

“We dream of silence”: Adriano Olivetti and Luigi Cosenza in the Pozzuoli factory, Naples. *Utopia and reality in the workspace.*¹

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Abstract

Adriano Olivetti chose to build another factory, in addition to that of Ivrea, in Pozzuoli near Naples and commissioned the design to an old associate: the engineer Luigi Cosenza. Following a conversation in which they determined the terms and objectives, Cosenza went to Ivrea to study the production cycle and understand the principles upon which the industrialist based his working philosophy. The project began in 1951 and a site was identified on a hill with a privileged view of the Bay of Naples. The building was designed according to the centrality of workers and workspaces were marked by a relationship of symbiotic exchange with the outside world and the landscape. The cross floor plan of the factory allowed for an unforced adherence to the ground and the language used by the designer locate the work within the most significant examples of architecture of the modern movement in Naples. The classicism of Cosenza, intensely able in communicating with the Neapolitan artistic tradition, converses peacefully with the utopian vision of Olivetti who aims, through this project, to lead men of the south towards modernity in the workplace without becoming a slave to the mechanization of the assembly line. The Pozzuoli factory is thus part of a broader project of the industrialist which, through its activities and civic engagement to the problems associated to the territory, managed to turn every decision into a success and of high artistic quality.

Keywords: Adriano Olivetti, Luigi Cosenza, Pozzuoli Factory, Industrial Architecture, Italian Modernism

¹ “Noi sogniamo il silenzio” is part of a speech delivered in Turin during October 1956 at the Sixth National Congress of the Institute of Urban Planning and published for the first time by Edizioni di Comunità in the anthology *Città dell’Uomo* in 1959 under the title “Urbanistica e libertà locali”.