The BasicNet archive:
telling the story of the IT revolution

(Cecilia Botta, curator)

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BasicGallery

Temporary Museum

Marco Boglione is an entrepreneur and an IT enthusiast.
His company, BasicNet – owner of the Kappa, Robe di Kappa, Superga, Jesus Jeans, K-Way, Sebago and Briko brands – is a «fully web integrated company». Boglione has created a worldwide network of partner-entrepreneurs licensed to produce or distribute collections designed and manufactured by the mother company. But he also is a "collector", or rather, a "non-collector": thanks to **BasicGallery,** the company's historical archive, which preserves thousands of technological IT artefacts built between 1975-1985, including the only boxed Apple-1, the first and extremely rare motherboard built by Steve Jobs and Steve Wozniak in 1976, purchased by Boglione in 2010 for 157.000 Euros from Christie's.

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“You can and must understand computer now”,
Computer Lib

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Gathering these specimens allows him to tell the story that made it possible for him to build BasicNet, immediately after the release of the Internet protocol.

As he often says: “A collection is like a movie: first you have to imagine it, then build it, with method, professionalism and also with money. But the premise is to have a script in mind.

Collecting is a consequence of imagination and passion; and later, from a passion a love story can develop, a company, a collection…”.

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The IT revolution was not just a technological revolution, it was also a social and cultural one. Its importance lies in the fact that it made information accessible to everyone. And information is power. The aim behind this struggle was to make information free and available to everyone, a battle between great powers such as IBM (according to its CEO Thomas Watson there was room in the world for no more than 5 computers) and visionaries like Steve Jobs, who wanted to transform computers into personal computers and predicted that every American would have a computer at home. The dream was to change the world. Bill Gates, Steve Jobs and the pioneers in Silicon Valley were pursuing what they called the “noble cause”.

The IT revolution stems from this primordial soup thanks to phenomena such as the Homebrew Computer Club where people who wanted to change the world met and mingled. People who later did change it!

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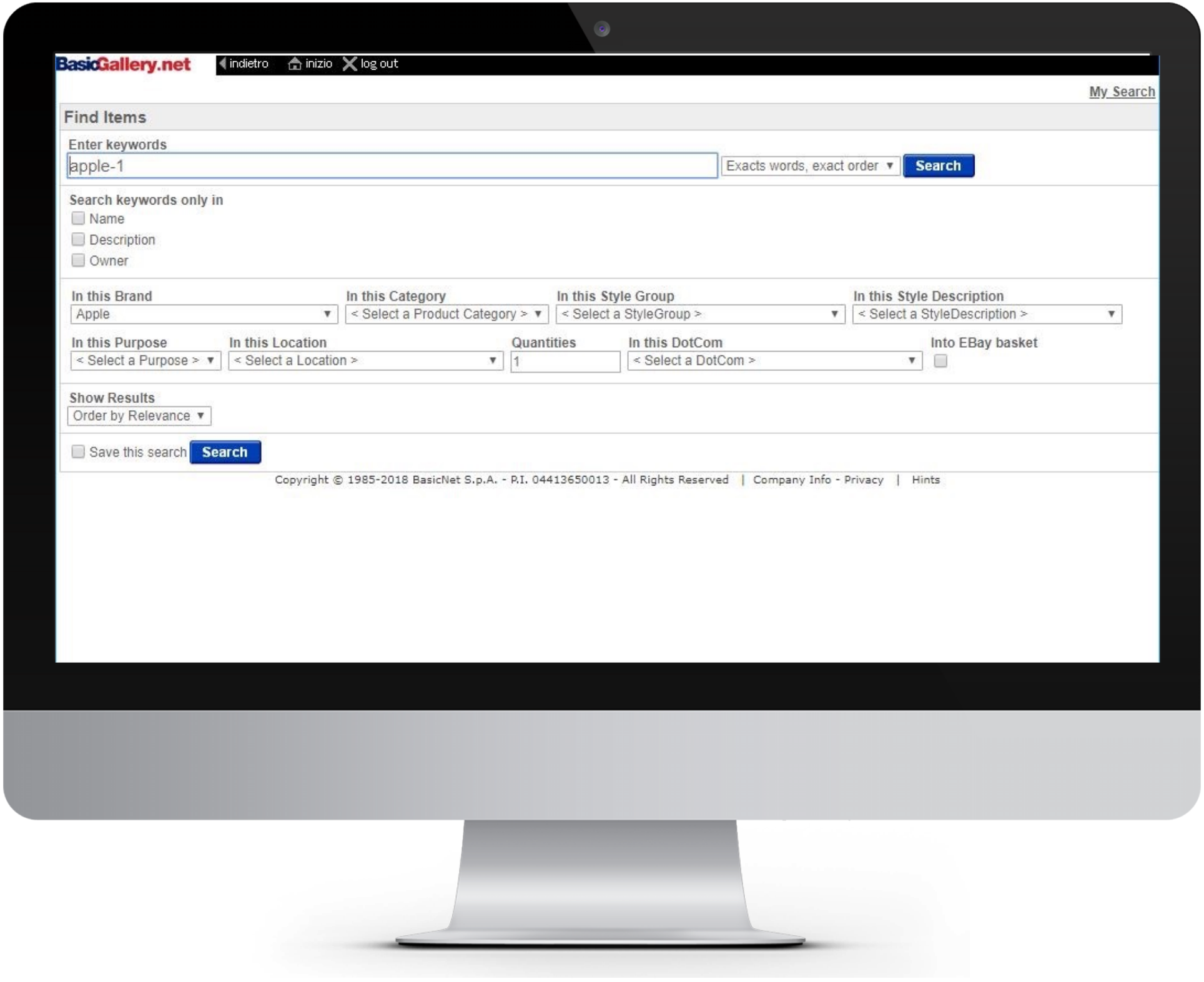

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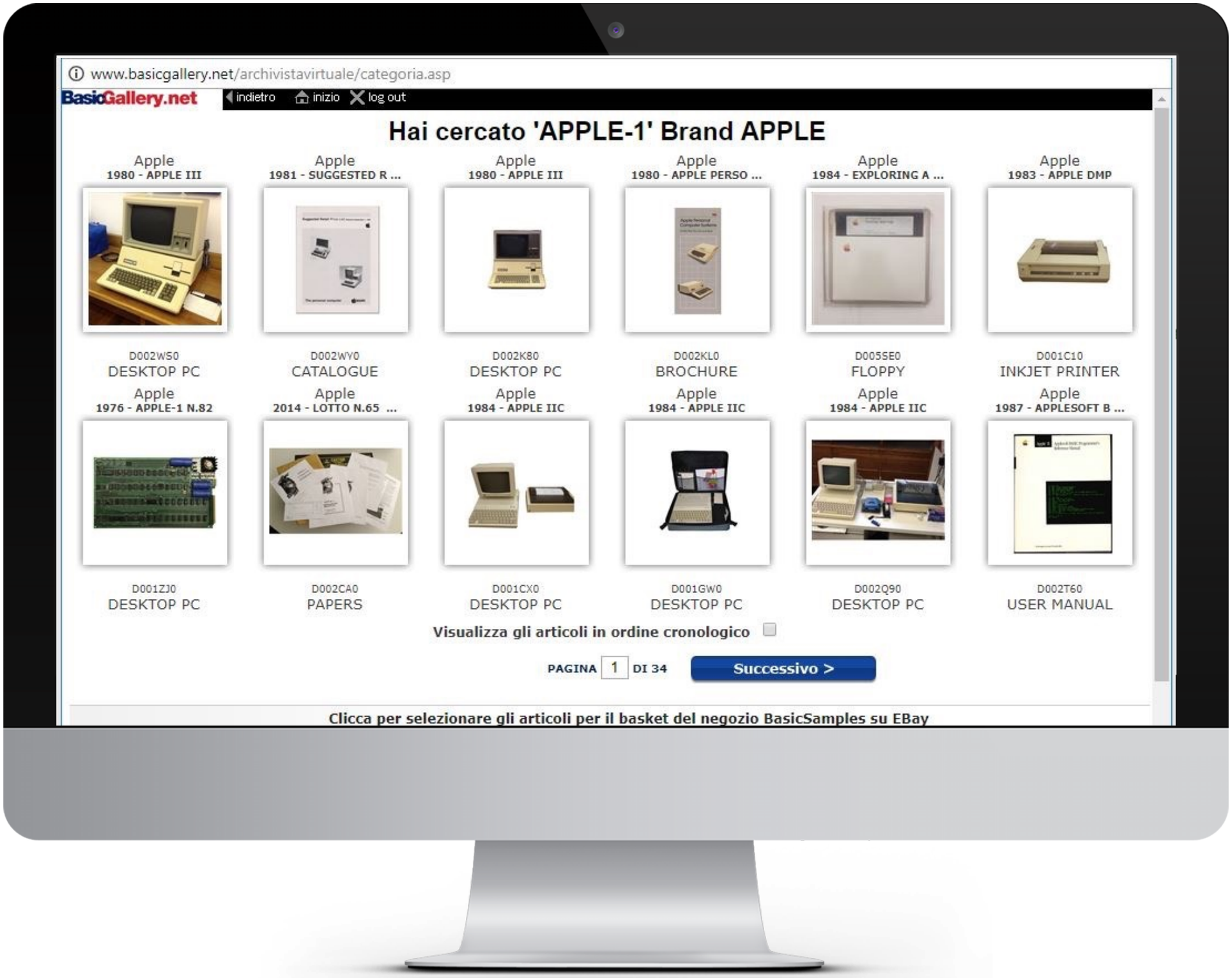

