, and this further documentation is included in the action plan which is part of the management system. Most of the records and archives related to the nominated property have been identified and are preserved by special provisions adopted by the concerned authorities. Information about the individuals, institutions or organizations that hold these archives should be clearly incorporated into the management system for the nominated property.

The State Party conducted a condition survey in 2015 and classified the state of conservation of each element as good, average, acceptable and poor. ICOMOS notes that the existing restoration work that has been carried is of a high standard, demonstrating a careful understanding of the site, its history and issues such as the use of reversible methods.

The nomination dossier indicates that 44% of the former industrial and corporate buildings of the property are vacant or underused (whereas the residential buildings are all inhabited). These are considered particularly vulnerable by ICOMOS. ICOMOS considers that there is

a need for elaborating short-term strategies for maintenance work as part of the management and conservation processes. Given that many buildings are vacant or under-utilised, ICOMOS considers that there is a risk of gradual loss of the authenticity of the property due to large-scale refurbishment proposals, decay of the exterior finishing of the facades and deterioration of the interior decoration and detailing. According to the State Party, in urgent situations temporary work may be carried out to prevent damage to the protected element.

Together with the high degree of unused buildings, these issues necessarily raise questions about the adaptive reuse of vacant buildings within the nominated property. Many restorations and adaptations have already occurred, and several are in progress (such as the Nursery School in Borgo Olivetti and the Sertec Offices building). Others – such as the Social Services Centre, Central Heating Plant, the Red Brick building, the first two extensions of the former factory, most of the Olivetti Headquarters, and the Data Processing Centre require refurbishment and/or restoration. The residences also pose various challenges as some of them have been carefully renovated, but for most the condition of the interiors is unknown. An overall sense of the strategic outcomes sought for these buildings is not yet in place.

ICOMOS notes that the private owners of the former industrial and commercial buildings are committed to the maintenance and upkeep of these premises so that reuse is possible in the near future, and that 'letters of intent' have been provided in relation to local architecture and planning regulations.

ICOMOS also notes that the situation concerning the residential buildings is different, because the existing regulations protect the exterior elevations, but the interiors are vulnerable. The need for awareness raising and close involvement of residents is therefore important.

The necessary resources for the conservation of the assets are mainly guaranteed by private owners and by the asset management companies that have holdings in this property. The State Party estimates a total cost of 3,710,285 Euros for the implementation of the actions identified in the Management Plan, including the costs of restoration, repair, maintenance and presentation of the buildings.

---

ICOMOS notes that the state of conservation varies within the nominated property. ICOMOS considers the conservation strategies are effective but highlights the vulnerability of many of the attributes. Particular attention to the application of the conservation strategies to vacant buildings is needed, along with a short-term strategy for maintenance of vacant and under-utilised buildings.

---

## Management

Management structures and processes, including traditional management processes

The Management Plan was updated in September 2017. It provides an outline of key issues, vision and objectives, as well as a plan for implementation. The management system is described, including the Steering Committee chaired by the Mayor; Technical Advisory Boards appointed by the Steering Committee; and the Site Coordinator. The General Secretary of the Municipality of Ivrea is the operating representative who coordinates all the municipal departments involved in the delivery of the actions in the management plan. The Municipality of Banchette has signed a Memorandum of Understanding to implement the Management Plan in relation to the small area occurring within its boundaries (comprising the Villa Rossi and a portion of the buffer zone).

Policy framework: management plans and arrangements, including visitor management and presentation

The Management Plan outlines a number of short and longer-term Action Plans for: protection, conservation and documentation; capacity building; communication and education; and presentation. Presentation actions include initiatives for public access and visitors, such as a welcome centre, interpretation centre, and interpreted paths to experience the 'Open-Air Modern Architecture Museum'. ICOMOS considers the budget for the implementation of the Management Plan is possibly underestimated.

Currently visitor levels are low and focus on specialised interests in modern architecture or the history of Olivetti. The State Party intends for increased visitor levels and has established some targets, although ICOMOS considers that the 'reference target for visitation' is modest and would not generate sufficient sustainable resources needed for the property. The necessary funding for the implementation of restoration work depends not on tourism attraction, but on the possibility to find investors and new users.

ICOMOS appreciates the intentions of the State Party to expand the levels of visitor and public interest and access to the property as a means of supporting and sustaining the renewal, restoration and reuse of the buildings and spaces within the nominated property. This will also allow the State Party and local authorities to constructively use the potential World Heritage listing. Currently the visibility of the industrial city in visitor information for this locality is low. To an extent, the appeal of the property to an elite and limited tourism market is unlikely to be sustainable.

