

## The Pininfarina Book



What is innovation? The dictionary defines it as renewal through the use of new processes and technologies. In advertising, everything is an innovation. But what is truly innovative? Since 1930, the Pininfarina design firm of Turin, Italy, has been answering that question. This is where the Cistalia 202 was developed, the first vehicle to be added to MoMA's permanent collection. The list goes on: the interior of the new stadium for Juventus Turin, the Nash Healey Spider seen in Billy Wilder's *Sabrina*, and the legendary Ferrari Dino 246 and Ferrari Testarossa. However, Pininfarina is not resting on its laurels, but blasting full speed ahead into the future with an expanded portfolio while honoring its heritage. Whether it's a solution for sustainable mobility, interior designs, or household gadgets, all Pininfarina projects bear an unmistakable signature. 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 has spent 30 years photographing cars for Ferrari's official calendars, which enjoy a cult following among the experts. 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 a company that embodies true Italianità.

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