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FRAGILE

FRAGILE

15 CA 9-88-794

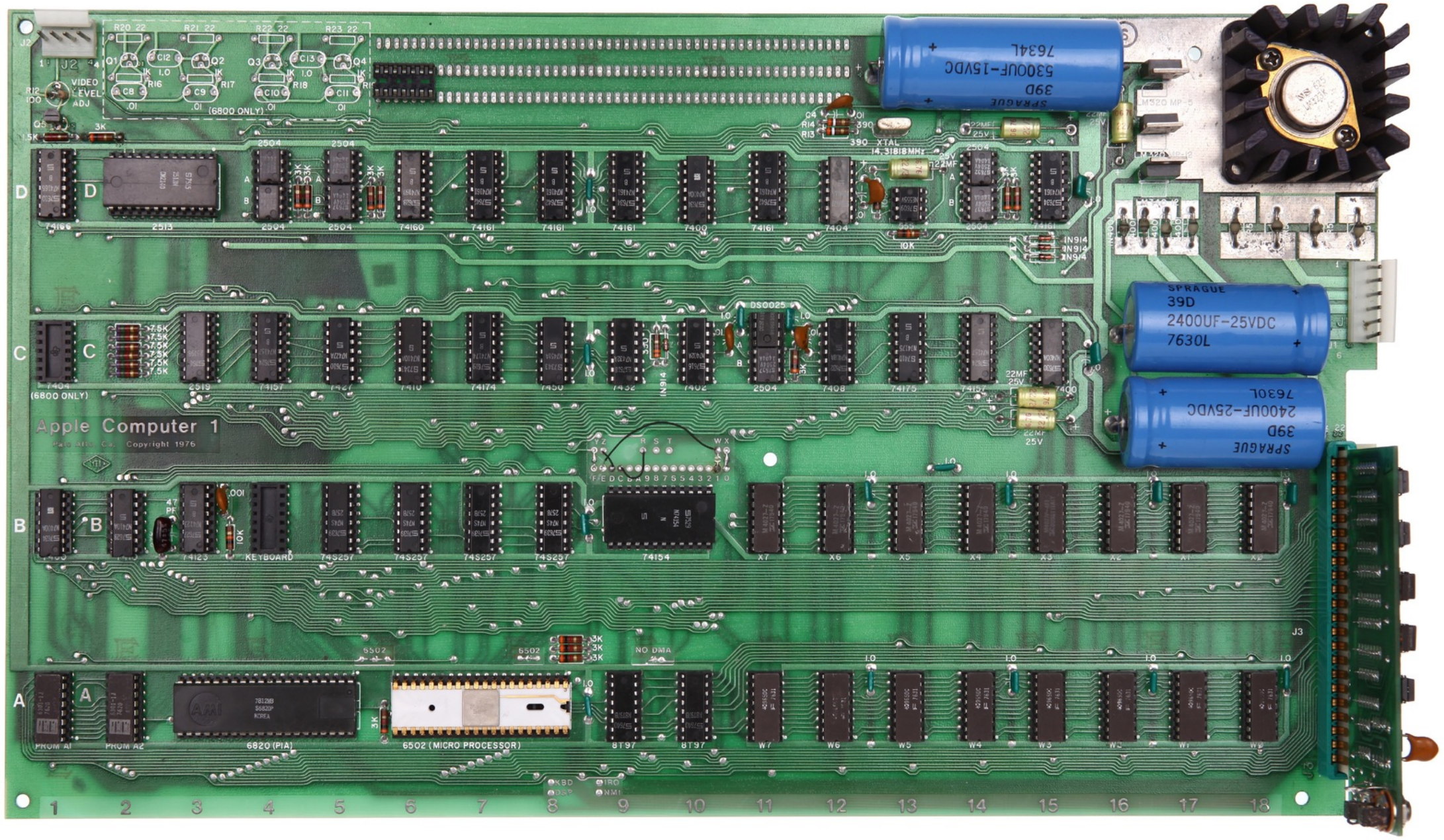
APPLE COMPUTER
11161 CRIST DRIVE
LOS ALTOS, CA 94022

ELECTRIC CITY RADIO SUPPLY

2315 TENTH AVE. SOUTH

GREAT FALLS, MONTANA 59405

STANCOR
P8380
P8661



#82

Electric City Radio Supply

Hello,

To answer your questions,

1) Almost any ASCII encoded keyboard will work, as long as it has positive data outputs (positive logic), which includes 99.9% of all ASCII keyboards. We use keyboards made by DATANETICS out of Fountain Valley, CA (near LA.).

2) To use a Sony TV115 for the video monitor device you must either connect the Apple to its video input and adjust the level pot on the Apple for the right level (I dont know if the sony TV115 is a monitor or not) or purchase an RF monulator and feed the video in through the antenna terminals.

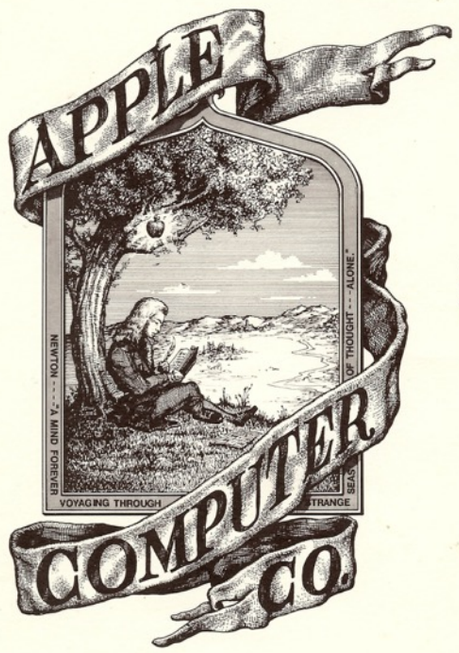
3) We will be sending around the forms for an open account sometime in late January 77 or early February.

If you have any further questions, please call or write.

Respectfully yours,

Steven Jobs

Steven Jobs / Apple Computer



APPLE-1

OPERATION MANUAL

APPLE COMPUTER COMPANY
770 Welch Road
Palo Alto, Calif. 94304

Apple Introduces the First Low Cost Microcomputer System with a Video Terminal and 8K Bytes of RAM on a Single PC Card.

The Apple Computer. A truly complete microcomputer system on a single PC board. Based on the MOS Technology 6502 microprocessor, the Apple also has a built-in video terminal and sockets for 8K bytes of on-board RAM memory. With the addition of a keyboard and video monitor, you'll have an extremely powerful computer system that can be used for anything from developing programs to playing games or running BASIC.

Combining the computer, video terminal and dynamic memory on a single board has resulted in a large reduction in chip count, which means more reliability and lowered cost. Since the Apple comes fully assembled, tested & burned-in and has a complete power supply on-board, initial set-up is essentially "hassle free" and you can be running within minutes. At $666.66 (including 4K bytes RAM!) it opens many new possibilities for users and systems manufacturers.

You Don't Need an Expensive Teletype.

Using the built-in video terminal and keyboard interface, you avoid all the expense, noise and maintenance associated with a teletype. And the Apple video terminal is six times faster than a teletype, which means more throughput and less waiting. The Apple connects directly to a video monitor (or home TV with an inexpensive RF modulator) and displays 960 easy to read characters in 24 rows of 40 characters per line with automatic scrolling. The video display section contains its own 1K bytes of memory, so all the RAM memory is available for user programs. And the Keyboard Interface lets you use almost any ASCII-encoded keyboard.

The Apple Computer makes it possible for many people with limited budgets to step up to a video terminal as an I/O device for their computer.

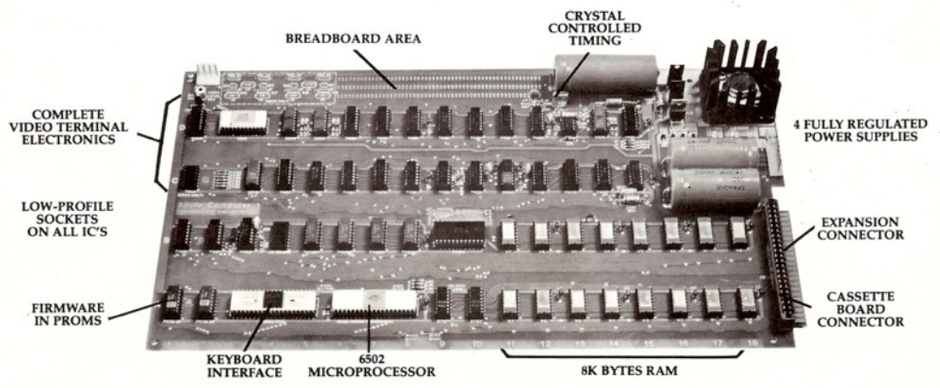
No More Switches, No More Lights.

Compared to switches and LED's, a video terminal can display vast amounts of information simultaneously. The Apple video terminal can display the contents of 192 memory locations at once on the screen. And the firmware in PROMS enables you to enter, display and debug programs (all in hex) from the keyboard, rendering a front panel unnecessary. The firmware also allows your programs to print characters on the display, and since you'll be looking at letters and numbers instead of just LED's, the door is open to all kinds of alphanumeric software (i.e., Games and BASIC).

8K Bytes RAM in 16 Chips!

The Apple Computer uses the new 16-pin 4K dynamic memory chips. They are faster and take ¼ the space and power of even the low power 2102's (the memory chip that everyone else uses). That means 8K bytes in sixteen chips. It also means no more 28 amp power supplies.

The system is fully expandable to 65K via an edge connector which carries both the address and data busses, power supplies and all timing signals. All dynamic memory refreshing for both on and off-board memory is done automatically. Also, the Apple Computer can be upgraded to use the 16K chips when they become available. That's 32K bytes on-board RAM in 16 IC's —the equivalent of 256 2102's!



Apple Computer Company • 770 Welch Rd., Palo Alto, CA 94304 • (415) 326-4248

CHRISTIE'S

Marco,
you are a hero to
me for recognizing
an important "seed"
which led to the best
we have today ... both
in products and in
companies.

Woz

Apple Employee #1
2010.11.23

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HOW TO "READ" FM TUNER SPECIFICATIONS

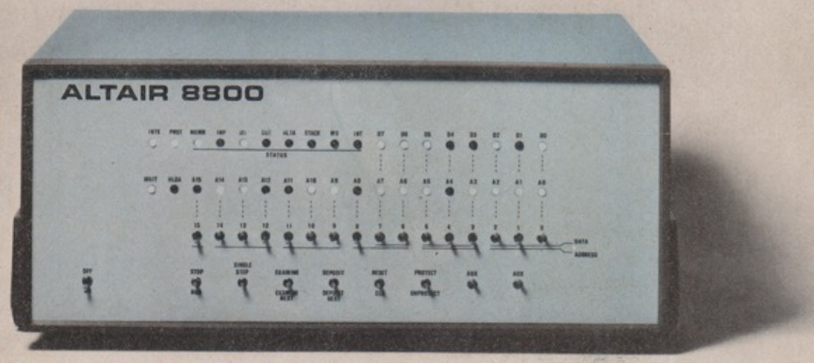
Popular Electronics

WORLD'S LARGEST-SELLING ELECTRONICS MAGAZINE JANUARY 1975/75¢

PROJECT BREAKTHROUGH!

World's First Minicomputer Kit to Rival Commercial Models...