Involvement of the local communities

ICOMOS considers that the history of Olivetti, and associations with the company appear strong within the local community. The Council initiated a residents' consultation process in 2015, which will be updated in

2018. A Maintenance and Renovation Support Program is being prepared in order to help isolated individuals involved in the renovation of listed residential buildings.

ICOMOS considers that these measures are essential to the ability of the nominated property to be conserved, including the authenticity of significant building interiors. ICOMOS also suggests that the State Party, site managers and local authorities could benefit from further exploration of how similar issues and processes have been approached in other World Heritage properties (for example, the Bauhaus buildings or Berlin housing estate). Overall, ICOMOS considers that the measures taken and planned for involving the local population, including clarity about the opportunities and constraints arising from World Heritage listing need more ongoing and consistent attention.

---

ICOMOS considers that the management system for the property is appropriate, but that adequate resources for implementation are required. ICOMOS also considers the necessity to extend the management plan in order to include a strategic conservation plan for the property. Engagement with residents and local users should be given priority, particularly in light of future changes to residential and other buildings to ensure their long-term viability.

---

## 6 Monitoring

The State Party has indicated that a site monitoring report will be drawn up every 6 years as part of the Periodic Reporting process, and that the City of Ivrea and Site Coordinator will be responsible for preparation of annual monitoring reports. The Management Plan outlines the establishment of recording systems and repositories, particularly through Action B.2.5 (Listed Building Conservation and Adaptive Reuse Monitoring Programme).

ICOMOS considers that the monitoring system for the nominated property is not yet fully in place, and that many of the indicators provided in the nomination dossier are not directly related to the state of conservation of the attributes or the identified pressures (eg. percentage of building areas in uses and/or undergoing interventions, implementation of protection mechanisms, inventorying and provision of resources). The project sheets provided in the Management Plan indicate appropriate monitoring activities (and indicators) for its 'Action Plans', yet these have not yet been clearly set out as a systematic and values-based monitoring program.

---

ICOMOS considers that the monitoring system is appropriate, but has not been fully implemented. The monitoring program should be systematically established (including the frequency of measurement of indicators) in order to monitor the state of conservation of the attributes, and the mitigation of identified pressures.

---

## 7 Conclusions

ICOMOS recognises the significance of 'Ivrea, industrial city of the 20<sup>th</sup> century' as a distinctive example of the experimentation with social and architectural ideas about industrial processes. The chronological sequence of Ivrea's urban development is well documented. The urban fabric of Ivrea was forged according to the contemporary production systems and by specific architecture of the Modern Movement.

Ivrea is therefore more than a company town or a simple ensemble of buildings. While there were other notable examples of this period, none managed to carry them out so conspicuously, and at such a scale. This was an innovative experience of world-class production made compatible with community welfare in a well-defined territory, and an experimentation. As well as the social services invented and installed in Ivrea (library, recreation space, school, nursery, infirmary), the numerous community centres open in the surrounding villages demonstrate the Company's investment in the social and economic dimensions.

The comparative analysis is sufficient to justify consideration of the inclusion of Ivrea in the World Heritage List. The boundaries are adequate, although the intrusions by new developments inside and near to the property pose threats to the Outstanding Universal Value. While ICOMOS appreciates the rationale of the State Party to include the site of the recent housing project facing the 'Red Brick building' (*Mattoni Rossi*) in the property boundary, ICOMOS considers that it should be excluded and included in the buffer zone.

ICOMOS considers that the conditions of authenticity and integrity of the nominated property are demonstrated but are vulnerable due to the large number and size of vacant and under-utilised buildings, the need for adaptive reuse and the challenges of resourcing the maintenance and conservation of key attributes. ICOMOS considers that the nominated property demonstrates criterion (iv), and satisfies the requirements of Outstanding Universal Value.

ICOMOS has strong concerns on the uncertainty about the future conservation, adaptive reuse and sustainable use of this property. Building interiors are considered especially vulnerable, requiring careful decision-making, based on good documentation and assessment. This situation poses considerable challenges which are recognised by the State Party, by regional and local authorities, and by civil society organisations. It is encouraging that many of the renovations already made have been respectful of the heritage values. Active liaison and partnership with the owners of these elements will be essential, and new developments should be assessed for their potential impact on the Outstanding Universal Value.

