



Pininfarina in New York for the exhibition "The Italian Avantgarde in Car Design" (09/19/2002 – 10/06/2002)

Wednesday, 28 August 2002

New York, Armory Building

Thirty-two masterpieces of car design, ranging from an Isotta Fraschini 8° of 1924, to the very recent Ferrari 575M Maranello, will be the attractions of the exhibition "The Italian Avantgarde in Car Design" to be held from September 19 to October 6, 2002, in the Armory Building in Manhattan, the legendary setting of the "Armory Show" of 1913, the first large exhibition of modern European art in the United States.

A Cisitalia 202 (1947), recently restored and loaned by the New York Museum of Modern Art, where it has been on permanent display since 1951, and the Ferrari Modulo research prototype of 1970 will also be on show, together with other models designed by Pininfarina and other Italian designers, in a historical and critical itinerary linking them to key periods of Italian figurative culture. The exhibition was designed by the architect Massimo Vignelli and will occupy more than 3000 square metres.

The event is sponsored by the Italian National Institute for Foreign Trade and by Anfia (National Association of Automotive Industries), and it was devised and prepared by Automobilia, an organisation that promotes the history and image of the car. The cars and the many references to the art world were chosen by the scientific committee, made up of Bruno Alfieri (Director of Automobilia), Rossana Boscaglia (art historian), Vittorio Fano (journalist and secretary of Aisa, the Italian Association of Car History) and Fulvio Cinti (Editor of Auto&Design), with the collaboration of Robert Cumberford (motoring journalist and critic).