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Re: Invitation to contribute a text to the journal *Blackout 1: Olivetti, poesia concreta*

Dear \_\_\_\_\_,

We are sitting here at ECAV in our current working place, which is the *salle de réunion* at the administration. Our fingers are typing this letter to invite you to contribute a text within the *Art Work(ers)* research project.

We are thinking about how closing factories and the use of industrial ruins have affected our ways of working in the arts, and of the promises of creative economies. What narratives have been created to tell stories of art and industrial production as well as of deindustrialisation. We are looking at historical examples such as EAT, Artist Placement Group, Equipo 57 & Grupo Y, Solidarnos & Ryszard Wasko, or Agricola Cornelia, whose work emerges in between art and (industrial) production modes. We are thinking of perruques (homers) and strategies to “reinterpret” the Taylorist use of machines with Situationist strategies. The question that we have in mind is less “why X has happened” but rather “why the alternatives Y did not take place”.

Two scenarios have become particularly important during the research: Chippis, the site of the former Aluminium factory since 1908; and Ivrea, where the Olivetti type-writing machine factory started in the same year. How differently two factories have shaped the cities, societies and

cultural scenes in which they were located and where they developed their idea of labour.

In our research, we observed the involvement of artists and writers in the production of experimental publishing within industrial projects. Among them, poets such as Leonardo Sinisgalli would start the monthly magazine *Civiltà delle macchine* (1953-79), while art historian Carlo Ludovico Ragghianti initiated *SeleARTE* (1952-65). They addressed the workers, the cultural scene and a wider audience through contributions by Italo Calvino, Nino Franchina, Umberto Eco and Eugenio Carmi among others. All of them workers, each one in their field, but more often in a trans-disciplinary setting. The Olivetti typing machine factory was deeply connected to its publishing house, the Edizioni di Comunità: books such as *La condition ouvrière* by Simone Weil were translated, not only for the sake of patronage or pedagogical emancipation of the workers, but rather to support the reflection on labour and production in social and cultural terms. It is also for these reasons that a wide number of novels, magazines and poems inscribed within the *letteratura industriale* trend, emerged around utopian factory projects in the 1950s and 1960s.

Among the gestures that we have thought of for the *Art Work(ers)* research project, we therefore decided to re-activate these forms of publishing. We have planned two issues of the *Blackout* magazine, and would like to invite you to contribute to the issue 2.

Our idea would be to collect in *Blackout 2* writings on Olivetti.

*Blackout 2: Olivetti, poesia concreta* will be phrased around the following contents:

- 1 Editorial: Invitation to  
Contribute a Text
  
- 5 The Olivetti Community.  
Or How to Reinvent the  
Art School  
Donatella Bernardi
  
- 15 *Olivetti formes et recherche.*  
Industry and Contemporary  
Culture – an Olivetti Historical  
Exhibition (1969-1971)  
Marcella Turchetti / Associazione  
Archivio Storico Olivetti
  
- 27 A chiare lettere / Spelled out.  
Renato Guttuso's *Boogie*  
*Woogie* at the Olivetti  
Federica Martini
  
- 41 The Worker and Neurosis  
Alexandros Kyriakatos
  
- 51 On Lost Opportunities.  
Brief and Rhapsodic  
Considerations on the figure  
of Adriano Olivetti  
Andrea Bellini
  
- 60 Biographies
- 64 Colophon

For your contribution, we would like to propose the following conditions:

- The salary is 500 CHF.
- We wish to discuss further, through coffee or a skype, the general context of your contribution.
- We would be glad to share

materials (texts, images, videos) from our research, if you wish so.

- We would like to receive from you an abstract of 250 words including the main points of your text, and a biography.
- We will discuss with you the timeline for your submission in accordance with our editorial process.

Let us know if you are interested in this collaboration and if you have the time to participate. We are looking forward to hearing from you!

Warm wishes,

Petra Köhle, Robert Ireland,  
Federica Martini  
For Art Work(ers)

## **Blackout**

Issue n. 2: Olivetti, poesia concreta

An edition of the *Art Work(ers)* research project of the  
ECAV – Ecole cantonale d'art du Valais, Sierre

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### **Printing**

Graphius, Ghent

### **Off-print**

600 copies

### **Publisher**

art&fiction publications, [www.artfiction.ch](http://www.artfiction.ch)

### **Distribution**

[www.servidis.ch](http://www.servidis.ch) (CH), [www.r-diffusion.org](http://www.r-diffusion.org) (F/B)

ISSN 2571-7065 (Print), ISSN 2571-7073 (Online)

Special Thanks: the authors, Associazione Archivio  
Storico Olivetti, Alain Antille, Corner College &  
Dimitrina Sevova, Gairo Daghini, Stéphane Fretz,  
Cora Piantoni, Anne-Julie Raccoursier

Layout: 8'28"  
Corrections: 9'36"

Issue

n.2:

Olivetti

poesia

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