"ALTAIR 8800" SAVE OVER $1000



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- CCD's—TV Camera Tube Successor?
- Thyristor-Controlled Photoflashers

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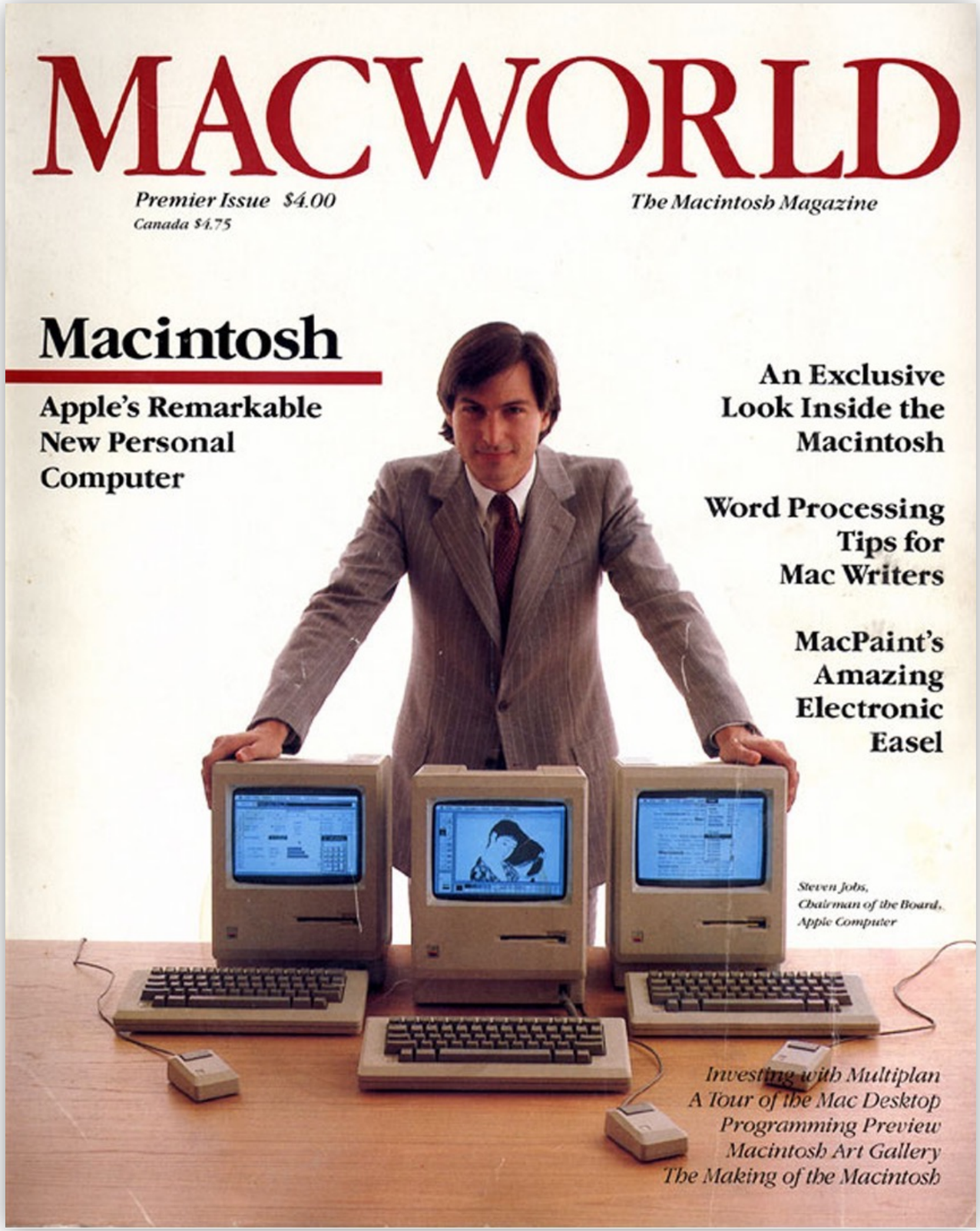
18101



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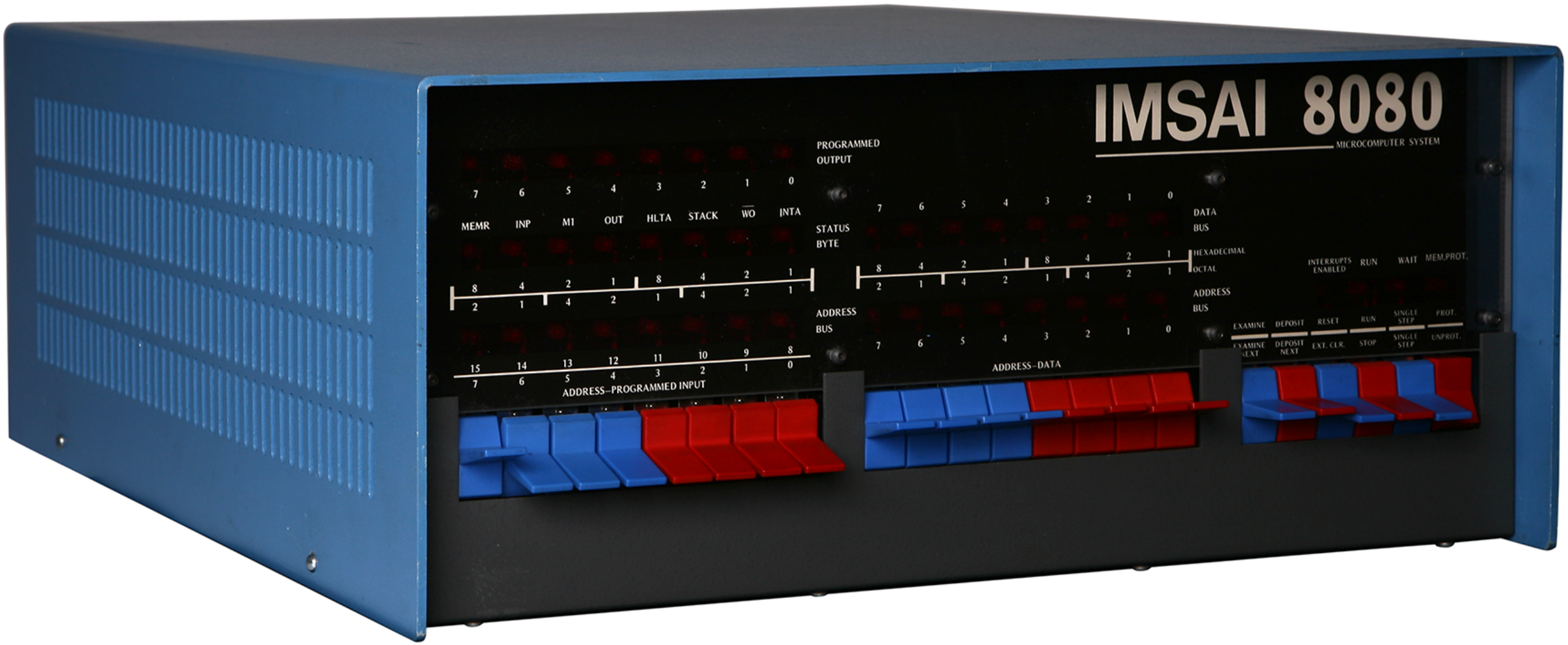

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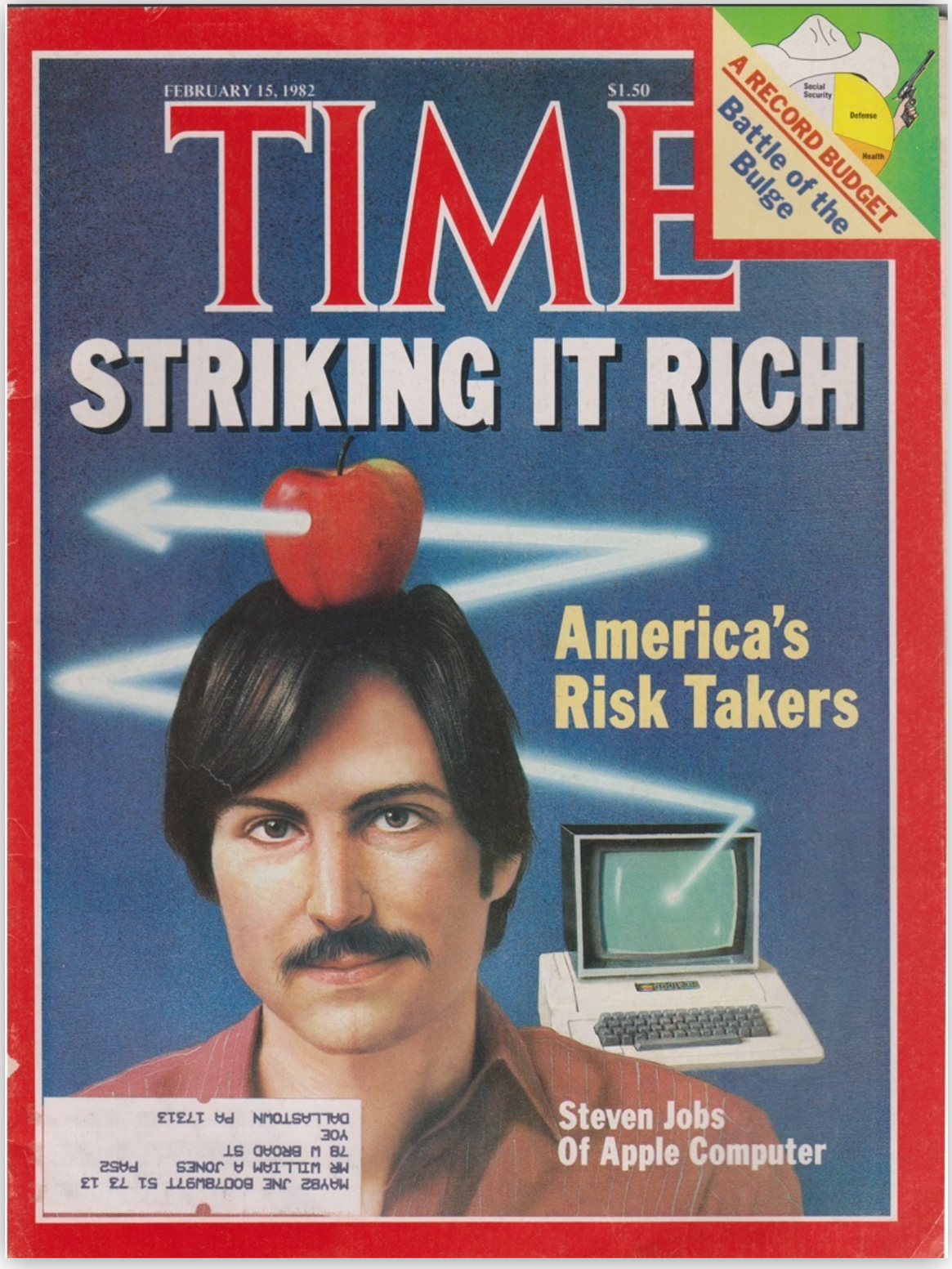

