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  For a lexicon of the contemporary world. Understanding and teaching the contemporary age

Cover illustration:
S. C. Ballie, Study for Pirelli bicycle tyres, 1913
Pirelli Foundation Educational is the project that, since 2013, has been offering free teaching and creative courses for schools of all types and levels. Its aim is to introduce young people to the world of production and work, illustrating the values on which Pirelli’s corporate culture is based. Thanks to the wealth of the company’s historical legacy, the issues dealt with in the educational programme range from the history and technology of tyres to corporate cinema, through to robotics and road safety, from photography to the development of advertising graphics.

For the 2017-18 school year, Pirelli Foundation Educational is once again offering lower secondary schools theme-based courses and encounters both in the classroom and in places of excellence in the world of Pirelli research.

Classroom courses

An exceptional new feature this year is the possibility of holding some of the courses directly in school classrooms: this year, schools in the Milan area will be able to put on interactive lessons coupled with workshops for a total of about two hours. All the teaching courses consist of a theory lesson, backed up by multimedia tools, and a workshop activity, which allows the kids to reinterpret what they have learnt in a creative manner.

The staff of Pirelli Foundation Educational will go to the schools with the materials they need for the activities, which need to be booked on the calendar in the Educational section of the Foundation’s website.

From January 2018, Pirelli Foundation Educational is also organising a series of thematic courses for a number of classes at the same time, to examine several issues concerning the past and present of Pirelli. If you wish to get all the latest and sign up to these events, please consult the Pirelli Foundation website.
Courses at Pirelli

The Bicocca district: industrial architecture and scientific research

The **Bicocca district** of Milan has a long story to tell: a tour will enable the kids to find out about the major urban transformations that took place in the twentieth century, and about the protagonists of recent history.

The analyses and research that leads to the creation of new prototype Pirelli tyres are still carried out in the Bicocca district. To find out about the study activities and the various indoor tests, secondary school students will be accompanied around the **Chemistry Labs** and those of **Research and Development**.

The sixth **Cinema & History training and refresher course** for teachers, consists of a series of meetings and screenings, put on in collaboration with the Fondazione Isec, Istituto per la Storia dell’Età Contemporanea, and the Fondazione Cineteca Italiana.

Pirelli Foundation

The Pirelli Foundation has preserved documentation of the company’s history since it was founded in 1872, through to the present day: among its over 3.5 kilometres of documents, the **Historical Archive** includes a section devoted to communication, the private archives of the Pirelli family, and a number of house organs and magazines, including the complete series of **Pirelli. Rivista di informazione e di tecnica** and, since 2010, the **Pirelli Technical and Scientific Library** with over 16,000 volumes.

As well as activities to promote and digitise its historical materials, the Pirelli Foundation produces publications, organises guided tours, conferences and cultural events, and designs and puts on exhibitions and displays, sometimes in collaboration with Italian and international cultural institutions.
An archive is not just a storage centre for information, but rather a means to retrace history starting out from documents. Here we'll find out why an archive is not some boring, dusty old place, but a fascinating place that’s full of life.

**Subject areas**
History, Italian, Art

**Educational Objectives**
The main objective of the workshop is to teach the kids what a historical archive is and, in particular, what is kept in the Pirelli Historical Archives. They will also learn what documents are and how to search them in order to compile an authentic historical study.

**Activities**
The kids will be asked to read and analyse some documents in order to find out in detail how much useful information they can provide when reconstructing a piece of history.
The Pirelli Historical Archive contains an amazing collection of over 300 sketches and original plates made for Pirelli advertisements by famous painters and graphic designers from the early twentieth century to the 1990s, including a large selection devoted to bicycle tyres.

Each one is unique and is of great artistic and historical value.

The sketches were used for the creation of mass-produced prints in the form of posters, brochures, window displays, labels, etc.

**Subject areas**
Art, Graphic design, History, Communication

**Educational Objectives**
They will also find out what a study is and what processes are involved in turning an original into the advertising poster we see in the streets. They will then learn about the uniqueness of the study and of the work of art and about the serial nature of mass production.

**Activities**
Taking inspiration from the many advertisements for Pirelli bicycle tyres, the students will work to create an advertisement of their own based on their analysis of the target group, and they will develop their own logo and slogan.
1948 saw the first issue of the highly successful Pirelli magazine, which was published until 1972. Poets, journalists and scientists examined issues that concerned not just manufacturing but also the world of science and technology, as well as that of culture in general. Contributors included some of the greatest names in journalism and literature, from Eugenio Montale to Salvatore Quasimodo, Umberto Eco and Dino Buzzati, and its pages were illustrated by artists and designers of the calibre of Renato Guttuso, Fulvio Bianconi and Alessandro Mendini.

**Subject areas**
Italian Literature, History, Art, Journalism

**Educational Objectives**
The kids will learn what an online news bulletin is and how its editorial team is structured. Another objective of the workshop is to improve the participants’ ability to interact and work together with a view to achieving a common goal. The students will also get to know the style of important writers and journalists who contributed to Pirelli magazine.

