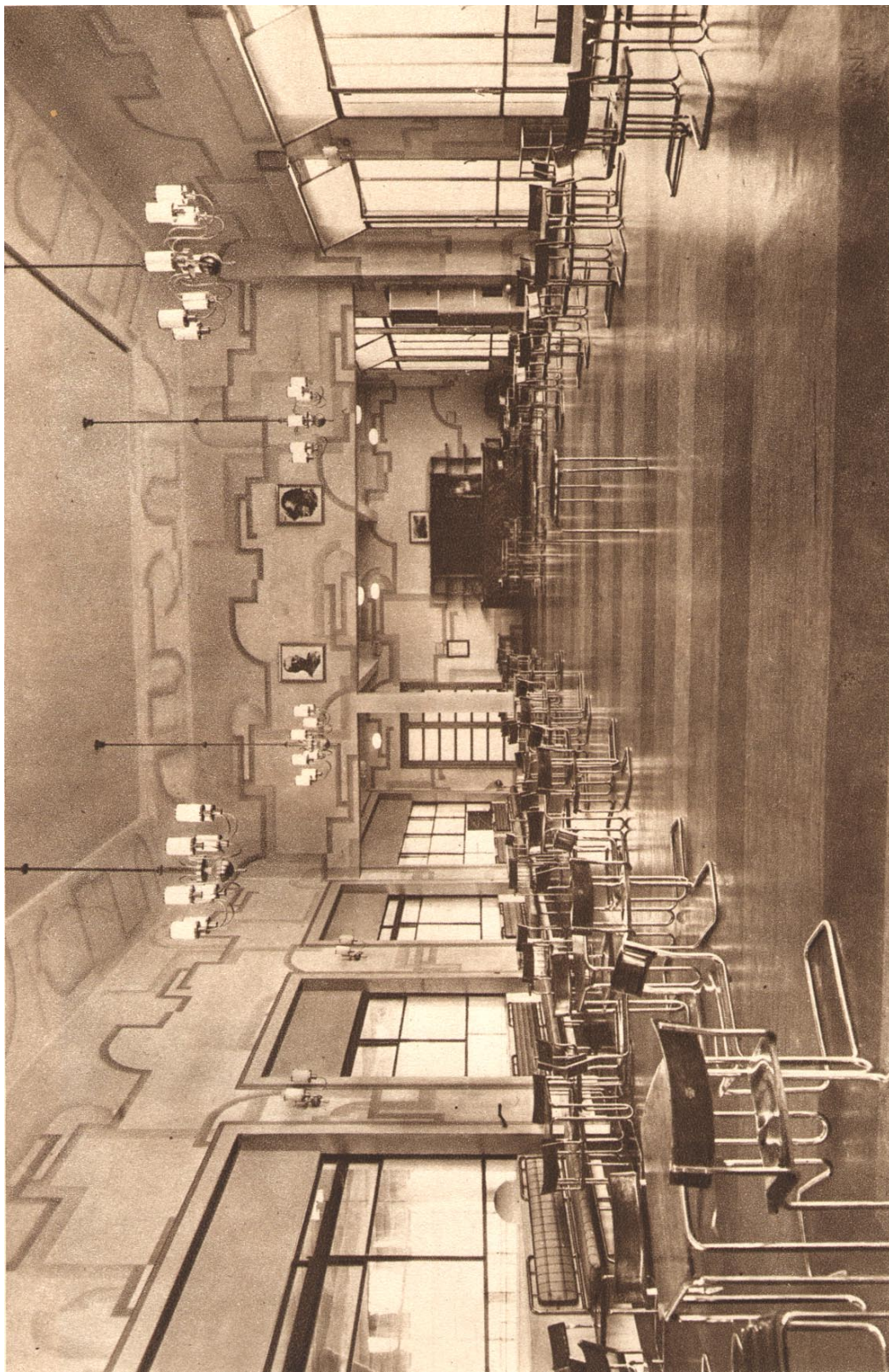




THE « DOPOLAVORO » - READING ROOM





THE « DOPOLAVORO » - BALL ROOM





The «Dopolavoro»  
- The Swimming  
Pool

they may loosen their limbs, try their strength and courage, live in that physical fullness which helps both to keep the members agile and the mind clear and produces that soothing inviting tiredness

The «Dopolavoro»  
- The Swimming  
Pool



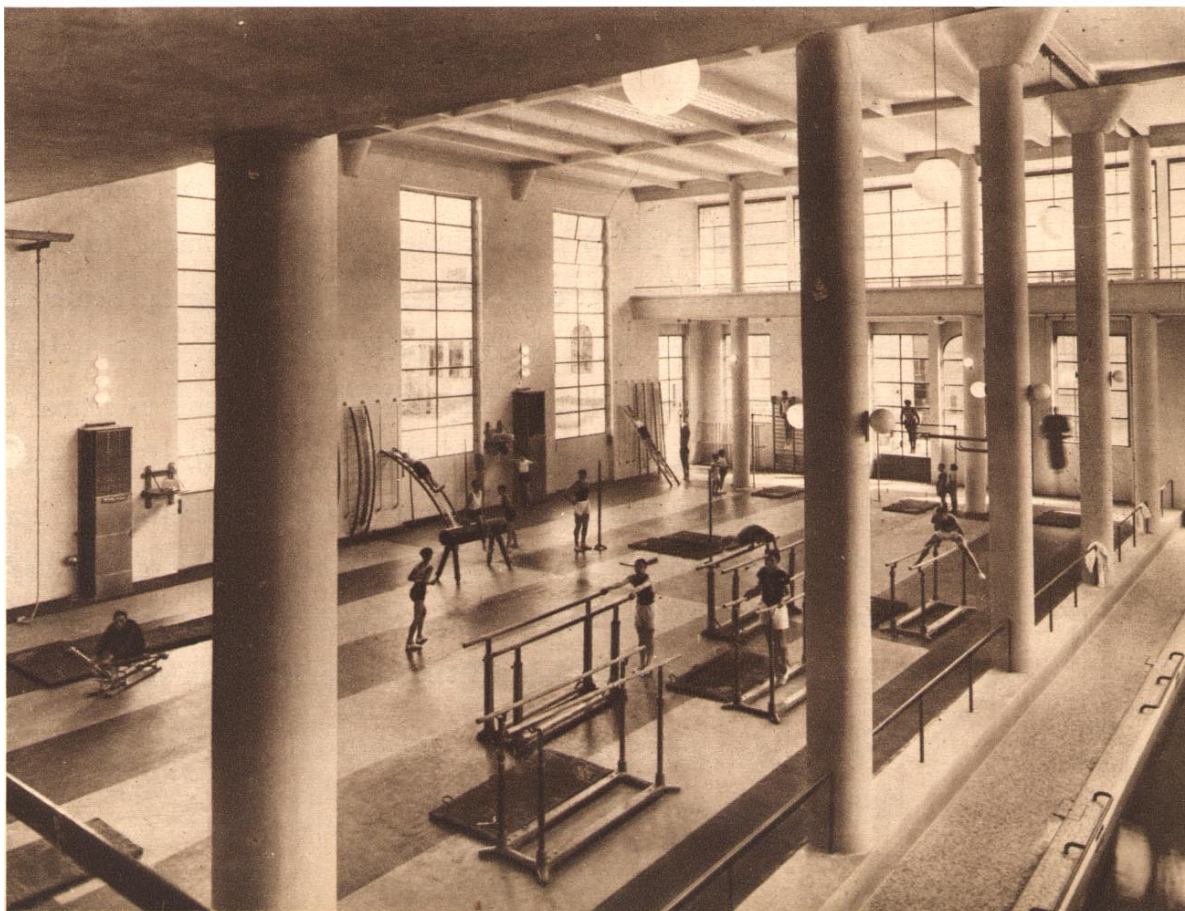




The «Dopolavoro»  
- The Billiard  
Room

wherewith the child falls asleep in the evening under the maternal caress. The exercises, which are of a quasi-military kind, never bore them. The instructions are clear and simple and they listen to

The «Dopolavoro»  
- The Gymnasium





them with a manly gravity delicious to see. Then when the order to dismiss is given they play and revel in the sound pleasure of living. They are happy, happy, among other reasons, because of that House, which is all theirs, the patrimony of their youth, the gay monument of their importance.

When grown up there is another House, finer and more diversified, ready to receive them — the House of the « Dopolavoro » (Italian workers' recreational movement).

With shorter hours now being worked, the problem of the workers' leisure has been felicitously resolved by the institution of the « Dopolavoro ». It is not hard to remember the time when, after the working day had been reduced to eight hours, the workers found themselves with time on their hands with which they did not know what to do and of which their inclination prompted them to make the traditional bad use, frequenting public houses. The poor women at home cursed the shortening of the hours. Looking only at the effect on the family budget they said — Now our men's wages will be whittled away at the public house and Heaven knows how we shall carry on.

