

# DESIGN AND TECHNOLOGY. PEOPLE, SYSTEMS, ENVIRONMENT

## DM117/Ferretti - The valorisation of the physical & digital documentary heritage of Ferretti Group's historical archives, in particular the RIVA model

<b>Funded By</b>	Ferretti SpA [P.iva/CF:04485970968] MINISTERO DELL'UNIVERSITA' E DELLA RICERCA [P.iva/CF:97429780584] Politecnico di TORINO [P.iva/CF:00518460019]
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<b>Context of the research activity</b>	We propose a heritage enhancement project through the design of a 'digital archive' prototype, scalable and replicable in other business contexts, for a new experience of consultation and use of historical sources, also through the use of AI and big data.  Progetto finanziato nell'ambito del PNRR - DM 117/2023 - CUP E14D23001940004
<b>Objectives</b>	With the Ferretti SpA Group (a listed company specializing in the design and construction of yachts and owner of the Wally, Riva, Pershing, CRN, etc. brands) we intend to develop a research project aimed at enhancing the physical and digital documentary heritage of the company's various brands through the use of AI and big data. Starting from the historical archive of the Riva brand, kept at the Sarnico headquarters, an action is proposed to enhance the heritage through the design of a prototype 'digital archive', scalable and replicable in other corporate contexts, for a new experience of consultation and use of sources (technical drawings, patents, sketches, models, commercial contracts, letters, correspondence, photographs, audio and video materials in analog and digital format, etc.). This work program will be carried out by pursuing a systemic approach, i.e. looking simultaneously at digital technologies, design methodologies, and the many possible histories that a heritage such as that of a shipyard coagulates, both from an intrinsic and extrinsic point of view: from the technological history to that of the company, from that of design to that of communication, up to anthropology and iconology, all without neglecting the symbolic and

conservative dimension well represented by Riva's heritage with over 180 years of history.

**Skills and competencies for the development of the activity**

The candidate should have knowledge and competencies on:

- historical research methodology
- creation of digital archives for the valorization of corporate heritage in the naval industry
- knowledge of image acquisition and processing software
- management of corporate archives in the naval industry
- computer skills (in particular use of Microsoft Office and/or Open Office package, Adobe Suite)
- knowledge of the English language (spoken and written)
- network/cloud file management skills