



Pininfarina

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The book. This book celebrates the eightieth anniversary of Pininfarina, a company set up in 1930 by Battista Farina, known as “Pinin.”

Eighty years of history, experiences, successes and prestigious collaboration which have made Pininfarina an undisputed icon, a star of Italian style and an example of the most prestigious *Made in Italy*.

One-offs, mass-produced cars, research prototypes. Archetype of automobile design, the 1947 Cisitalia 202 in the permanent collection of the MoMA in New York, delineates the boundary between cars of the past and those of the present and future.

With the Lancia Aurelia B24 Pininfarina invented the “fast touring” category, while the Alfa Romeo Giulietta Spider translated the dream of the one-off into mass production. Gradually the one-offs gave way to niche mass production: synergic understandings with Ferrari, Alfa Romeo, Maserati and other international players resulted in ongoing research aimed at the development of innovative designs, also through the study of research prototypes.

A goal achieved above all by the people who have worked at Pininfarina over the years. Starting with the first generation, the Founder’s, to which the artistic and design element—but also the Company strategy component—were innate. The second generation consisted of engineers: design became a more accessible luxury and the automobile an object within everyone’s reach. With the members of the third generation the Company moved towards internationalization and a widening of the creative sphere, from cars to other means of transportation and to industrial design: creativity that also became an ethical value with the Company’s commitment to sustainable mobility.

Pininfarina’s latest brainchild, the *2uettottanta*, confirms that as far as automobile design goes the brand still has plenty to say. Because “Pininfarina is a young Company.”

The author. Decio Giulio Riccardo Carugati, writer, journalist and design critic, contributes to numerous reviews on current affairs, culture, art and design.

For Mondadori Electa, Milan, he has published: *From Kitchen to Kitchen (Snaidero)*, 1998; *Pininfarina*, 1999 (first edition); *Poltrona Frau*, 2000; *Castelli*, 2000; *Ducati*, 2001 (reissued 2005); *Riva*, 2001 (reissued 2004 and 2008); *Bertone*, 2002; *XX Century: Design*, 2003; *Giuliano Mauri*, 2003; *Brionvega*, 2003; *Chicco*, 2004; *Rossi di Albizzate*, 2005;

Borbonese, 2005; La Cimbali, 2005; Mariella Burani, 2006; Azimut, 2007; Catellani & Smith, 2009; Zucchetti, 2009; Automobili Lamborghini, 2009.

In 2003 he was a member of the jury of the 36th SMAU Industrial Design Award.

Since 2004 he has been the scientific director of the "Design & Industry" collection published by Mondadori Electa and has edited: *Maserati, 2004; Indesit Company, 2004; Liquid space. 70 Years of Boffi Design, 2005; Foppapedretti, 2005; Vestebene Miroglio, 2005; Swan is Passion, 2006; Wally, 2006 (reissued 2008); Marazzi, 2008; Baia, 2009.*

In 2004 he was a member of the jury for the Design Award Dream Ducati, Bologna; since 2005 he has been a member of the jury of the Millennium Yacht Design Award organized by Seatec/CarraraFiere. Since 2007 he has been vice-president of the jury of Targa Rodolfo Bonetto managed by Seatec/CarraraFiere, Marina di Carrara.

In 2006, 2007 and 2009 he lectured at the Genoa Polytechnic, in the Faculty of Industrial Design and at the division in La Spezia.

In the academic year 2008–2009 he held a course in the History of BYT Design (Bike, Yacht and Train Design) as part of the "Progetto Nuova Didattica IED" at IED in Turin.