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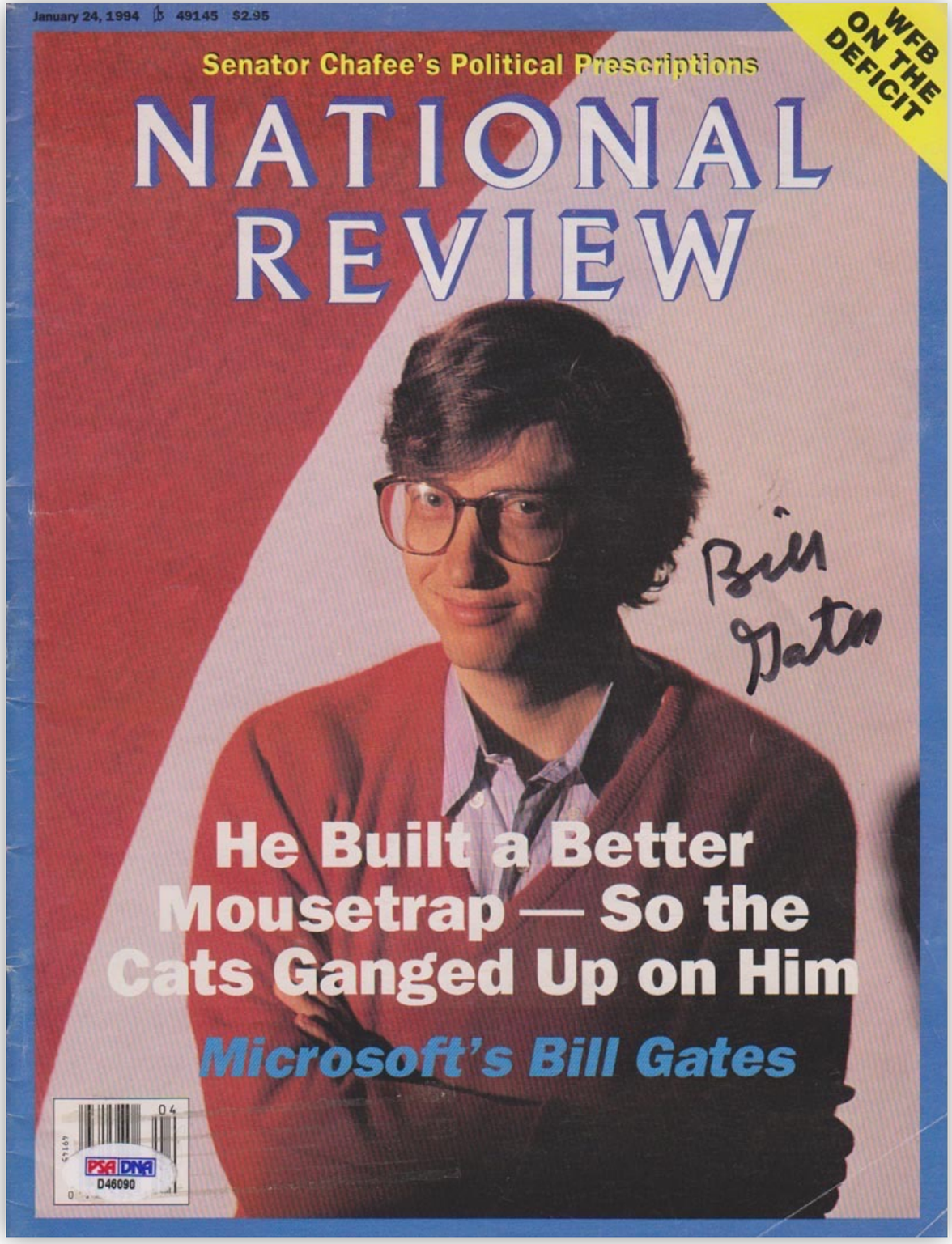

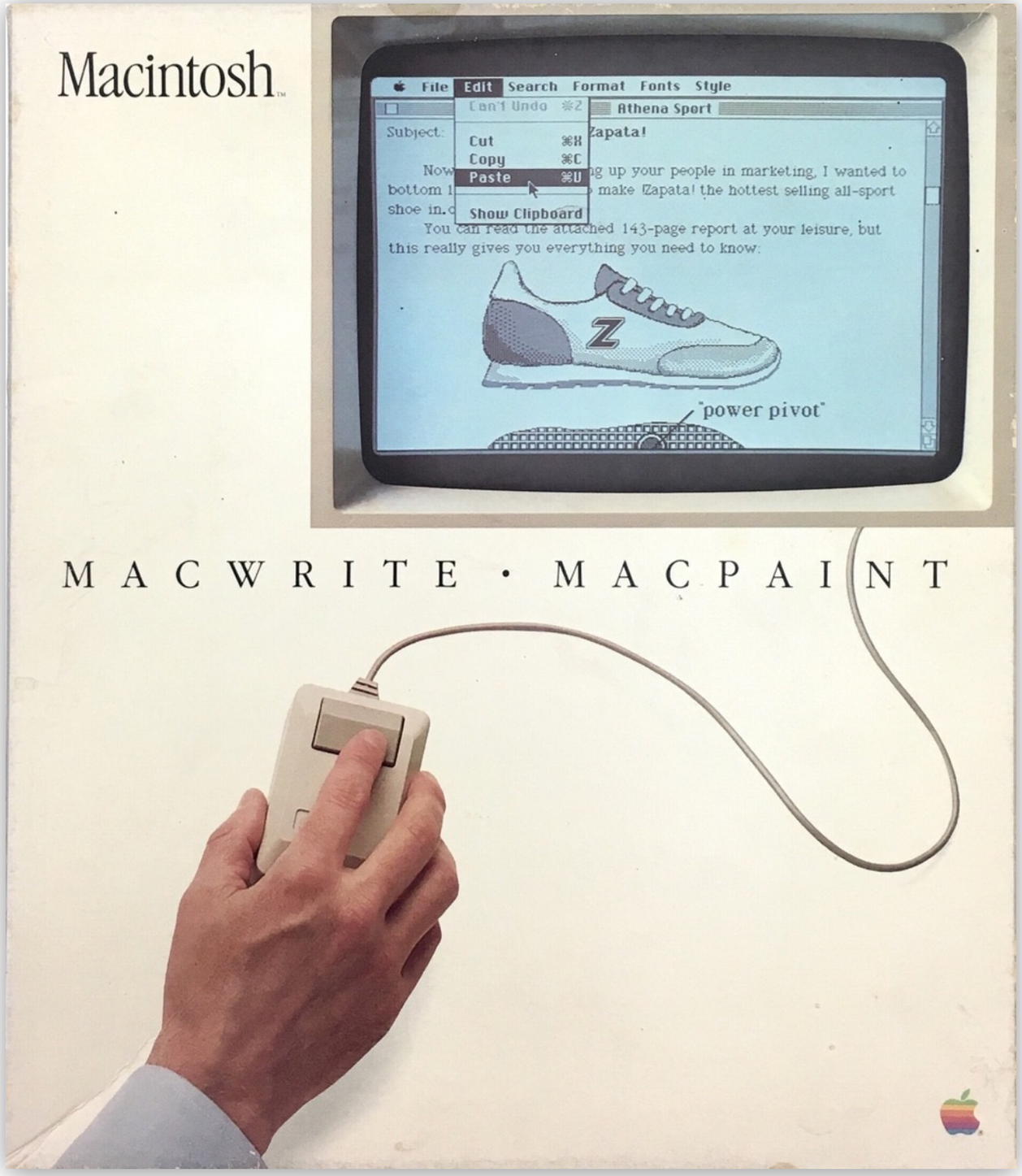

MICROSOFT® BASIC

Interpreter

For Apple® Macintosh™

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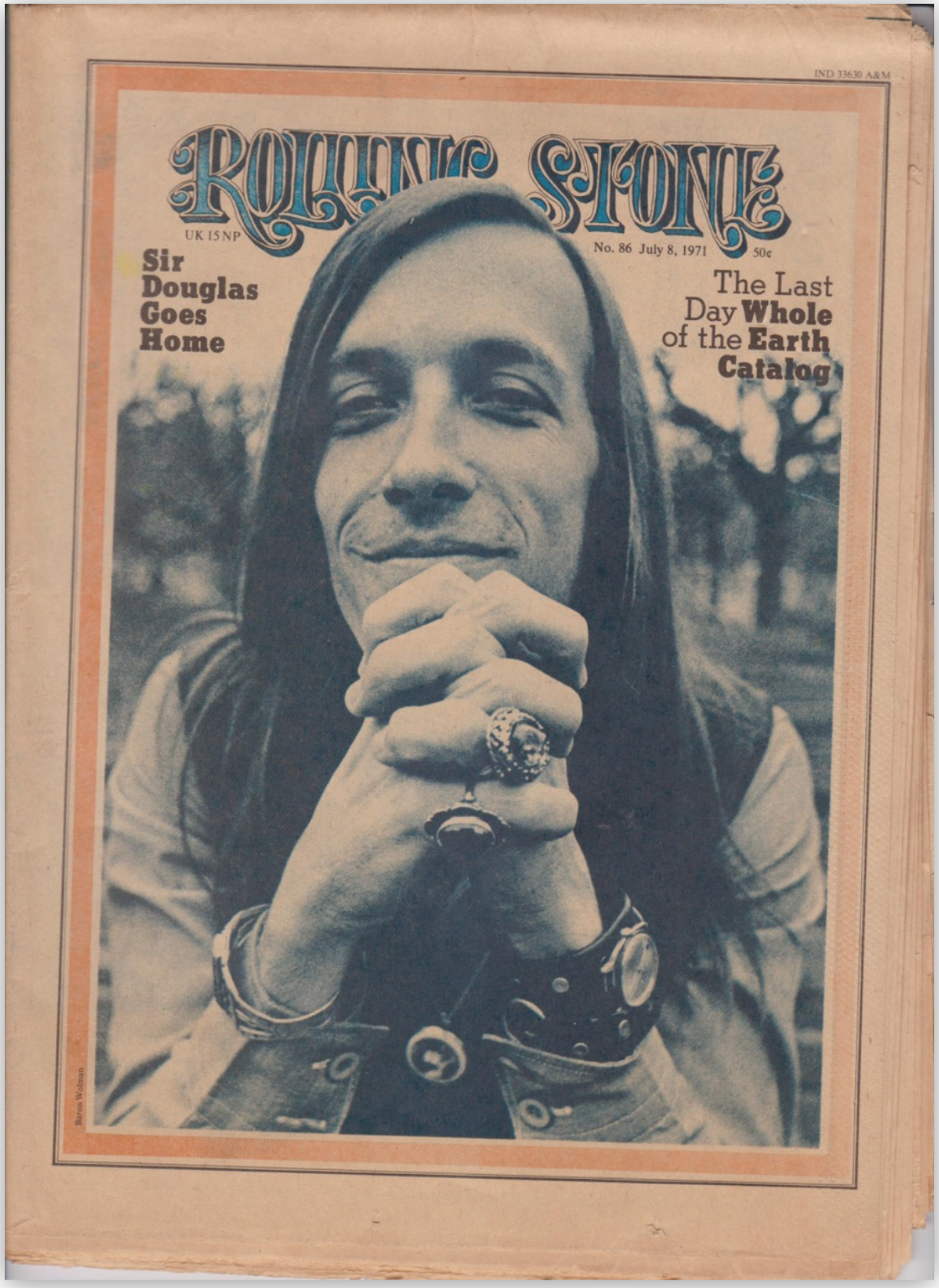

