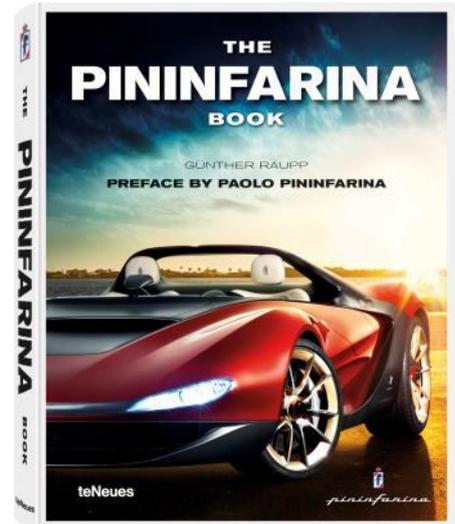


Pininfarina presents "The Pininfarina Book" 85 years of Italian design excellence told through images

Edited by Günther Raupp and published by teNeues, the maxi book is being presented today at the Valentino Castle in Turin as part of the celebrations for the 85th anniversary of the design house

Turin, June 11, 2015 - **Pininfarina**, its history and its design works are at the base of the spectacular volume "**The Pininfarina Book**", to be released in June in major libraries around the world. At the presentation, today at the Valentino Castle in Turin, Chairman **Paolo Pininfarina**, CEO **Silvio Pietro Angori**, author of the book **Günther Raupp**, and **Lorenzo Ramaciotti**, Special Advisor to the CEO FCA group. The meeting will be moderated by the Editor of La Stampa, **Mario Calabresi**.

The Pininfarina Book, a large format volume (29x37 cm) with 304 pages (98 euros, teNeues), traces the evolution through **250 images** of the Pininfarina design and a Company that has led the Made in Italy in the world. Protagonists of the book are the designs developed over three generations, told through spectacular conceptual sketches and stunning photographs. 85 years of history and the whole spectrum of Pininfarina design in a book for design aficionados and professionals, photophiles, car fans, and everyone who enjoys true elegance.



For **85 years** now, the name "Pininfarina" has stood for **first-class Italian design**. A style famous in the world, celebrated by hundreds of international awards and inextricably linked to prestigious brands such as Ferrari, Alfa Romeo, Maserati, Rolls-Royce, with which dream models were developed entering the history of the automobile.

*"The Pininfarina Book is an important project as part of the celebrations for 85 years of the Company - said **President Paolo Pininfarina**. - Browsing through the pages of this book the reader will feel the thrill and passion with which we approach every project. Through the design, as I say in the preface, dreams come true, but the passion for our work makes us think that, at the end of each project, the reality goes beyond the dream."*

How to describe in a book the synthesis of Pininfarina's work? First of all, the quality: the quality of the projects, the products, and the partners with which they were made. A Pininfarina product must always be innovative and must aim to achieve a high standard of elegance, a synthesis of function and form resulting in a strong aesthetic personality. After a considerable number of years, examples of almost timeless design – celebrated in the Pininfarina Book - include the Cisitalia 202 - whose trailblazing design was honored by the Museum of Modern Art in New York as one of the eight most significant designs in the history of the automobile, or Ferrari's legends from 342 America to 250 GT, the Testarossa, and the F40 to Enzo Ferrari, FF, or today's Sergio. A particular value, in The Pininfarina Book, comes from the interview to **Piero Ferrari**, where Ferrari's Vicechairman perfectly describes the spirit of a successful cooperation lasting since more than sixty years.

The book also enhances how today, after almost 30 years since the founding of **Pininfarina Extra**, the activities of **non-automotive design** have become strategic assuming a particular priority alongside the traditional services offered by the Group - **automotive design, engineering and manufacture of small series and unique cars**. In the book one can then admire the most fascinating projects in the field of industrial design, the other means of transport (aircrafts, yachts, speed trains, people movers...) and

architecture, a sector where Pininfarina has become a prominent name: hotels and luxury condos bearing the signature of Pininfarina have sprung up in Miami, San Diego, Singapore, Sao Paulo. In Turin, Pininfarina had the task of creating the interior design of the award-winning Juventus Stadium, opened in 2011.

To visually celebrate the history and influence of Pininfarina, there is no one better suited than a man who has made his own unmistakable mark on automotive photography. **Günther Raupp** studied painting and art history. He has spent 30 years photographing cars for Ferrari's official calendars, which enjoy a cult following among the experts. Günther Raupp uses every formal tool and technical sophistication, the impact of which is to transform a simple shot into the final image, and with every step, this image grows closer and closer to what was planned: a work of art. He has two successful books with teNeues, the most recent being The Ferrari Book. As a star photographer and connoisseur of industrial design, Raupp showcases through The Pininfarina Book a brand that embodies true *italianità*.

The Pininfarina Book is available at:

store.pininfarina.com/en/promo/promo-det/the-pininfarina-book-gunther-raupp-preface-by-paolo-pininfarina.html

Free download of the cover image and some pictures of the Book at:

www.teneues.com/shop-int/presse_auswahl.php?id=31453

The Pininfarina Book

Günther Raupp

Preface by Paolo Pininfarina

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