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FONDAZIONE PIRELLI

**The Pirelli Foundation
presents *WE ARE*
7-minute short film, 2023**

Using the language of cinema, this short film tells the story of Pirelli's rich cultural legacy, portraying it as a stage where arts and technology come together. Inspired by Bertolt Brecht's *The Life of Galileo*, the narrative takes us through the various domains of the company's corporate culture – theatre, music, art, literature, research, innovation, and sustainability – which is promoted by the Pirelli Foundation. The combination of artistic and scientific creativity has always been a hallmark of Pirelli's identity.

The protagonists appear in a symphonic performance where the iconic circle – an emblem of the product – inspires the cinematic language. A circular beam of light acts as the unifying thread of the narrative, illuminating the various scenes and sets, and lending an air of theatricality even to settings unrelated to the artistic performances. The set is a geography of places and worlds of the imagination: the archive, with over four kilometres of shelving preserved by the Foundation at the heart of the company headquarters, contains a vast wealth of historical and contemporary values. The factory is seen as a centre of community, work, and knowledge, and a realm of rituals and new myths – the epitome of industrial humanism. The Pirelli Research and Development laboratories, where rubber is transformed by a deep-rooted understanding of the materials and an alchemical knowledge of the compounds and of the geometric properties of surfaces, patterns and carvings. Luna Rossa Prada Pirelli is the very embodiment of technology in motion, a collective endeavour mixed with passion, legend and challenge. The stage of the Piccolo Teatro Grassi in Milan is the perfect setting for representation and sharing, and a symbol of public cultural engagement. And a space for contemporary art, Pirelli HangarBicocca, is where projects, symbols, and a sense of belonging all coexist.

We are taken on a journey through places, words and faces, reminding us that “we are” business, memory, and future.

Duration 7 min

Year 2023

Language Eng / Ita

Promoted by Pirelli Foundation

Produced by Muse Factory of Projects

A film by Mattia Colombo and Davide Fois

With Dario Leone, Elisa Cavalazzi

Artistic direction and executive production Francesca Molteni

Concept Francesca Molteni and Roberta Busnelli

Written and directed by Mattia Colombo and Davide Fois

Inspired by *The Life of Galileo* by Bertolt Brecht

Photography director Jacopo Loiodice

Original music Luca Fois

Executive producer Claudia Adragna

Editing Mattia Colombo and Davide Fois

Production coordinator Gaia Maritano

Production assistant Nicolò Amedeo

Thanks go to

Luna Rossa Prada Pirelli Team, Piccolo Teatro di Milano – Teatro d'Europa, Pirelli HangarBicocca.

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