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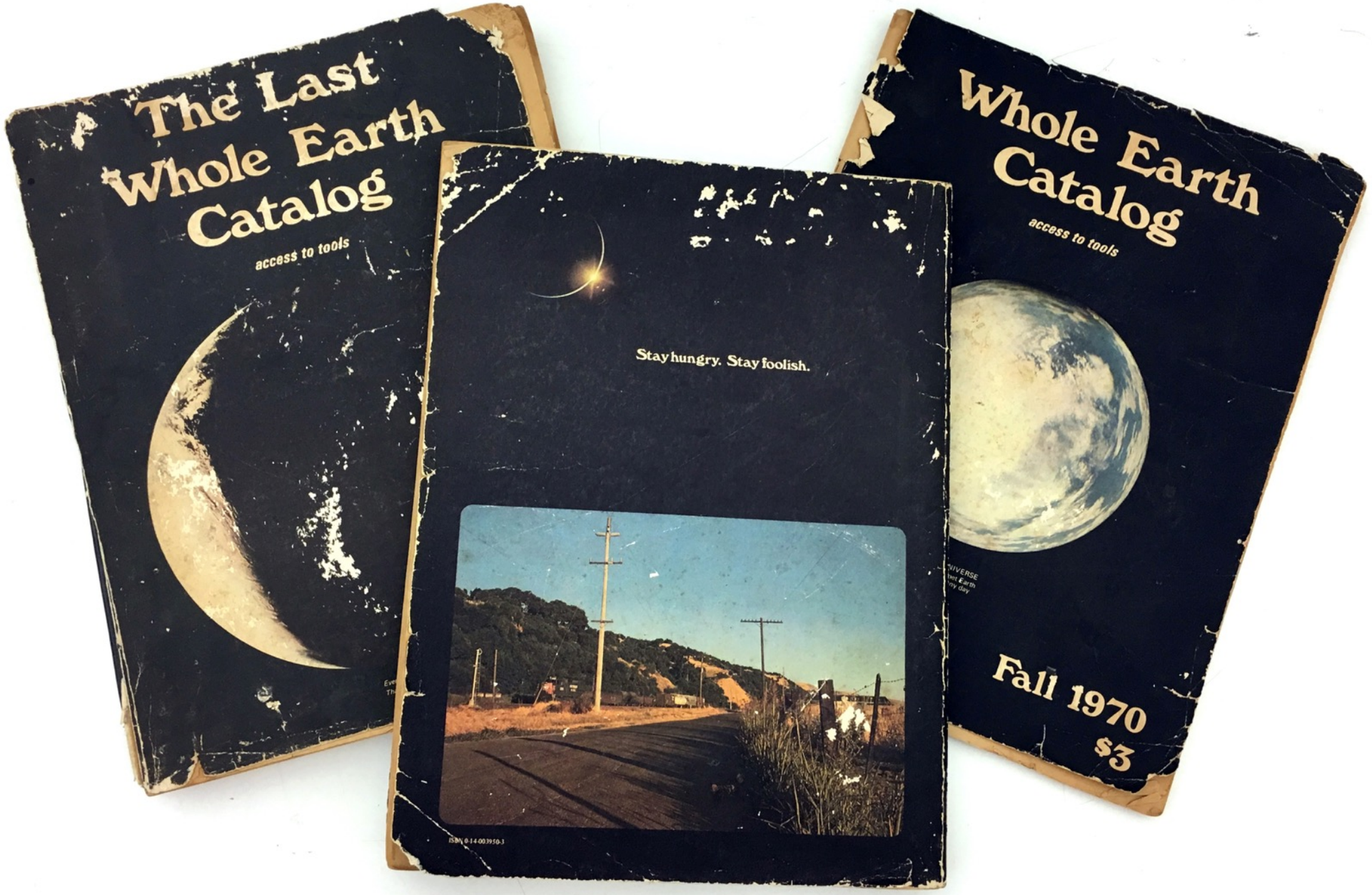

EXHIBITION

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THE TEMPORARY MUSEUM

The Temporary Museum Torino, established in December 2013, was a virtuous example of collaboration between public bodies (Regione Piemonte, Museo Regionale di Scienze Naturali) and private business (the BasicNet Group).

REGIONE PIEMONTE

MUSEO REGIONALE DI SCIENZE NATURALI

BasicNet

Born of a temporary need to house part of MRSN's extensive collection, Temporary Museum Torino wanted to study in depth one of the fundamental issues of the contemporary world, that is, the relationship **between nature and technology**.

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Besides housing part of Museo Regionale di Scienze Naturali's extensive collections, it encourages a reflection on the most modern technological achievements.

At the centre of everything there is Man, who like other animals is the result of natural evolution; but its existence – unlike other animals – is influenced and inextricably bound to the rapid evolution of increasingly sophisticated tools and machines.

The IT Revolution

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from mainframe computers

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to the iPad

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A permanent cultural study dedicated to the machines that have forever conditioned the way we think, live and communicate, making the computer an everyday tool, **accessible to everyone**.

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1975 - 1981. GLI HOME COMPUTER
THE HOME COMPUTER

1975-1981

A metà degli anni Settanta, grazie alla diffusione e al costo contenuto dei microprocessori, oltre all'Apple-1, negli Stati Uniti nacquero diversi progetti di piccoli computer destinati agli hobbisti dell'informatica.
Tra i fanti ricordiamo l'Altair 8800 (1975) e il Sol20 (1976). Anche in Italia, seppur più in sordina, nello stesso periodo i tecnici iniziarono a costruire computer usando i microprocessori come è dimostrato dall'iniziativa portata avanti nel 1976 dalla DMD di Renato Manfredi. Tuttavia solo nel 1977 negli Stati Uniti si assisterà ad una vera rivoluzione, in quell'anno vennero lanciati l'Apple II, il PET Commodore e il TRS-80, tre macchine destinate ad aprire definitivamente il mercato consumer dell'informatica.
Tra il 1977 e i primi anni Ottanta nasceranno molte aziende che proporranno centinaia di modelli, conquistando ogni angolo del pianeta.

In America in the mid-seventies, thanks to the diffusion and reasonable cost of microprocessors, various projects for small computers aimed at the IT hobbyist, other than the Apple-1, were emerging.
Among many were Altair 8800 (1975) and Sol20 (1976). Also in Italy in this period, albeit as a more low key level, technicians were beginning to build computers using microprocessors. For example, the 1976 project of Renato Manfredi's Italian company DMD. However, the only real revolution occurred in America in 1977. That year saw the launch of Apple II, the PET Commodore and the TRS-80, three machines that definitively opened up the IT consumer market.
Between 1977 and the beginning of the early 1980s, lots of companies offering hundreds of models, opened up in every corner of the globe.

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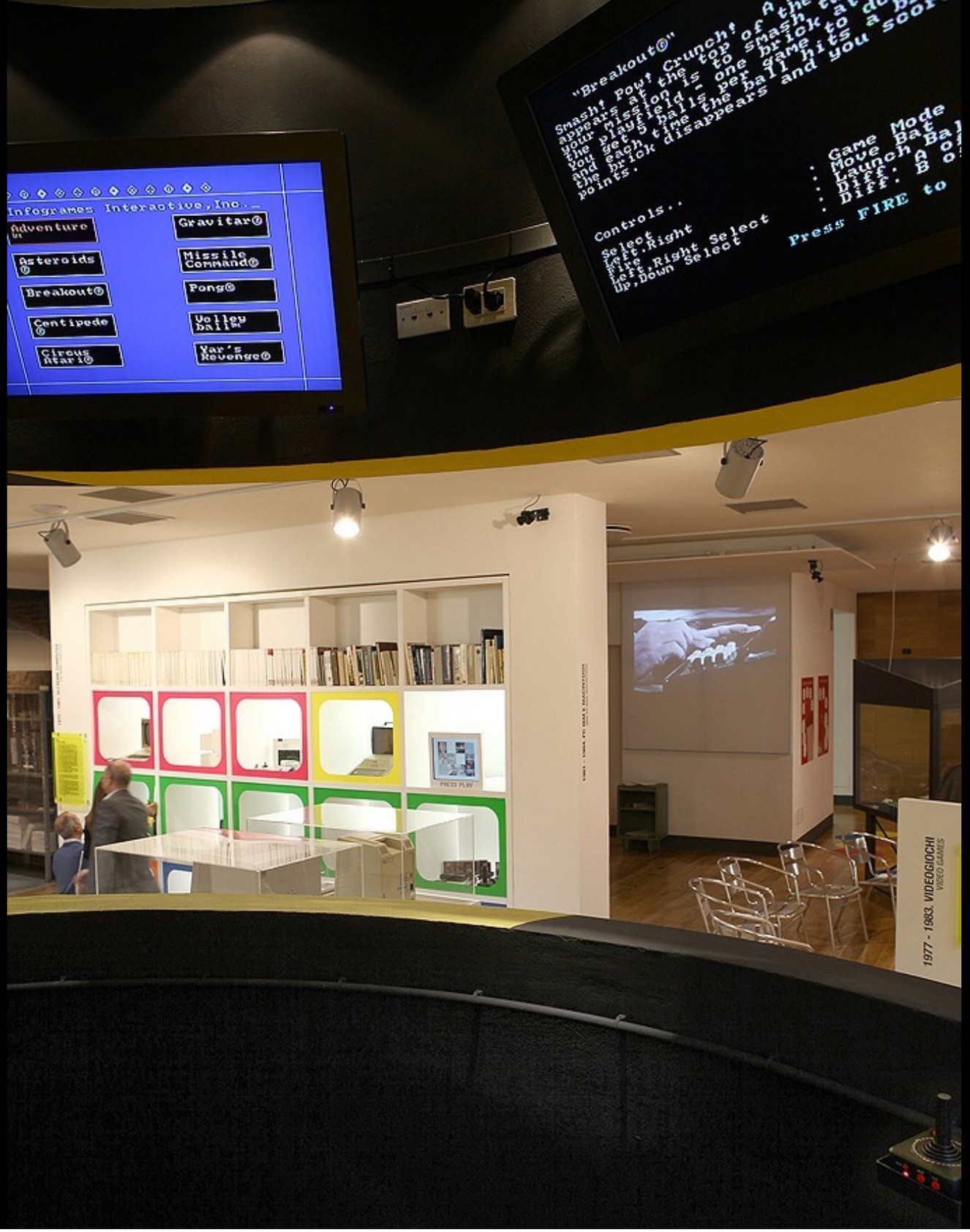