**Activities**
The students will need to form a complete editorial team in order to create a new online news bulletin: from the choice of graphic layout, to the drafting of the articles and the selection of the illustrations.
Attention and responsibility on the roads is an essential matter, and needs to be tackled very early on, when kids start going out on bicycles or mopeds.

But what are the FIA Action for Road Safety campaign’s 10 Golden rules today for when we are out on the road? “Cinturatevi adeguatamente!” – “Buckle up Right!” cautioned a historical advertisement in a pun on the Cinturato tyre...

Today, advanced technologies such as the connected tyre mean the driver receives precious information to assist with the journey.

**Subject areas**
History, Road safety, Personal and social education, Sustainability

**Educational Objectives**
The kids will have fun while learning the importance of road safety and they will find out about the rules to follow when on foot or riding a bicycle or moped.
They will also be able to hone their powers of observation, and their logical and practical skills with the introduction of new technologies, which are essential for moving about safely.

**Activities**
After learning the practical aspects of road safety, the students will be invited to work as a group to design ideal new technological systems to make driving on tomorrow’s tyres even safer and more sustainable.
The districts to the north of Milan, such as Bicocca and Greco, formed the heart of an industrial area that rapidly took shape in the early years of the twentieth century, and that for many decades was a symbol of industrialisation in Lombardy, and a driving force behind the economy of the entire country. This district, as we see it today, is the result of a series of transformations brought about by the activities that have taken place here. A story that goes back a long way and that has come all the way down to us.

Subject areas
Technical Education, Geography, History, Citizenship Education

Educational Objectives
Documents that are now in the Pirelli Historical Archive will introduce the students to the history of the area to the north of Milan, showing how it changed from farmland to industry, through to the urban transformation of recent times and to the Bicocca District. Another aim of the visit will be to generate a sense of public spirit in the participants, as well as a sense of responsibility for the places in the city.

Guided tour
Pirelli Headquarters (former cooling tower) and surrounding areas
The tour includes a visit to the current Pirelli Headquarters inside a cooling tower of the Pirelli factory in Bicocca and the surrounding district.
What do those huge Brazilian trees have in common with Formula One racing tyres? Let’s find out together in an exciting journey through nature and industry, ending with a visit to the Pirelli Research and Development laboratories.

**Subject areas**
Scienze, Storia, Sicurezza stradale, Sostenibilità

**Obiettivi educativi**
The prime aim of the activity is to introduce young people to the world of production and work. The students will also learn about the properties of rubber, its history – where it comes from and how it is extracted – and the main stages involved in the production of a tyre.

**Guided tour**
*Research & Development Laboratories*
Using multimedia instruments, the kids will learn how a tyre is made. An initial theoretical introduction will be followed by a visit to the experimental laboratories, where the students will be able to see with their own eyes the various stages involved in creating a prototype, and they will watch the performance tests to which it is subjected.
Ever since it was first set up in the late nineteenth century, Pirelli has made scientific research one of the core values of its business. Documents in the Pirelli Historical Archive show how Pirelli has been constantly committed to innovation and research, so that it can always offer cutting-edge products. In its Milano Bicocca headquarters, Pirelli has now created an advanced chemical laboratory where natural rubber, synthetic polymers, sulphur, silica, carbon black, accelerators, resins, curing agents, oils, additives, raw materials and components of the compounds are subjected to stringent tests to ensure that the tyre starts from the highest quality before being subjected to dozens of tests, and before moving on to trials and, ultimately, to mass production.

**Subject areas**
History, Chemistry

**Educational Objectives**
The students will learn how the main analysis instruments in a chemical laboratory work and they will see with their own eyes how a state-of-the-art chemical analysis laboratory is run.

**Guided tour**
*Chemical Laboratories*
After a theoretical introduction, the kids will be accompanied by technicians around the chemical laboratories.
FOR A LEXICON OF THE CONTEMPORARY WORLD

Training and refresher course for teachers

Understanding and teaching the contemporary age

The Pirelli Foundation, together with the Fondazione ISEC and the Fondazione Cineteca Italiana, is promoting the sixth edition of the free Cinema and History training and refresher course for primary and upper and lower secondary school teachers in the Lombardy Region.

This edition will introduce those taking part to some of the great issues affecting the contemporary world: geopolitics, the new frontiers of work, the relationship between the world of finance and the real economy. These are highly topical issues not only in academic circles, but also in public debate. At the same time, they represent an essential challenge for teachers who wish to help their students understand the world they live in.

The course for teachers will consist of three lessons, a film and three workshops.

The activities will take place from 3 o’clock in the afternoon, during the months of February and March 2018. Full information will be available on the Pirelli Foundation website.

Teachers wishing to attend the course must register, by sending an application to didattica@fondazioneisec.it by Monday, 15 January 2018.
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