

Presentation of “La forma di un sogno” by Giuseppe Culicchia

History of the realization of the Olympic Torch by Pininfarina

Turin – Tomorrow, at 11.30, at Atrium, will be presented the book “La forma di un sogno” by Giuseppe Culicchia.

The short tale written by the young author from Turin runs through all the stages of design, development and manufacturing of the preeminent symbol of the Olympic games: the Torch. Starting from the tradition of the Ancient Greece Olympiads, the writer takes us on an amusing journey through the vicissitudes that have characterized the development and the transformation of the Olympic Torch till the one that will light up 2006 Turin Olympic Games. And here we see the beginning of the adventure that has deeply involved Pininfarina in each of the three areas: from the innovative design, to the technical development involving complex studies to satisfy the strict requirements of the Olympic Committee and to the manufacturing of 12.000 units. The result is a plot of fantastic adventures of an hypothetical Torch bearer interlaced with the Pininfarina team’s efforts to create an elegant, innovative and functional object.

Andrea Pininfarina, Pininfarina CEO, in the preface of the book underlines how “the author has been able to capture and relate both the spirit of the Torch and that of the company that created it” imagining that also the “founder, Pinin Farina, who always loved to find surprising and innovative solutions, would have had great fun today – with all the earnestness that children put into playing their games – designing the Torch for the Turin 2006 Olympic Winter Games.”

Besides the author and Andrea Pininfarina will be present Valentino Castellani, President of TOROC, Elda Tessore, Councillor for the Olympic Games of the City of Turin and some Torch bearers. The presentation will be coordinated by Paolo Verri.