The « Dopolavoro » has victoriously fought this danger, which does not merely concern the domestic economy. It has provided attractive meeting places and facilities for entertainment, exercises, reading, everything that could be desired in short for the better utilization of leisure. Nothing compulsory, nothing tiresome, nothing of the barracks about it; no impression of returning to school or being bound by a new sort of discipline. The only discipline imposed is that of the community, the feeling of which is inherent in the educated man; the obligation of respect for others for the sake of one's own self-respect, if nothing else, and of politeness and moderateness, which qualities are, for that matter, innate in Italian workers, sons





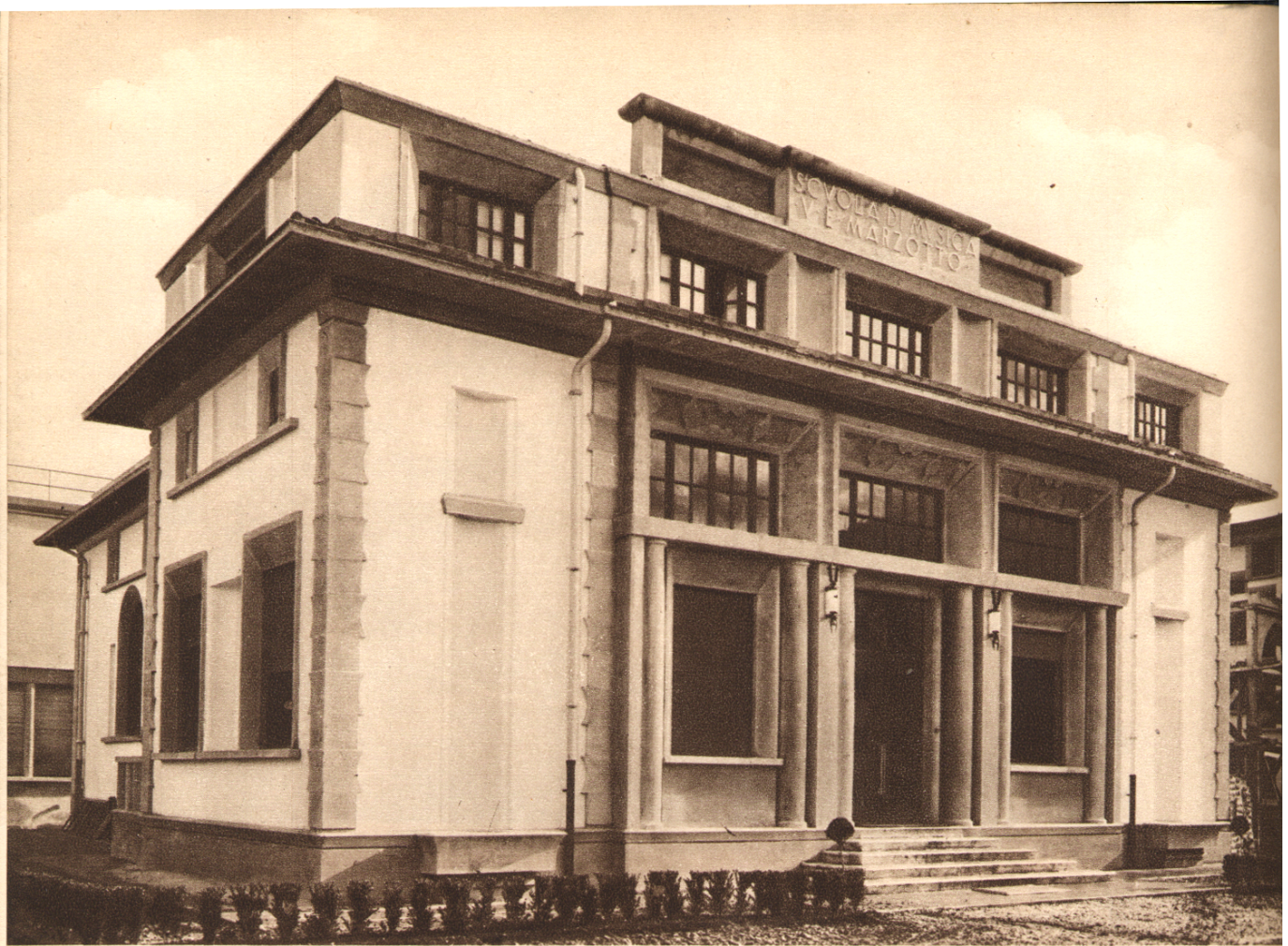
The «Dopolavoro»  
- Bowls

of a three-thousand-year-old civilization.

In the Social City of Valdagno the «Dopolavoro» fully responds to the spirit that promoted this congenial institution. The part which is most in evidence from the street is the restaurant occupying the ground floor. This is a spacious room arranged with the tasteful simplicity that characterizes the style of all these social welfare undertakings. Numerous tables show up invitingly white behind the big window panes. The members are given carefully prepared solid meals, from which all food of inferior quality is banned, at a price so modest as to compete with the family expenditure. Bachelors, guests from the «Dopolavoro» of other countries find there a mess which makes their mouths water.

But the life of the «Dopolavoro» is upstairs in the various rooms for meeting, conversation, games, with a good sprinkling of billiard tables. The hall is of such a size as to be able to serve, if needed, for holding lectures or giving entertainments. Ordinarily it





Music School

is full of tables and chairs with a gay glistening of chrome-plated metal, and is often crowded, corresponding to the different shifts at the factory. The young men are the chief frequenters and they play billiards, draughts, chess, or read books and scan papers and magazines. In the entrance room there is a bar where the prices and quality of the drinks are naturally fixed and controlled for the protection of the health and pocket of the frequenters.

These frequenters, it will be understood, are for the greater part the younger end. The older men have their families and a job, it might be said, for every hour of the day. Their visits are therefore less frequent. But for the young men this is a second House, more comfortable than their own and more useful also from a recreational point of view, for although they chat and read upstairs, there is also a big gymnasium and a swimming pool to enable workers to enjoy





Music School  
The Band

their leisure hours in pursuing healthy exercises.

The gymnasium is equipped for every sort of exercise from the more simple gymnastics to athletics. Here the young men are

Music School  
The Choral Society





prepared and trained for membership, when they are not already members, in the various groups, the management and special quarters of which are in an upper wing of the House. Here the passion for manly games becomes happily contagious, stimulates healthy emulation and induces the enthusiasts to submit spontaneously to a rigid hygienic discipline. It is not on these youths that publicans can count or of whom depressing idleness and unnerving pleasures can take a lasting hold. Ambition is directed toward the possession of agility and strength. These men will be, or have already been, excellent soldiers; but apart from the army, to which they belong even when they no longer wear uniform, they constitute a new generation of a

Rest Home





stronger and sounder nation, more conscious of its own worth. To watch from the balcony running round the pool the bodies of these young men in harmonious vigour, in the grace and sureness of their movements, quick at diving and agile at swimming, makes one think of a time not so long since when they were left in dangerous abandonment. Today they have their big House, in which, in addition to the variety of sound attractions, there is the spirit which dominates and pervades them — the spirit of a life more dignified, truly civilized, breathing within a broader horizon.

The use of the swimming pool, the



Rest Home - Room with Six Beds



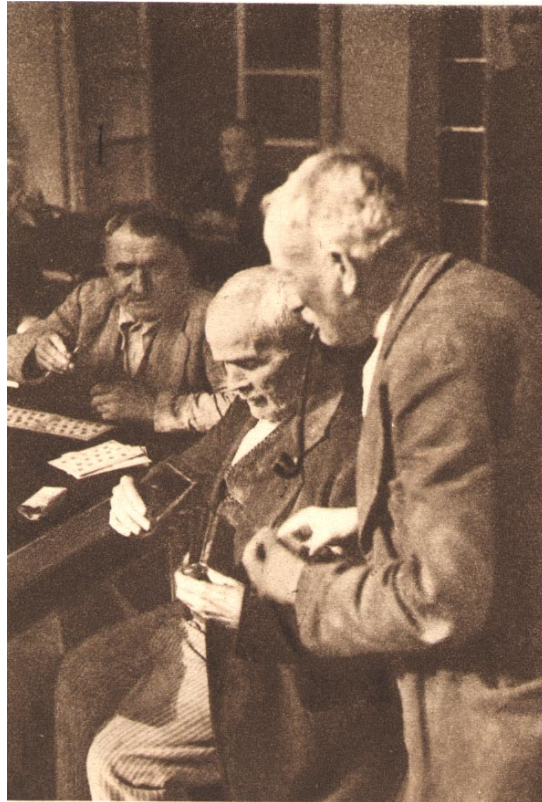
Rest Home - The Mess-room



Rest Home - Day-room



Rest Home - Games Room



water of which is constantly changed and kept at a suitable temperature, is reserved at least two days a week to the women, who thus acquire the habit of bathing and have an opportunity of re-tempering the body in exercises that differ from the usual fatigue work.

