How Olivetti Invented the World's First Desktop Computer & Put the Soul in the Machine

A talk by Dr. Arthur Molella (Smithsonian Institution)

THURSDAY, MARCH 11 @ 5:00 pm PST
Online in English via Zoom

Italian company **Olivetti invented the world's first desktop computer** - *Programma 101* - in 1965, well ahead of major computer companies. The **revolutionary** little machine was the product of a sweeping utopian project of company president **Adriano Olivetti**, who aimed to **transform the relationship between technology, art, society & the human spirit**.

This **lecture** explores the **associations between his ideology, his reinvention of the Olivetti company town** of Ivrea in northern Italy **& Programma 101**.

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