



Rolling Archive

“always with you”

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Idea

“Like any Human organism, a company is both a structure and a form. It must have an idea of the visible quality of its presence, a perceivable identity.”

Keeping the ideology behind Olivetti's conception and their interests in various art forms, pure or applied, we categorized their work into 8 realms of design. Emphasising on their strong use of visuals and Communication graphics, we take the viewer to the world of Olivetti through our rolling Archive, an interactive Movable touch point to explore the rich history of Olivetti. A memento that can be preserved and passed on.

What is it?

Inspired by the book, Design Process's cover, designed by Mr Perry A. King, we started by categorizing Olivetti's archive into the following 8 disciplines:

1. Interior Design
2. Industrial Design
3. Identification Systems
4. Graphic Design & Advertising
5. Exhibition Design
6. Architectural Design
7. Type Face Design
8. Cultural Activities

Further we designed a totem which has two main parts, a paper Roll and a stand. The Paper roll will have posters from Olivetti's collection of visual communication graphics. Each stand will have information from its specific discipline. We also made three variations of the stand to make it more flexible and adaptive. It can be installed on floor, on wall as well as from the ceiling.

How it works?

The user can choose the stand as per their interests and approach the installation, pull the poster out and take it away. Later they can scan the QR-code on the poster and read more about Olivetti's work online on their website.

Value and Potential

By categorising the work, we made the archive more clear and approachable for the viewers.

Currently there are only a couple of books about Olivetti that accessible to people, and not many know about the online archive, so this poster can bring curiosity into Olivetti's extended works and the QR code will direct people towards that.

The design represents Olivetti's ideologies; it is simple, lightweight, easily portable, adaptive yet playful and sophisticated.

The Stand can be installed and dismantled easily, hence easy to move and ship anywhere.

The materials used are easily available and cost effective.

In the end, everyone would love to take a piece of Olivetti's work home, and share it on their social media profiles and amongst friends, making the archive more popular!