Thought has been given to everything, not excluding the game of bowls, an old passion

of Italians, which really does not deserve to be sacrificed to foreign fashions. The game has always been cultivated in the countryside, where national traditions are more soundly rooted, and the « Dopolavoro » has done well to revive it everywhere.

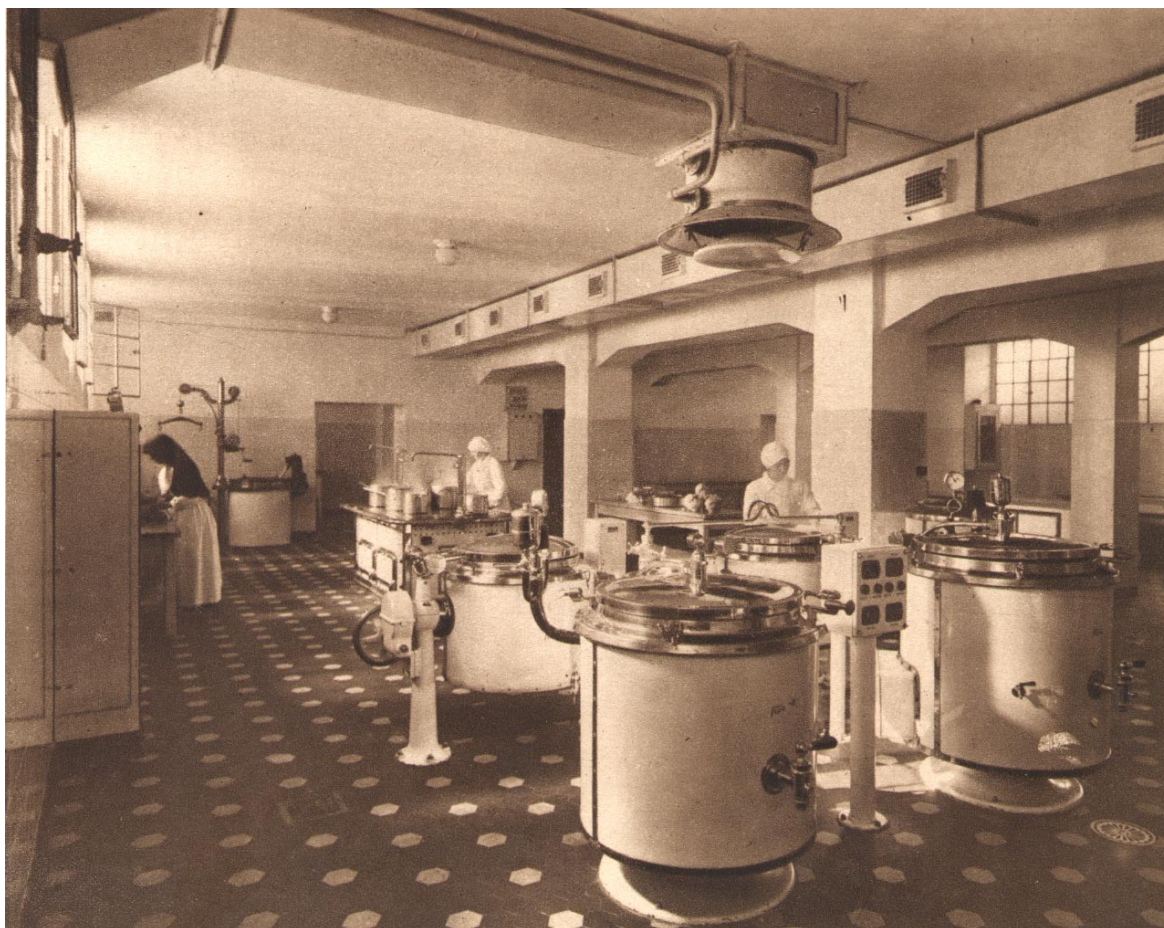
In the meantime the large building which is to house the club for the clerks is already well advanced. As the membership of the present « Dopolavoro » consists of workmen, another « Dopolavoro » is to be set up for the clerks, an arrangement which will allow both classes of workers greater liberty. The hierarchic order has its demands and the manual workers are the first to recognize them. The presence in their midst during leisure hours of members who are their superiors in the factory, could not but cause a certain restraint, a feeling of being still under control. As if a social gathering of soldiers were attended by officers: a certain drop in tempe-



rature would be inevitable. The workmen will therefore have the whole House for themselves, which, for that matter, they are already in the habit of considering theirs and where they live in cordial familiarity: the clerks will find the comforts of a good club in their own House together with the possibility of satisfying those intellectual needs which are all the more to be taken into consideration the more restricted is cultural life in a provincial corner and consequently the more expensive for the individual to satisfy himself.

Moreover, artistic recreation — which is also education — has not been forgotten in the Social City, which aims at being complete and develops and progresses in this direction. Italians have a centuries-old musical instinct, and the Marzottos had already founded and maintained at Valdagno a music school for the formation of those bands which are so numerous in Italy and so sought after and appreciated for religious and civic celebrations. The band of Valdagno now has its place among the ensemble of social institutions, its own quar-

