



Fondazione Pirelli launches the “Scatta la Bicocca” tour, discovering the Bicocca area on Pirelli CYCL-e around™ e-bikes

The initiative takes place on Sunday October 27 during the fifth Open Archives day

Milan, 24 October 2019. A tour to discover the **Fondazione Pirelli** and the **Bicocca** area dedicated to lovers of **photography, Milan’s history and that of its transformation**. This initiative, entitled “**Scatta la Bicocca**”, proposed by the Fondazione Pirelli during the fifth edition of Archivi Aperti (Open Archives), the exhibition promoted by Rete Fotografia. For the purposes of the tour, **CYCL-e around™ e-bikes** will be available. This is new mobility service devised by Pirelli, which proposes to enrich the cycling tourism with the latest generation assisted pedaling bicycles.

Thanks to this initiative, scheduled for Sunday October 27, participants will be able to visit Pirelli’s historic archives, conserved in the Fondazione, and get to know the history of **one of the city’s most interesting urban transformations**, that of the Bicocca area, through photographic works by great names published in the Rivista Pirelli. It is a story that begins in the fifteenth century with the construction of the **Bicocca degli Arcimboldi**, passes to the twentieth with the birth and development of the **Pirelli factory** (1909), then to the launch of the **Progetto Bicocca** for the conversion of the area (1986), and arrives in the 2000s with today’s Bicocca “**factory of knowledge**”. This is an area characterized by the **architecture of the Studio Gregotti**, which includes the Pirelli campus – with headquarters, which symbolically include the plant’s former water-cooling tower and Research and Development – and the Milano-Bicocca University. The tour will move through the Bicocca area on the saddles of **CYCL-e around™ e-bikes**. Along the route, participants will be able to **discover the places depicted in historic photos and take new ones** to share on social networks.

To participate in one of the four gratis tours (scheduled for **10.00, 11.30, 14.30, 16.00** and lasting 90 minutes) you must book by sending an email to visite@fondazionepirelli.org indicating your social profile and interests linked to the world of photography and the city of Milan.

The Fondazione Pirelli – safeguarding, enhancing and sharing the company’s heritage

Since 2008, the Fondazione Pirelli has been promoting the company’s entrepreneurial culture and conserving, enhancing and spreading awareness of the Group’s Historical Archives. A heritage of over 3.5 kilometres of company documents which cover its entire history, from the foundation in 1872, and of which the section dedicated to advertising and communication has a central place. They all testify to Pirelli’s fruitful collaboration with the leading intellectuals, artists and photographers of the day. The Fondazione enlivens the collection through the curation of editorial projects, the organization of exhibitions and programs of guided tours that involve thousands of people each year. Since 2013, the Fondazione Pirelli Educational project has been active. It is a free program of didactic and creative courses aimed at schools of different levels and nature with the aim of involving a younger public in the world of Pirelli and its entrepreneurial culture.