Our technologies

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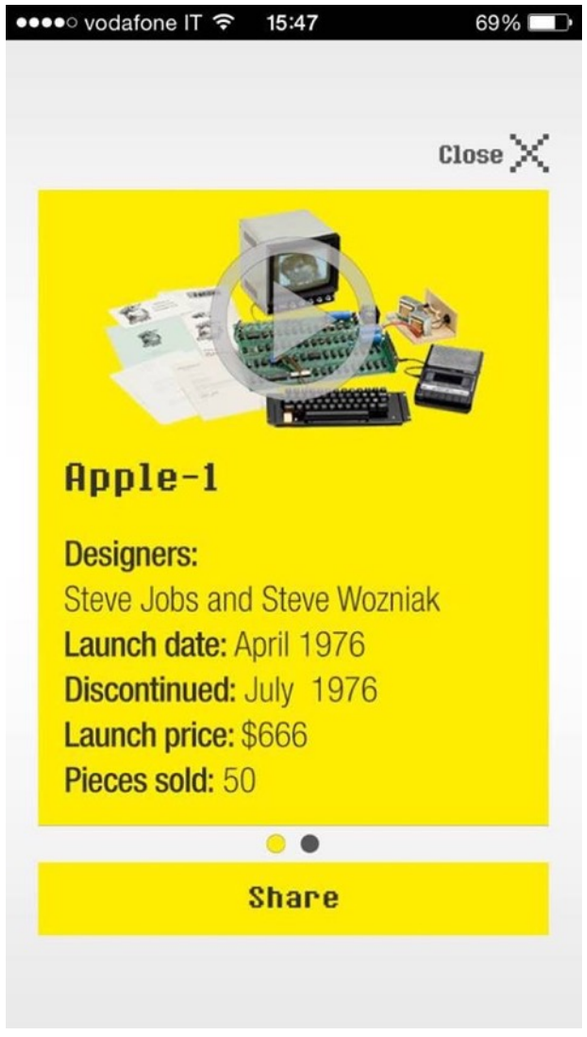
APP



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GOOGLE GLASS

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OCULUS RIFT

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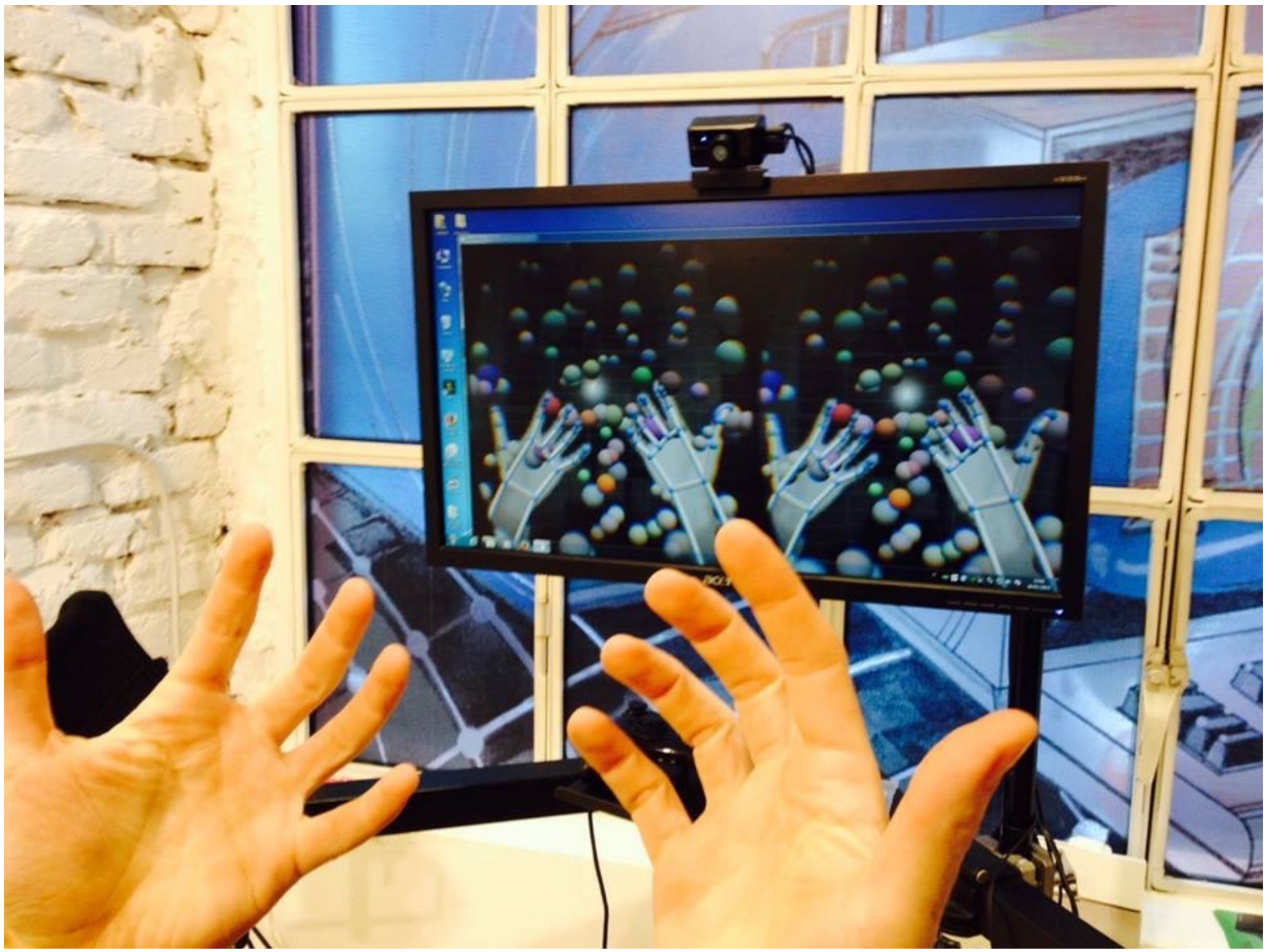
LEAP MOTION



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Our projects

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3D PRINTING

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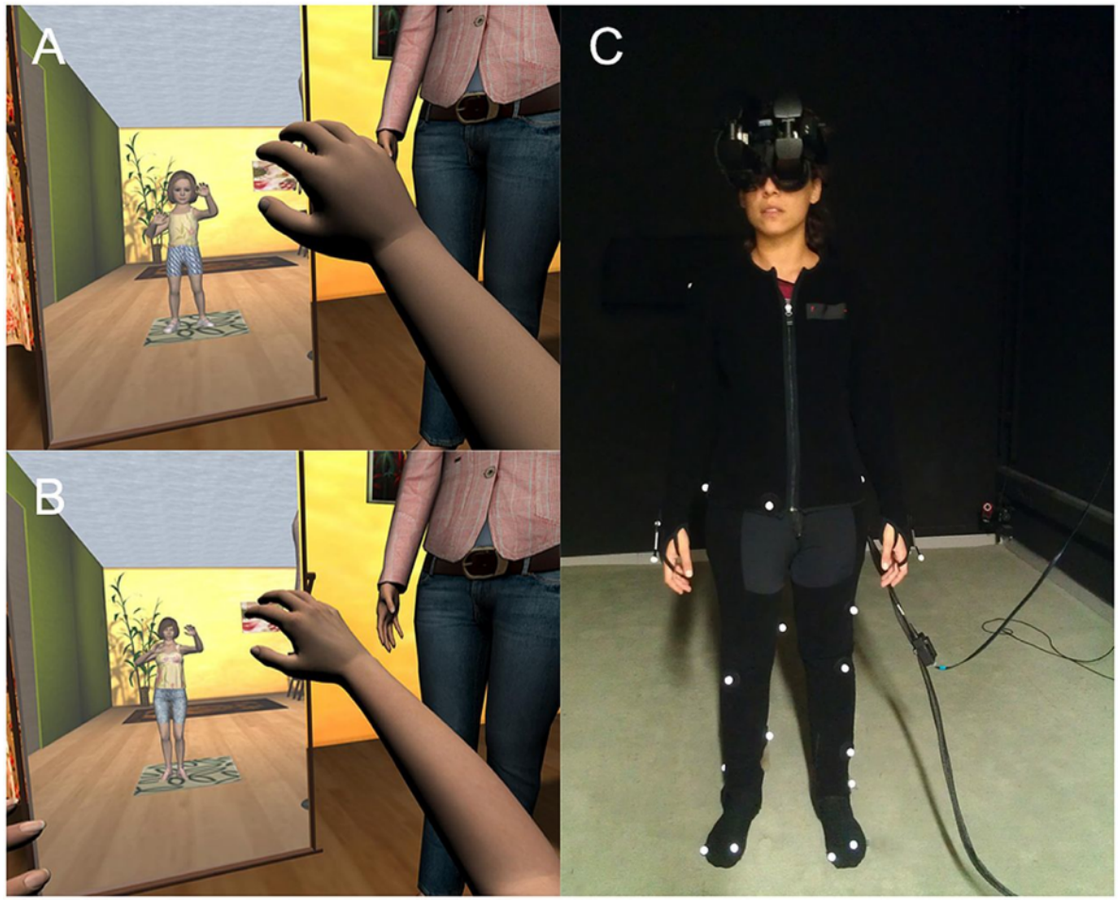
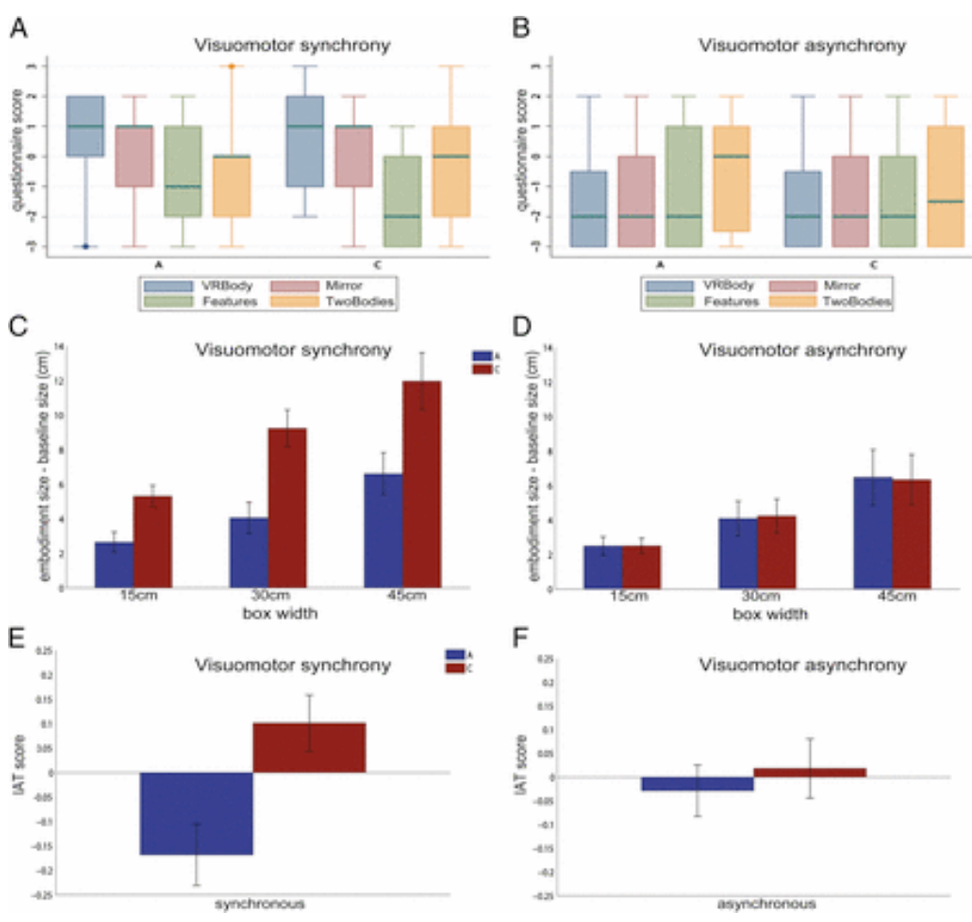
SaMBA