Rest Home - The Kitchen



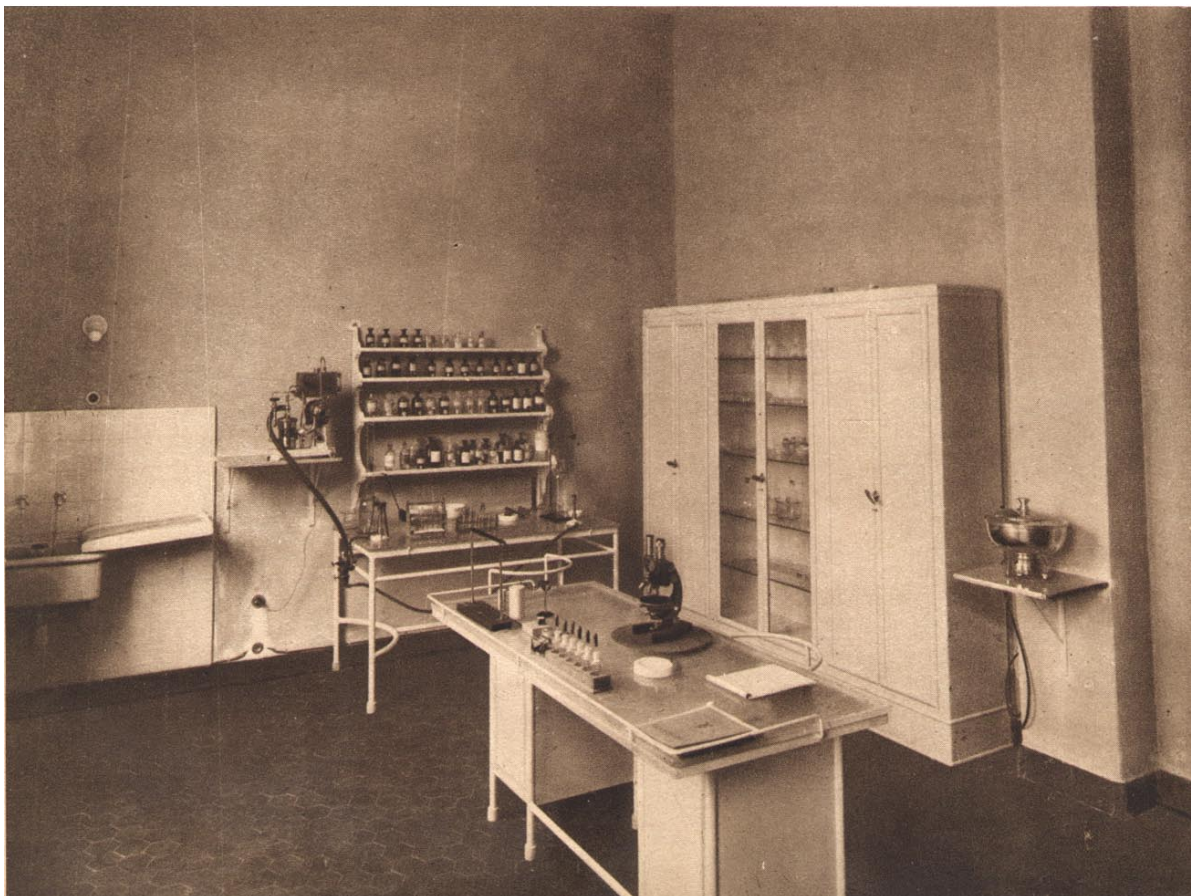




First Aid Post in the Factory

Medical Station - Laboratory for Chemical Analysis

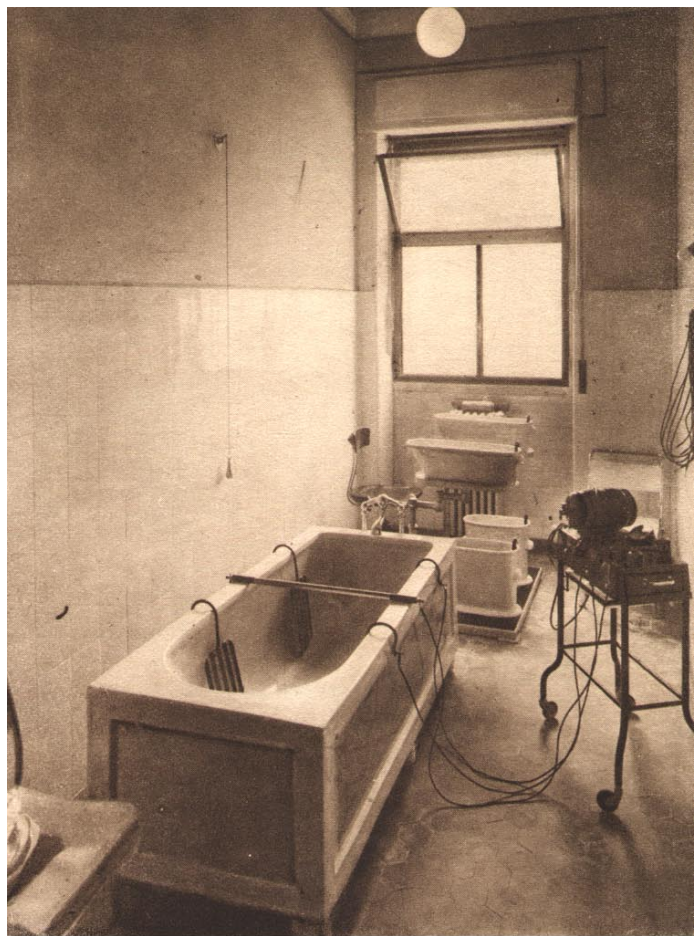
ters where the master aided by a deputy conducts the school, keeping the musicians in practice, who incidentally have already won praises and prizes outside the valley in nation-wide contests. And besides the musicians, there is a choral society.



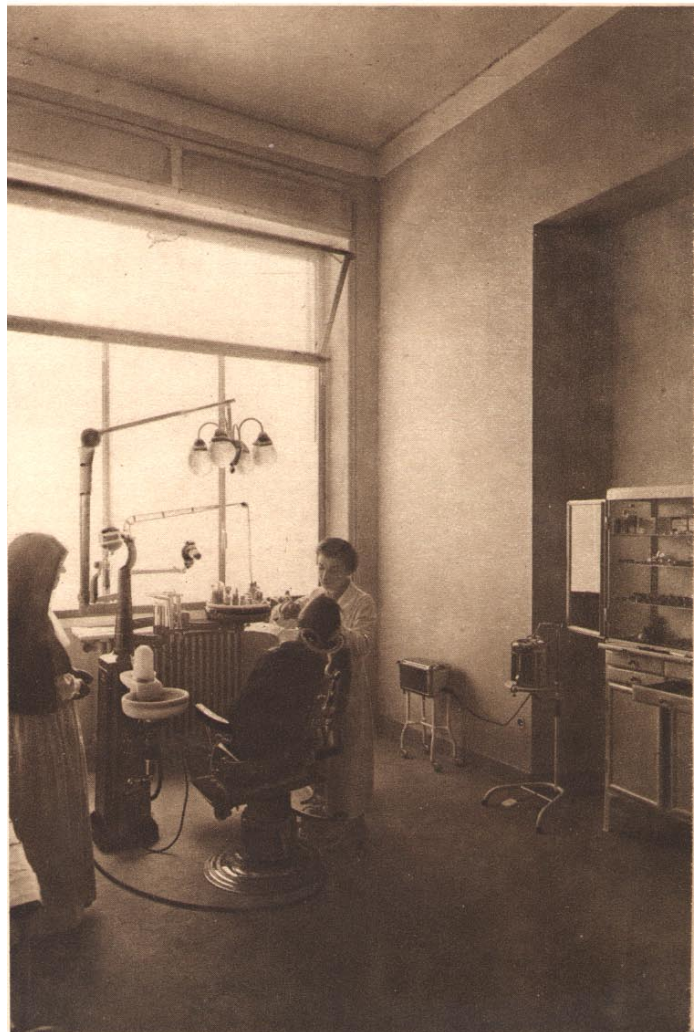


The City is also about to have its own theatre. The heat of construction extends from the seat of learning to the seat of entertainment. Wherever scaffoldings appear new notes of this civic symphony are described. The theatre will naturally serve the greater part of the year as a cinema, which if well directed in the choice of films will be able, just as much as the legitimate theatre, to satisfy the standard of recreation associated with culture and aesthetics. It is not necessary for it to be « educational » in the pedantic sense of the word; it is enough if the rules of art are not offended and public decency is not outraged. Every now and then, however, there will be real theatre pieces.

Thus from infancy to maturity each age has its right of citizenship, concentered in social care which is first of all well housed and then conducted diligently and gene-



Medical Station - Hydroelectric Baths



Dentist's  
Cabinet





Medical Station -  
X Ray Cabinet

rously. From infancy to maturity, from maturity to old age.

When the worker is no longer able to work he is given a small pension which alone is certainly insufficient to maintain him. We are only at the beginning of a big social transformation, and the initial results must perforce be slight. He must look to the family and

Dry Inhalations



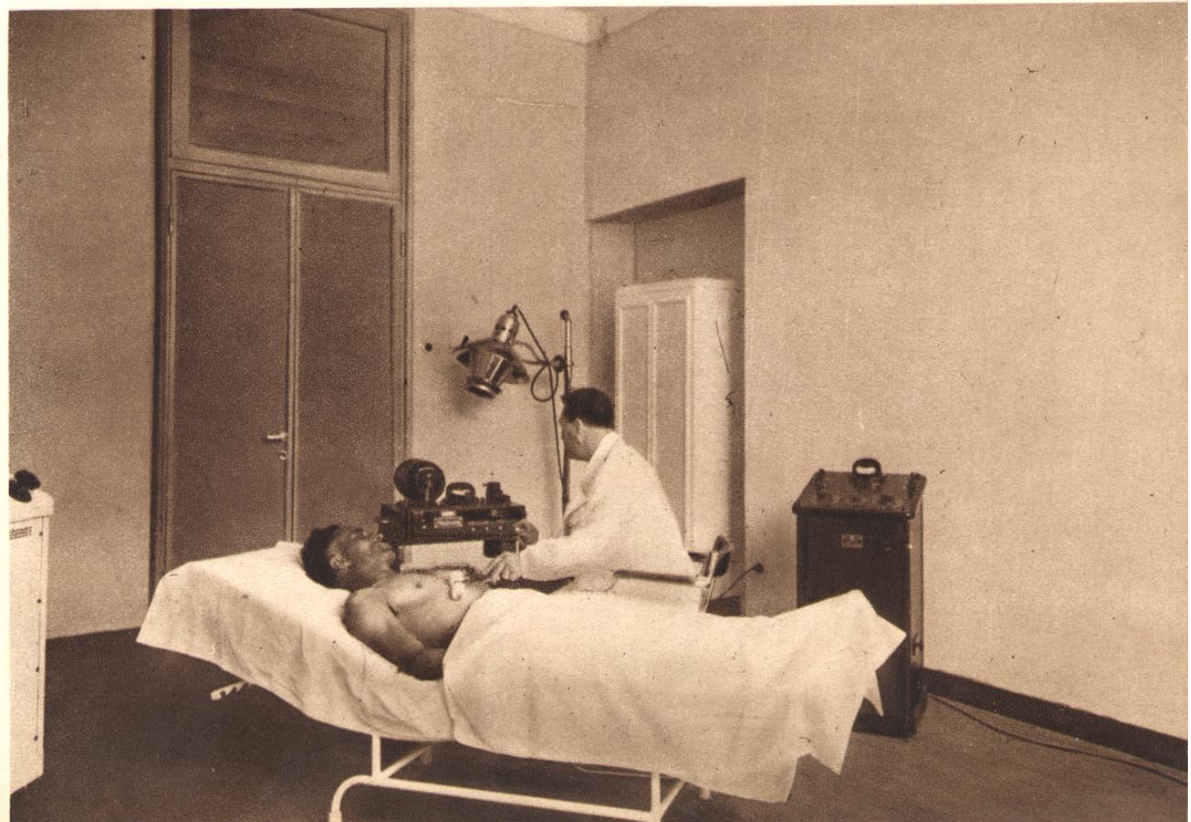




Medical Station -  
Wet Inhalations

relations. The pension merely helps to lighten the burden of the poor people who have to keep him and who, with their slender means, are inclined neither to generosity nor to sacrifice unless a great filial love sustains their kind-heartedness and courage or renders their resignation more lasting. In any case life will usually be wretched.

