



“Art and Industry”, seventy Pininfarina years in one book

Friday, 15 December 2000

The study is expected to be completed by the end of the current year.

"In 1966", explains Sergio Pininfarina in his introduction to the book, "I inherited an established company, but also a difficult task: to continue its successes in creative terms and to promote its technological and industrial development. I can proudly say that I have always worked with three great ideals in mind: love for the product and search for its aesthetic and technical excellence; making proper use of human resources; determination to operate with a "style", meant not only as the qualitative value of the design, but also as a consistent ethics of behaviour. This book is not meant to focus solely on the past, it is not meant as a celebration of ourselves: on the contrary, it considers the history and the strength of our tradition as a springboard from which to make a leap into the future".

On December 15 in the Libreria Fogola - Galleria Dantesca, on Turin's piazza Carlo Felice, Nanni and Mimmo Fògola together with Sergio Pininfarina launched a new book: "Art and Industry 1930-2000" published by Giorgio Nada Editore and devoted to the 70-year-old history of Pininfarina. Guests at the launch were addressed by Paolo Cantarella, Managing Director of Fiat, the publisher, the author, French writer-historian Antoine Prunet, the journalist Luca Ciferri and the artist Ottavio Mazzonis who painted the portrait entitled "The Presidents", the original of which is exhibited at the Galleria Dantesca and which also appears in the book.

This monograph offers an unprecedented and complete vision of the reality of Pininfarina and the contribution it has made over the past seventy years to automotive progress in the broader context of the development of the society, culture, and history of our country. This book is not mere hagiography; it adheres to a rigorous historical and documentary approach. This approach appears consistently throughout the text and in the array of pictures, many of them never seen before in print, which offer a gripping narrative of the evolution of Pininfarina.

The editorial architecture of the book can be broken down into three chief components: a chronological story by Antoine Prunet, illustrated by symbolic pictures that highlight the continuity in Pininfarina's corporate philosophy, consistently directed toward what is new and looking to the future; a sequence of over 1000 images that concisely documents the key moments in the Company's history, a history of insights, choices, fortunate events, harrowing circumstances, and prestigious successes; a series of direct eyewitness accounts conveyed through so many interviews undertaken by the journalist Luca Ciferri, with both eminent personalities of the automotive world and with a number of the 2,500 employees who have worked and continue to work for - and with - Pininfarina. What emerges is an open and non corporate - sometimes even critical - commentary on the Company, offering an unexpected and remarkable depiction.