(SpAtial, Motor & Bodily Awareness)





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8-Bit Lab

R

T1 CV PR T2

Al Temporary Museum di corso Verona

Il laboratorio che resuscita i personal computer retrò

Primo caso al mondo con la collaborazione di BasicNet e Bolaffi

La storia

FEDERICO GENTA

«Apple-1»
Costruiti in duecento esemplari da Steve Jobs e Steve Wozniak nel 1976, hanno fatto la storia della rivoluzione informatica Costavano 600 dollari, l'ultima asta è stata aggiudicata per 800 mila

Aguardarlo oggi, abituati a computer portatili e cellulari capaci di assecondare qualsiasi richiesta, può sembrare una macchina obsoleta e inutile. Un insieme di schede elettroniche e pannelli superati dal tempo. Ma l'«Apple-1» è uno dei primi computer usciti dal garage di Palo Alto, California, costruiti da Steve Jobs e Steve Wozniak. Il simbolo di quella rivoluzione informatica che, tra il 1975 e l'85, ha fatto la storia della Silicon Valley.

È proprio con l'accensione di tre «Apple-1» originali, è nato a Torino il primo laboratorio, unico al mondo, in grado di restaurare e rimettere in funzione i computer retrò: gli antenati, insomma, dei tanto amati iPhone che rappresentano la fortuna del marchio americano. Nel nuovo «8-bit Lab», allestito all'interno del Temporary Museum Torino (BasicVillage, corso Verona 35/C), il team composto da due tecnici elettronici – Claudio Parmigiani e Gabriele Seleri – e da Cecilia Botta, curatrice dello stesso museo e di BasicGallery, che è poi l'archivio storico del Gruppo BasicNet, è stato possibile testare schede e componenti e apportare le necessarie riparazioni.

L'accensione

Adesso, dopo l'accensione, non aspettatevi chissà quali funzioni: non è da un «Apple-1» che si possono attendere chissà quali operazioni e, prima di tutto, scordatevi qualsiasi App. «Parliamo degli albori di una generazione digitale», spiega Cecilia Botta, 32 anni, copywriter ed esperta di pubblicità, appena rientrata da un'esperienza di sette mesi proprio nella Silicon Valley. Autrice, insieme a Tomaso Walliser, del libro "Bit Pop Revolution: gli Hippie che inventarono il futuro". «La vera intuizione è stata quella di attaccare un computer a una tastiera e a un monitor - dice -. Così l'informatica ha iniziato a essere alla portata di tutti: è diventata, appunto, personale».

I mecenati

L'«8-bit Lab» è stato realizzato grazie alla collaborazione tra le aziende torinesi BasicNet e della Bolaffi. Lo scopo è quello di creare un luogo dedicato alle macchine che hanno rivoluzionato il nostro modo di vivere, comunicare e lavorare. E i tre «Apple-1» rimessi in funzione sono tra i pochissimi esemplari ancora in circolazione. Uno è di proprietà di Marco Boglione, fondatore e presidente del Gruppo BasicNet. Il 9 maggio 2011 fu riacceso, per la prima volta in Italia, nel dipartimento di elettronica del Politecnico di Torino.

Il secondo «One» è della Bolaffi, major player nel settore del collezionismo, che l'ha acquistato nel 2013 per 390 mila dollari. Un'intuizione, visto che l'ultima asta per un modello analogo è stata battuta pochi mesi fa per qualcosa come 800 mila dollari. Grazie al successo di questa operazione, nelle prossime settimane è atteso a Torino – direttamente dalla Silicon Valley – un quarto «Apple-1», da sottoporre alle verifiche e ai collaudi prima di poter tornare a vivere, attraverso la sua affascinante riaccensione.

REPORTERS

Doccia fredda
La notizia non è piaciuta soprattutto ai tanti studenti fuori sede, che per sostenere la prova hanno dovuto sostenere importanti spese di viaggio

Abbinamenti errati di domande-risposte

Finanza aziendale, 50 studenti costretti a rifare da capo il test

FEDERICO CALLEGARO

«Gentile studente, con la presente le comunichiamo che a causa di un errore tecnico siamo stati costretti ad invalidare test del 6 ottobre 2016 per l'accesso al corso di laurea in Finanza aziendale e mercati finanziari». È questo il testo della mail che cinquanta studenti si sono trovati nella casella postale elettronica il giorno dopo aver sostenuto il test a scelta multipla per accedere a una magistrale di economia. Il compito, un test da dieci domande che andava compilato davanti a un pc della facoltà, si era tenuto il 6 ottobre senza che nessun problema si fosse presentato ai partecipanti. «Anzi, lo avevo trovato anche particolarmente facile - spiega uno dei ragazzi che ha svolto la prova, necessaria per iscriversi al corso a numero chiuso di Finanza -. Il giorno dopo, però, è arrivata la doccia fredda perché ci hanno scritto dicendo che l'esame era annullato e che saremmo dovuti tornare in facoltà per sostenerlo di nuovo quattro giorni dopo». Una notizia che non ha fatto piacere ai partecipanti anche perché qualcuno tra loro era arrivato in città proprio per sostenere l'esame e, essendo fuori sede, una nuova data voleva dire ulteriori spostamenti.

Un errore tecnico

«Quale sia stato l'errore non lo abbiamo capito e nella mail non c'era scritto - spiega il ragazzo, che è stato poi bocciato al secondo tentativo -. Abbiamo solo notato qualche punto poco chiaro in una domanda a scelta multipla». E il problema riscontrato in Università, spiegano dall'Unito, era proprio lì. «Il set di domande non era quello giusto e gli abbinamenti tra quesiti e scelte non era corretto - spiegano dall'Ateneo -. Non appena ci si è resi conto del disguido abbiamo comunicato ai partecipanti che era tutto da rifare». Un problema legato a una delle cinque prove previste per gli studenti che arrivavano da altre facoltà, quindi, e che dovevano superare uno sbarramento per riuscire ad iscriversi a Torino.

Più fuori sede

«È un errore che ci fa riflettere su quanti siano gli studenti di altre regioni che vogliono iscriversi da noi e che quindi ci spinge a migliorare e velocizzare le procedure correttive per le occasioni in cui si presentano situazioni del genere - spiega Valter Cantino, presidente del dipartimento di Management -. Questo episodio ci ha fatto aprire gli occhi sul fatto che attiriamo sempre più fuori sede e che un errore come questo, non molto grave se lo studente risiede a Torino, può diventare fastidioso per chi arriva da altre città e ha gli spostamenti vincolati ai biglietti aerei prenotati con largo anticipo». L'idea del professore è, in futuro, di migliorare il tempo di reazione in casi simili: «Dovremo riuscire a comunicare disguidi simili in trenta minuti, per fare in modo che lo studente possa tornare immediatamente a ridare l'esame». L'attenzione per chi arriva da fuori regione è diventata materia di analisi anche per gli appelli: «Sto già sollecitando perché vengano diffuse le date degli appelli di dicembre, per agevolare gli spostamenti di chi arriva da lontano».

8-Bit Lab opened in 2017: 3 original Apple-1s were restored and switched back on here, one of which from **Silicon Valley**.