Diathermic Ca-  
binet





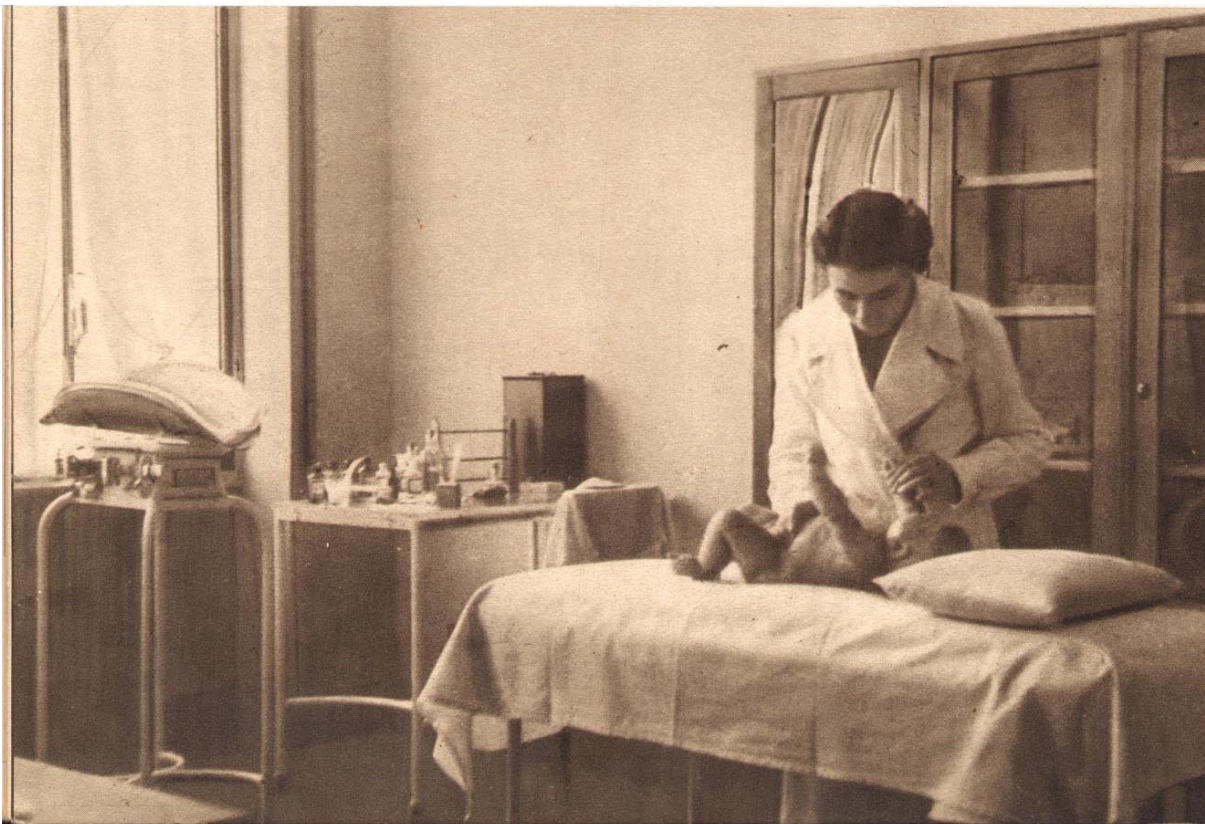


Medical Station -  
Ultraviolet Rays

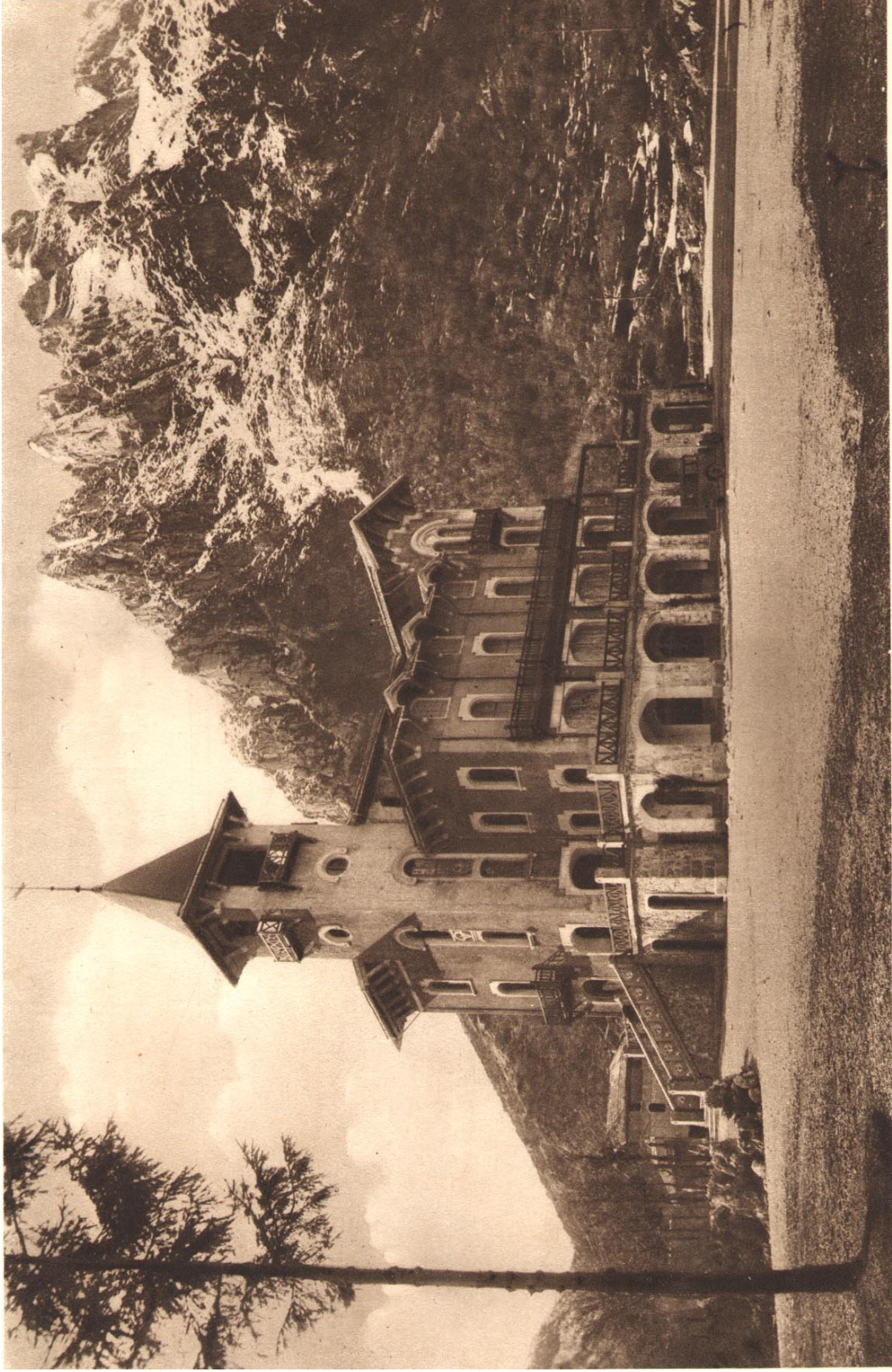
Among those who work, he who works no longer must take less of the little. And there are also childless workers with relations from whom they dislike asking for help or who do not wish to be an encumbrance...

But here is their House, clean, spacious and of cheerful aspect like the others. It is not a poorhouse, not humiliating charitable

Pediatrics







ALPINE COLONY OF THE DOLOMITES



shelter. It is almost an hotel. It is the Rests Home where the old workmen, on payment of a sum less than the meagre pension due to them are housed, fed and cared for. The old workman pays. Payment is a principle of character rather than of finance; it is the morality that governs the New City.