The provisions for legal protection are complex and multi-tiered, with a heavy reliance on the commitment, resources and expertise of municipal authorities. The legal protection could be strengthened at the national



level, with improved streamlining and coordination between the local, regional and national institutions. The State Party has indicated that protection of the visual integrity of the property and its buffer zone will be strengthened by 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 property into the municipal regulations. However, this is not yet in place, and the State Party has indicated that this will occur by October 2019. Challenges have been identified in relation to the resourcing of conservation, expanding visitor levels, and ensuring sufficient and consistent engagement with the local community is established and sustained.

ICOMOS considers that the management system for the property is appropriate, but that adequate resources for implementation are required along with the ongoing engagement with residents and local users. The monitoring system should be fully implemented, and clearly set out. ICOMOS considers that all new building construction projects could have a potential impact on the proposed Outstanding Universal Value of the nominated property and should be communicated to the World Heritage Centre in line with paragraph 172 of *Operational Guidelines for the Implementation of the World Heritage Convention*.

## 8 Recommendations

### Recommendations with respect to inscription

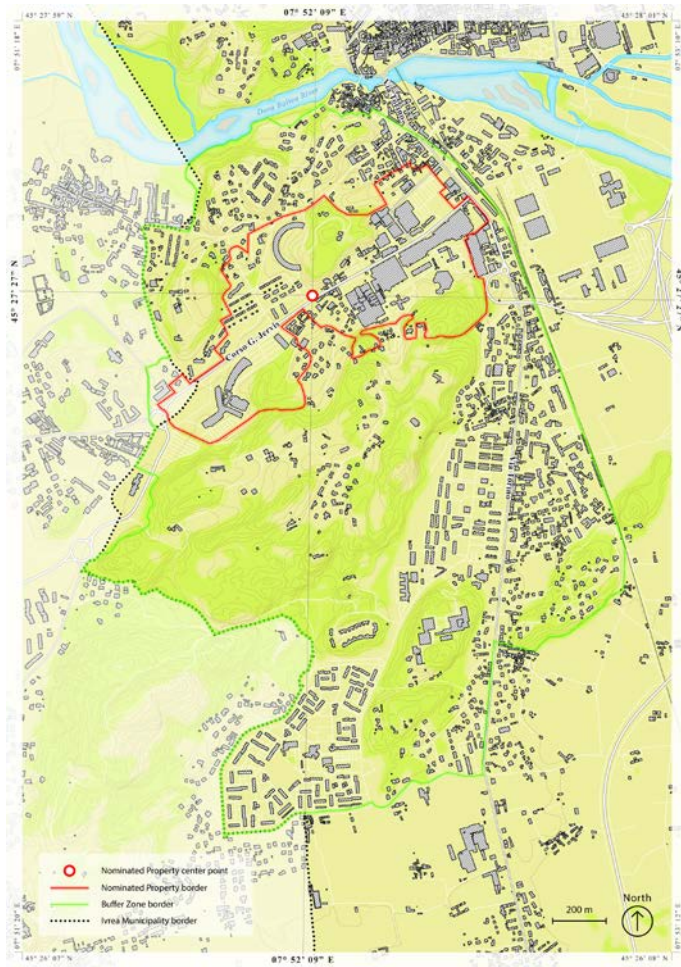
ICOMOS recommends that the nomination of Ivrea, Industrial City of the 20<sup>th</sup> century, Italy, be **referred back** to the State Party in order to:

- a) Finalise and confirm the national legal protection for the 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 property into the municipal regulations,
- b) Streamline the legal protection of the property, ensuring effective coordination between national, regional and local levels of protection,
- c) Revise the property boundary to exclude the site of the recent housing project facing the 'Red Brick building' (*Mattoni Ross*), and include it in the buffer zone,
- d) Provide a strategic conservation plan for the property, including the planned conservation outcomes for each building, strategies for new uses of vacant buildings, and resources for maintenance;

### Additional recommendations

ICOMOS recommends that the State Party give consideration to the following:

- e) Continuing to document the buildings of the property and their architectural characteristics and interiors, and ensure their conservation,
- f) 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,
- g) Ensuring that all new construction projects (including adaptive reuse) that could impact on the Outstanding Universal Value of the property are the subject of Heritage Impact Assessment and are communicated to the World Heritage Centre in line with paragraph 172 of *Operational Guidelines for the Implementation of the World Heritage Convention*;



Map showing the boundaries of the nominated property



Olivetti Office Building



Villa Capellaro