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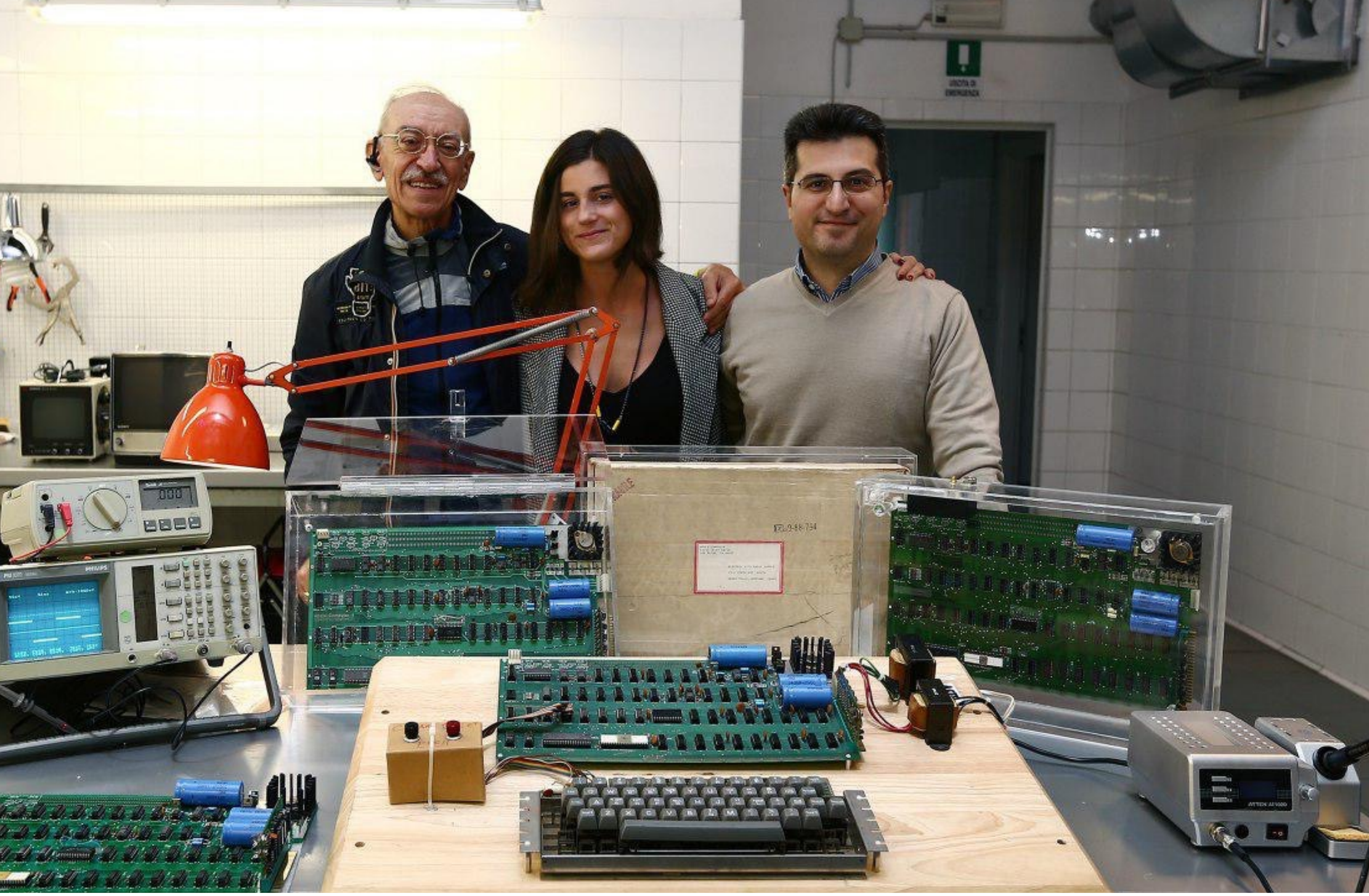

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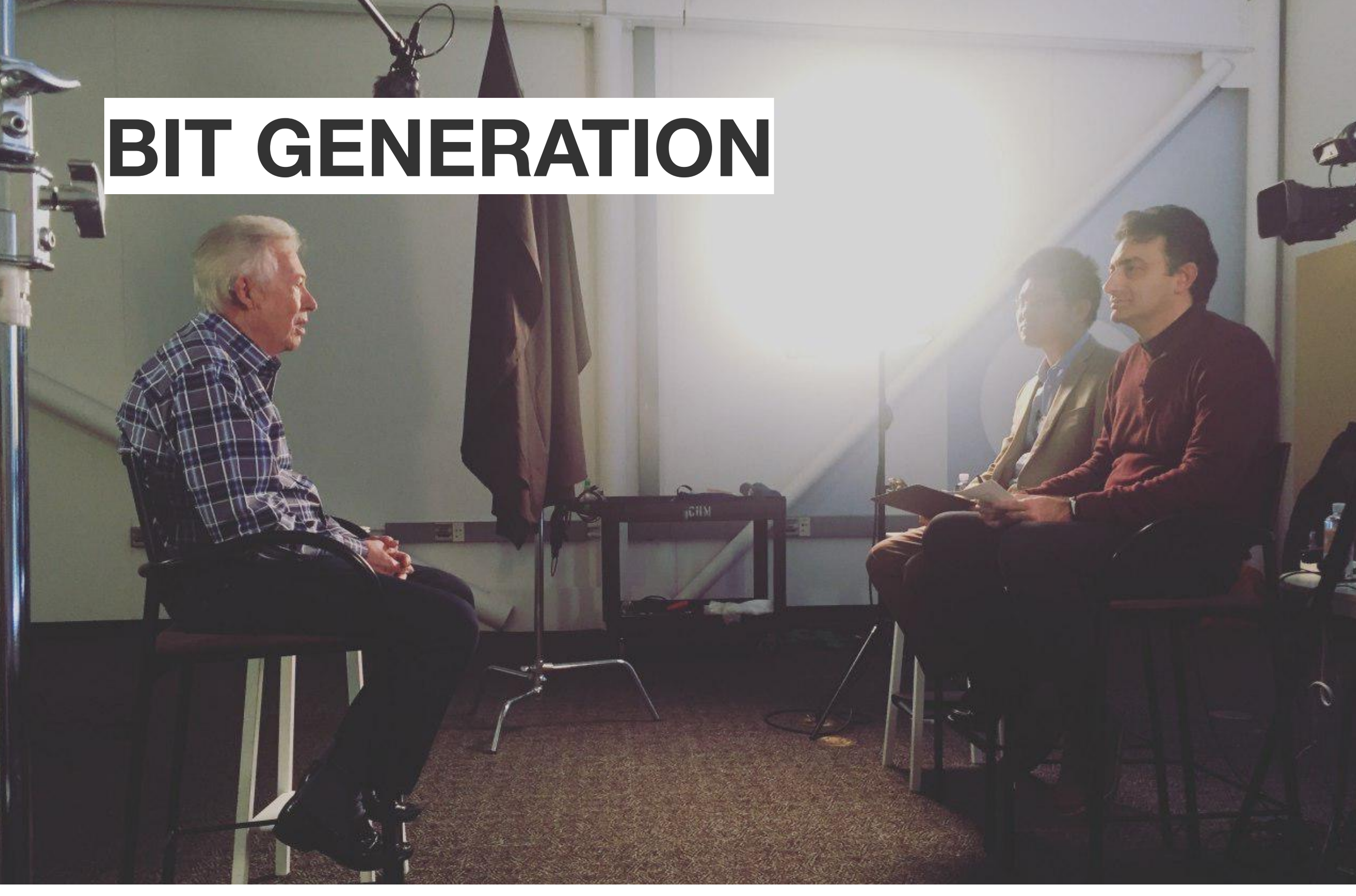
Temporary Museum

8-bit Lab presents

BIT GENERATION



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THE BOOK

The 8-Bit Generation project resulted in the book "**Bit Pop Revolution, the Hippies who invented the future**" published by Hoepli

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THE TEMPORARY MUSEUM TODAY

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Currently the Temporary Museum is an even more ambitious project: it is distancing itself from the standard definition of a museum with a defined collocation in space and time, becoming a project free of material constraints, with the ability to transform itself and temporarily inhabit spaces, events and destinations without territorial boundaries.

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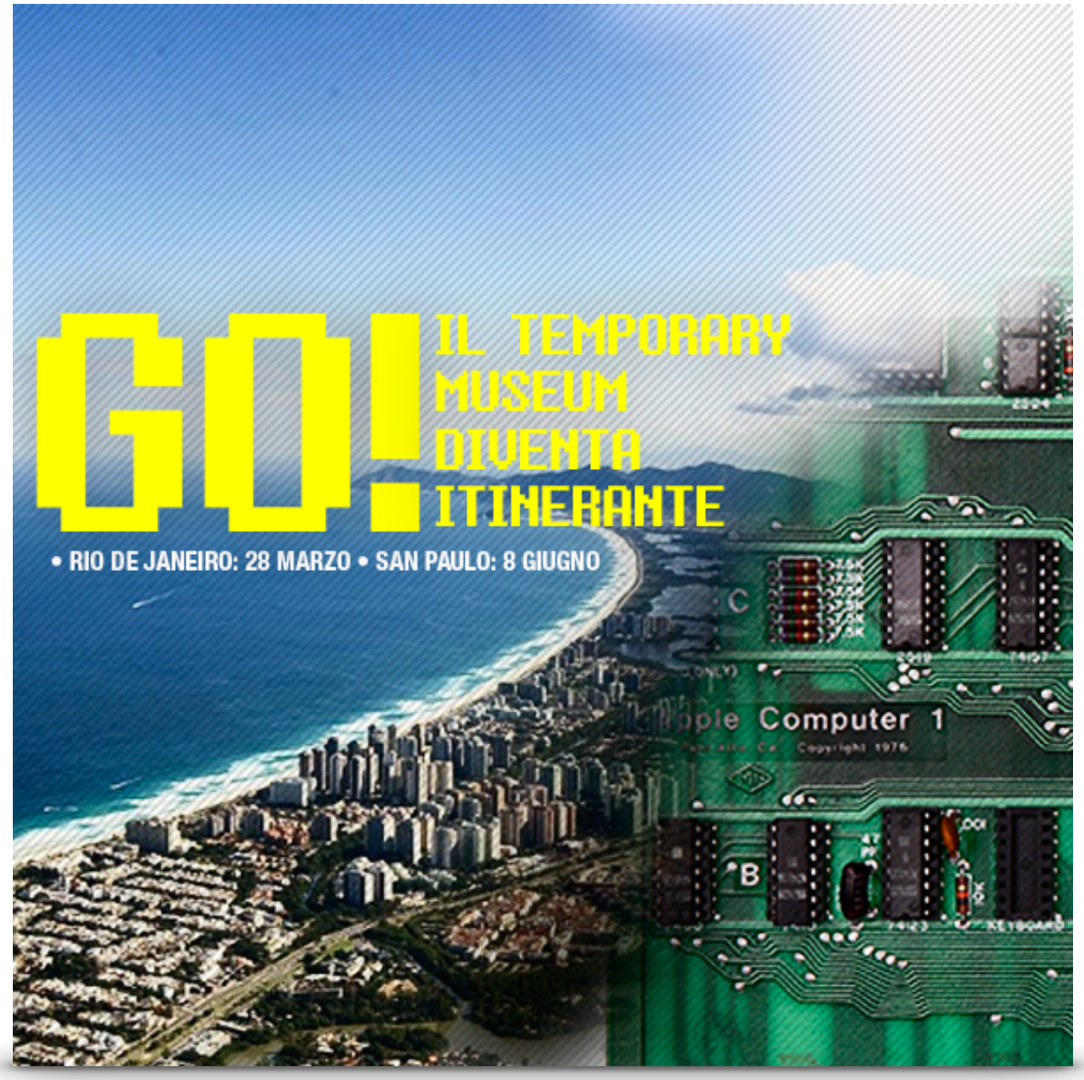

The first examples of the Temporary Museum’s new fluid spirit are its overseas export to Brazil, at Sao Paulo’s MIS and Rio de Janeiro’s Pier Mauà.

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Steve Jobs, o visionário
BSS

OUR MISSION IS TO TELL DIGITAL NATIVES THE STORY THAT HAD THE GREATEST IMPACT ON THEIR LIVES

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THANK YOU

Cecilia Botta
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