Although it would be impossible to charge such moderate prices without liberal help from the industry, the workman is not made to feel himself a beneficiary, to consider himself a parasite dependent on the generosity of others: he receives and pays for what he receives. The contribution of the industry is an advantageous form, the only advantageous form, of enabling the working classes to share in the profits of industry. The worker receives and pays, because he must habituate himself to paying, because he must strike a wise balance in his modest finances and include in the budget those forms of hygienic civilized life, more varied and more dignified, from which at one time he was excluded to his physical and moral detriment without the compensation of being able to save money. Naturally,

Alpine Colony in  
the Dolomites

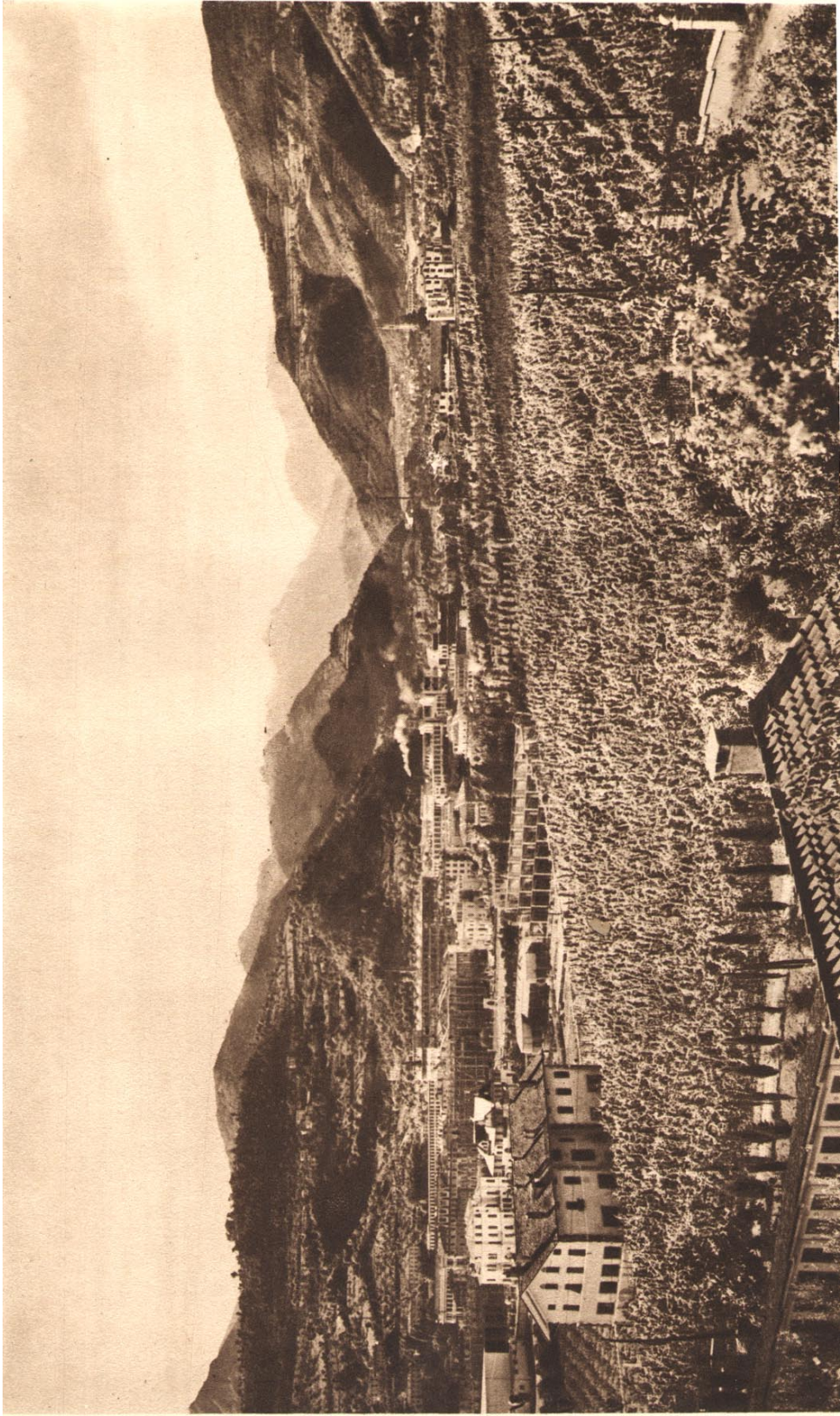






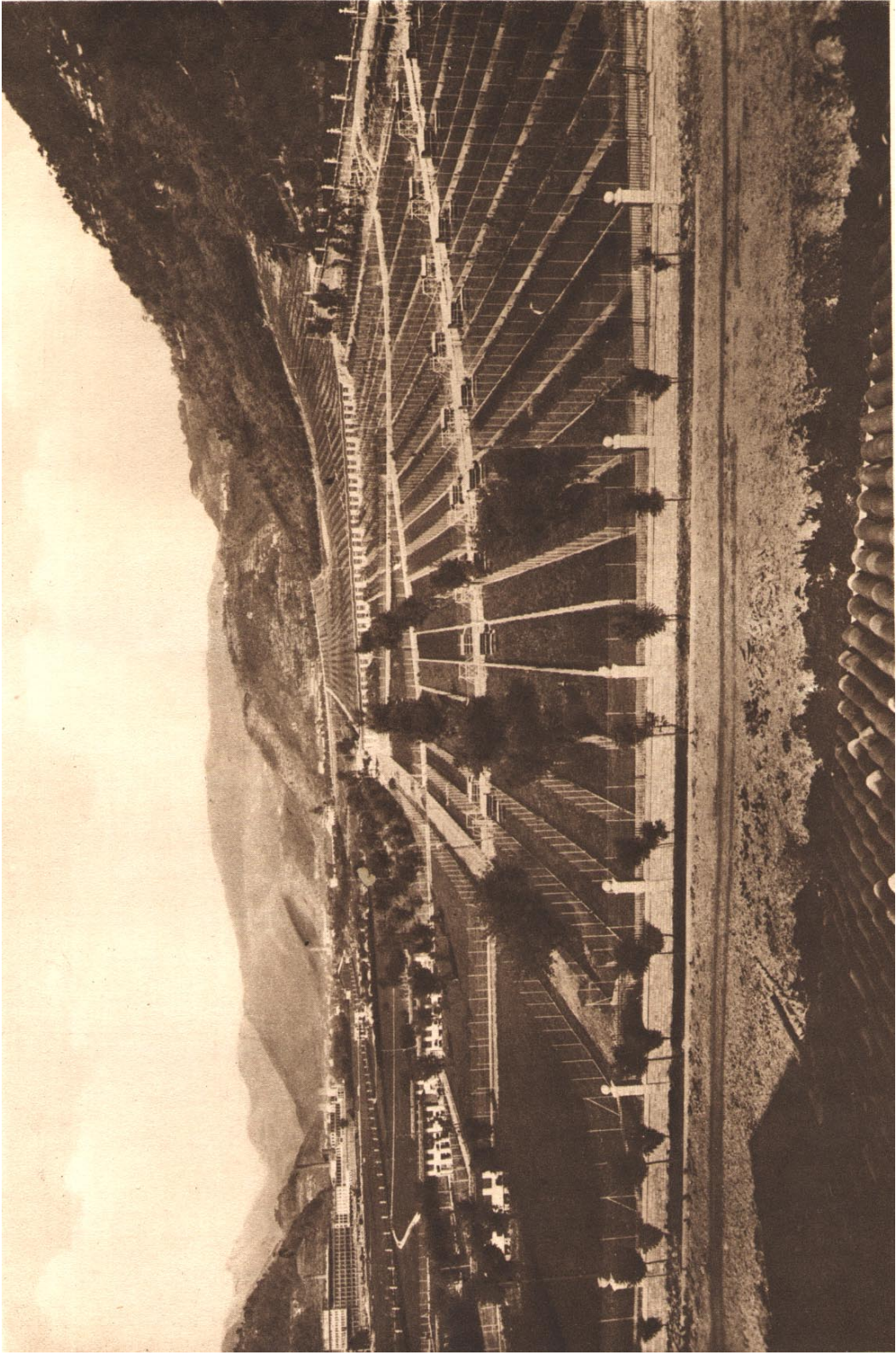
THE « VALDAGNO » CAMP





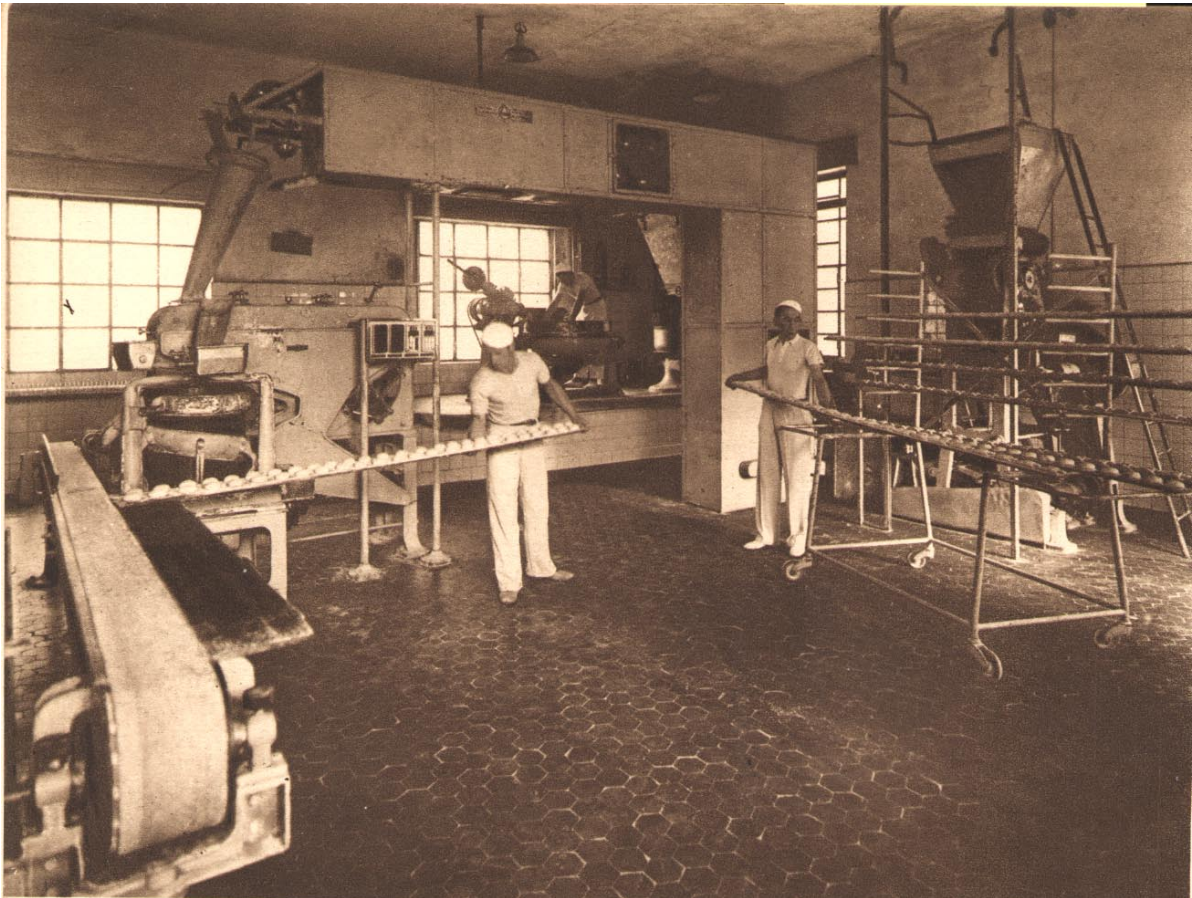
« LA FAVORITA » FARM: VINEYARDS





**CHICKEN RUNS**





The Bakery

there are cases in which the rule takes a back place and the human sentiment of help to the weak gives what it can and asks for nothing in return.

The rule is sound, however. And the cost, as has been said, is so small for those old people that they are able to save a trifle out of their pension. For less than three lire a day they have their regular meals, sleep in well-aired rooms, where there are not more than four beds, as it was desired to avoid giving the impression of hospital wards. They go up and down in lifts. They have their sitting rooms, the men separate from the women, but they have also a room in which they may be together, certainly without any risk of sex-appeal perturbations. They can play at cards, and those who still have strength in their muscles may try their hand at bowls. A visit to the kitchen would suffice to get an idea of how they are fed — big metallic receptacles in the midst of spotless linen, neat and attentive women, and a smell of good appetising food. The kitchens are the subterranean triumph of the Social City on account of the





The Stalls

