

THE ASTICO VALLEY: A LAND OF WORK AND BUSINESS

Academicians visit Siderforgerossi

5 June 2017, Arsiero, Italy

On the afternoon of Friday 12 May, Siderforgerossi was visited by the members of the Olympic Academy in Vicenza.

The academy is a cultural institution in Vicenza that was founded in 1555 by a group of intellectuals, including Andrea Palladio. They pledged to nurture a range of artistic abilities, with a particular emphasis on the area of mathematics. The Academy brought together swordsmanship and horse riding coaches, musicians, philosophers, mathematicians, doctors, cosmographers and architects. All of these different figures had one thing in common: a passion for art.



“The Academy has the goal of learning about the local area, raising awareness about it and championing it. It achieves this with annual ‘external sessions’. The focus of this year’s session is the town of Arsiero, which is known both for its age-old agricultural tradition and for its more recent but well-established industrial activities. The Astico Valley also played an important historical role in the First World War 100 years ago,



L. Giacomelli – Chairman of Siderforgerossi
G. Thiene – Chairman of the Olympic Academy

because the Austrian offensive known as the *Strafexpedition* was stopped and held here. The following topics will be discussed during the visit by the academicians: Siderforgerossi, a company that can be said to epitomize an intelligent approach to business and devoted industriousness; the paper industry, which was a driving force for a long time but has now come to the end of its time in this role; and the tragic events of the First World War, which saw soldiers and the local people

join together in their defensive endeavours.” With these words, the Chairman of the Olympic Academy Gaetano Thiene

summed up the essence of this year’s session and urged the academicians to participate.

The event came to a close in the Arsiero Town Council conference room, with a convention on the economic history of the Astico Valley: “a land of work and business”. It was organized in partnership with Siderforgerossi, with the support of Arsiero Town Council. During the convention, Roberto Pietrobelli gave a talk on the “tradition of metalworking in the Astico Valley”.



R. Pietrobelli – A member of the Siderforgerossi Group Board of Directors



The academicians at the facility in Arsiero

Before their trip to the Town Hall, the academicians were welcomed to the Siderforgerossi Group’s main headquarters and taken on a tour of the production facility in Arsiero, where they learned about the main processing activities that take place on the premises.

After their visit to the production site, they met the executive team in the boardroom. Gaia Giulia Giacomelli then proceeded to present the “Forge ad Arte” (“Artful Forges”) project that was carried out for Siderforgerossi

in September 2012. The core theme of the scheme was transformation, as expressed metaphorically through contributions by a number of artists.

The initiative underlined the profound ties between Siderforgerossi and the world of art in all of its forms. The main objective behind it all is to spread the word about a concept that is somewhat of a rarity in working environments: “Some of the decisions and measures that have been taken by the company recently are based on the idea that the rhythm of daily work-related activities can be positively influenced by the presence of works of art or time spent in architectural spaces that are meticulously planned down to the last detail. This was the case with the efforts to open up to new forms of communication and make room for art and the emotions inspired by artists, so that the associated creative energy can become part of the working day,” stated Gaia Giulia Giacomelli in the publication “Forge ad Arte”.



Gaia Giulia Giacomelli

It was an honour for Siderforgerossi to be chosen as a destination by the intellectuals from the Olympic Academy and to have the opportunity to show how the devotion and dedication behind the various industrial activities lead to the promotion of a range of initiatives, which stem from the great passion that prevails throughout the organization.