cleanliness, the sound nutriment, and the relish which is an integral part of sound nutriment. In the children's Houses, for example, they explain the joyful avidity which is characteristic of the children's meals; in their subterranean locations the kitchens are the prosaic collarobators of the sun which above tempers, strengthens and purifies the tender bodies on the broad terraces and the solariums that top all the buildings in which infancy is housed.

During the days of the fine season the children are on the terraces seeming like so many flowers about to open, or they are in the playground kicking up the gravel. From the big House toward the south the old folk look on and delight their hearts. They have reached a calm sunset and see the aurora shine with the brightest of promises.

The anxiety for tomorrow, so terrible in those who no longer have the strength to react against life's difficulties, has disappeared, and their peaceful looks reveal the feeling of satisfied security. The



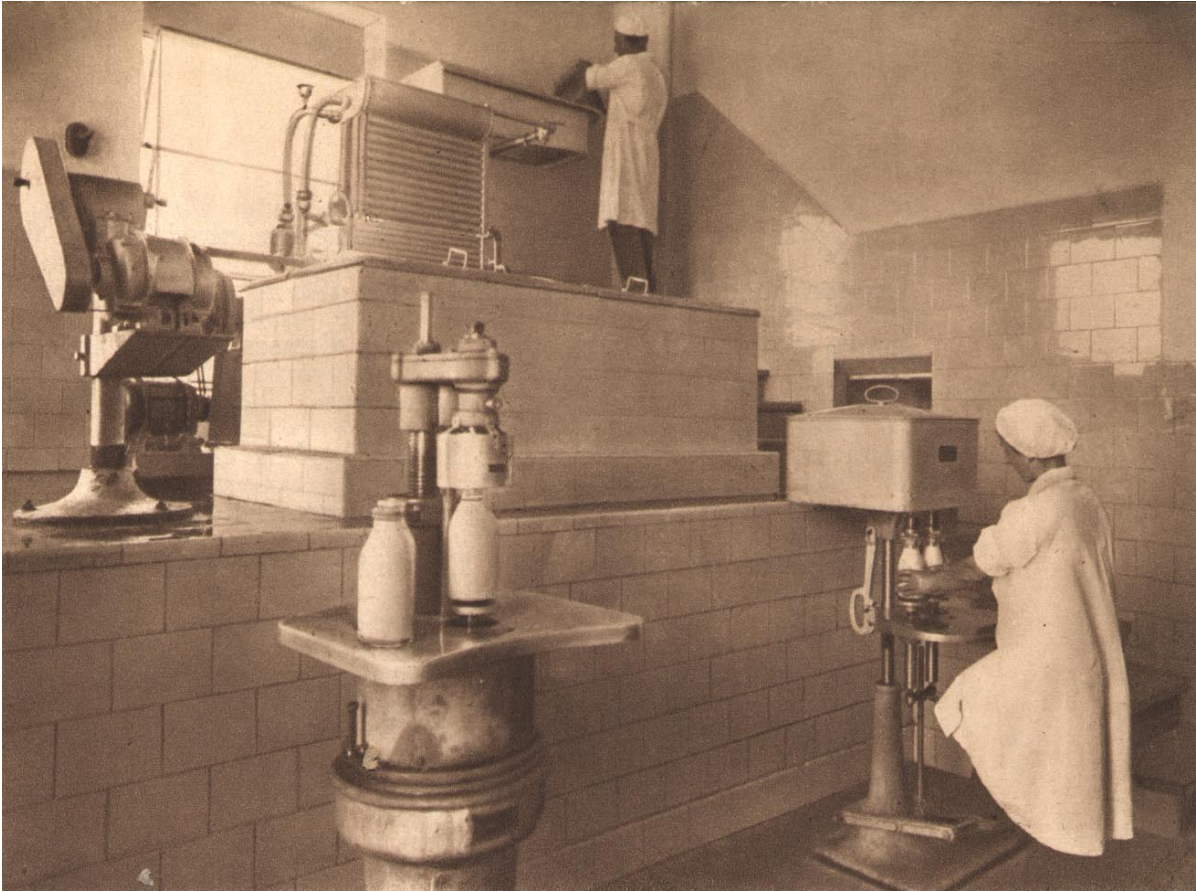


The Stalls: Inside

old ones chat quietly about times gone by, and from their talks, their recitals, the episodes recalled from their memory, it would be possible to reconstruct another aspect of the history of the woollen industry of Valdagno and of the succession of condottieri in the Marzotto family — the history of a rise seen by the rank and file but noted with notes of surprise and admiration. The heads have risen; but the ranks have accompanied them along the new road; and here we have the more tired who do not feel forsaken but take their rest in a House of their own which unites them to the transformation of social relations in a better society.

Among them will be found persons who do not belong to the factory. This hospitable House is open, when there are any vacant places, to other old people of the town, who do not pay more than five lire a day for their board and lodging « service included »: kind-hearted sisters are there to look after them, content them, bear their talkativeness and senile umbrage with patience, alleviate imaginary ailments and care for real ones; for the cure of which medical atten-





Bottling Milk

tion is there, ready and plentiful, on the ground floor.

A good part of the ground floors is, in fact, occupied by the medical station which resolves the problem of health for workers in the easiest of circumstances. The various rooms do not serve merely for ordinary inspections but are equipped to use the most refined scientific methods both as to diagnosis and cure. Specialists of repute co-operate regularly with the permanent doctors, coming on fixed days of the week from Vicenza and Padua. Thus, in the event of complications, the patients are saved the journey and expense entailed in treatment at distant clinics; and above all, the worker has the certainty that the means which the most well-to-do person can command are available to protect his health. Worthy of the progress of Valdagno is the new civic hospital for bedridden patients which ends the series of erections along the left bank of the river toward the south.

The dentist's cabinet in the medical station has nothing to lose by comparison with cabinets of big cities where a tooth costs... an



eye, as they say in Italy; that used by the general physician and the surgeon for inspections is in perfect order with all up-to-date investigative methods; the cabinet for venereal diseases offers its help to the bold and imprudent youth of the town. The pediatric branch receives particular attention, for the health of the child is the finest and most fruitful of social protective measures: to protect the present means to protect the future. The thin child, affected with rickets and threatened by the shadow of worse future ills, is subjected to various treatments which include the use of rays that play upon his small naked body affording him the benefit of artificial sun. One room is set aside for women's ailments. There is a cabinet for chemical analysis, a room for sterilisation, a cabinet for long and short wave diathermics, and one for radiology. There is a room fitted with plant for dry inhalations and another for wet inhalations, while another room is equipped for hydroelectric baths.

The old workman remembers the times when the general practitioner made his scrupulous and intelligent inspection and left his prescription, but the fate of the patient was entrusted indivisibly between him and Providence, with the greater share of the responsibility thrown on to the shoulders of Providence. Nowadays men willingly do more and take more seriously the admonition « God helps those that help themselves » — a truly virile religious sentiment.

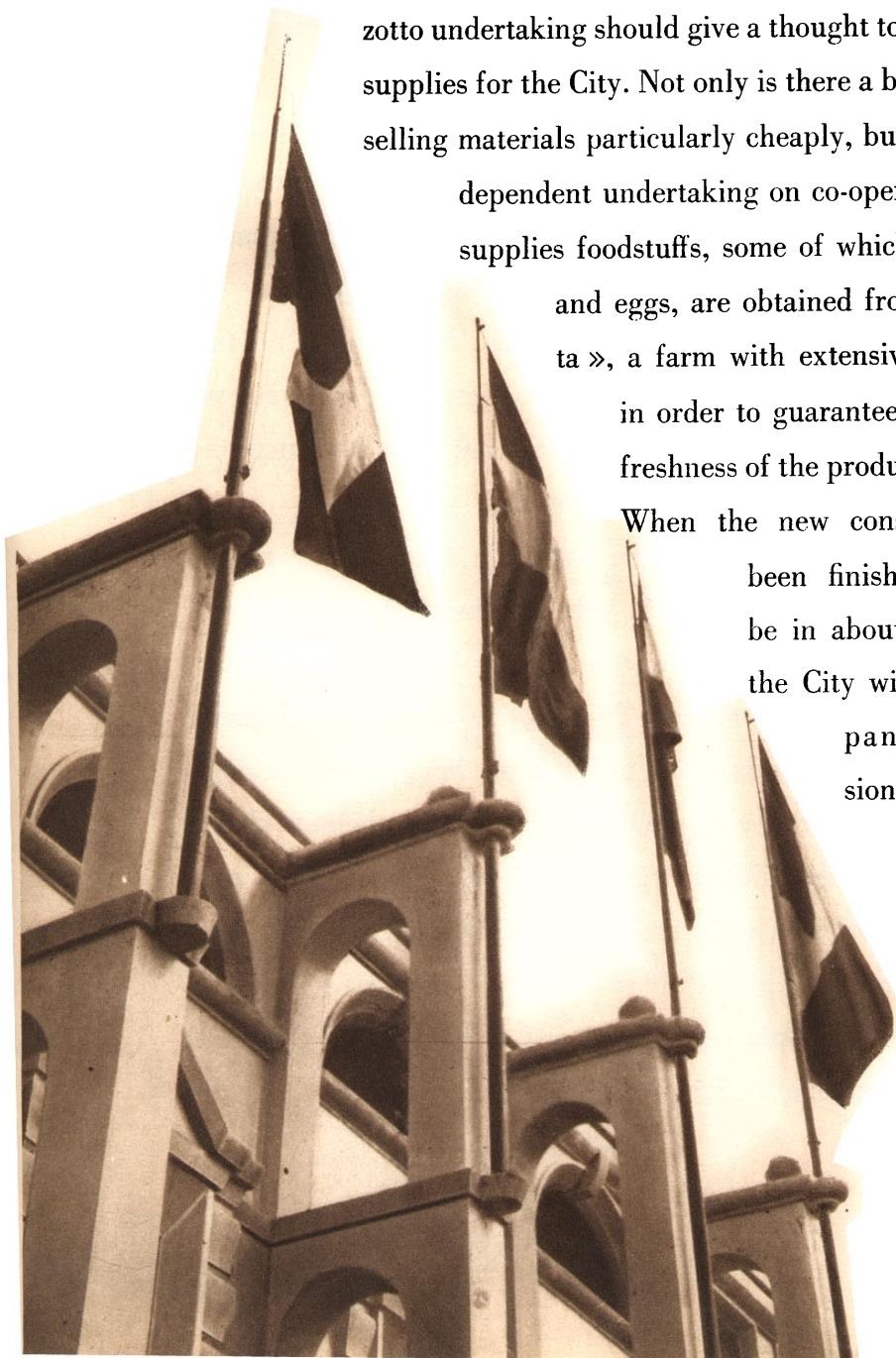
The supervision of the health of the workman and the speedy intervention in its various forms constantly improve his physical condition, with which his moral condition is so closely related. The children have, in addition to the best medical attention, stays on the mountains and at the seaside during summer — the Alpine colony in the Dolomites and the seaside colony at the Lido of Venezia; while the young men have their camps in which they exercise their mu-



scles and their minds exult in the beauty of things. Everything has been provided for: the families of clerks may go and enjoy the cool atmosphere of Monte Albieri, a mountain not far off, at an hotel which is another emanation of the Social City — a model hotel with numerous baths, nice rooms, comfortable and stylish, where also outsiders are accommodated at a comparatively modest price and where clerks who are not on holiday may betake themselves of an evening to return to work in the morning restored by the purer and fresher air. It was only natural that the management of the Mar-

zotto undertaking should give a thought to the question of supplies for the City. Not only is there a big woollen shop selling materials particularly cheaply, but there is an independent undertaking on co-operative lines that supplies foodstuffs, some of which, such as milk and eggs, are obtained from « La Favorita », a farm with extensive chicken runs in order to guarantee the purity and freshness of the products.

When the new constructions have been finished, which will be in about a year's time, the City will appear in its panoramic extension like a dream of new life translated into smiling reality, all light and colour, well kept,





inhabited by an industrious population, its Houses frequented by communities of children, youths, young and old people, who feel in the different tone of life an enhancement of their value, a loyal and generously practical recognition of all that the working people mean to the new Italy.

Where the hills begin to rise from the plains, at the foot of which lies the New City, there may already be seen the white balusters of the garden which is to contain the new house of the condottiero, a construction left to the last, a plan put in abeyance to allow of the execution of all the other plans of this many-sided social help. But one day, he who has willed all this so resolutely, with a complete conception of the new relations between industry and labour, will look from his white dwelling, as a sign of victory, upon the completed work. Others will come to see these social welfare works that have been created like a vital organism with its functions in perfect harmony — a city like the Utopiasts dreamed of. And the greatest recompense will be his satisfied conscience. He will not rest on his laurels, however; he will still think of and plan new undertakings, looking ahead toward a vaster concord.

Here is the victory; there the battle, in the machine rooms and the offices of the management, where industry has risen from its humble valley origins and marches rapidly in order not merely to be not outdistanced but to lead. There is the bulwark of this creation, in which everybody from first to last is on the defence, working. The harmony of the work comforts these mothers with their sucklings at their breasts, these children who sing, these boys and girls who march, these young men who associate together, these old folk who warm themselves at the placid life as at the last sunbeam.

The might of people needs to be one truly essential thing — harmony. Let everyone try and do his bit. Here, if an arch should



arise at the entrance, the inscription engraved on its frontal, to sum up all the faith and exalt all the hope, might very well be a single word, the word Harmony, the word which might fittingly be the name of the Social City.



TESTO E STAMPA  
INDUSTRIE GRAFICHE  
NICOLA MONETA  
VIA MARCO AURELIO 6  
MILANO