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# Carrozzeri Italian/Italian Coachbuilders: I Maestri Dello Stile/ The Masters Of Style



## Synopsis

For more than a half century Italian body builders were the leaders of world style, generating creativity, a trend towards innovation and an ability of execution that appears super-human today. The aesthetic values and technology expressed by their work transmitted Italian culture and genius across the globe. Their creations were multiplied in millions of examples, influencing taste and trends in car design, among other things, in every corner of the world. But in spite of the dimensions and importance of their work, the Italian body stylists were often undervalued. This book brings together the profiles of no fewer than 36 of the best known stylists in the history of Italian car design: they include Allemano, Bertone, Castagna, Ghia, Pininfarina, Touring, Vignale and Zagato. The story of each one of them is told through the extraordinary wealth of their iconographic patrimony, most of which have never been published. The body stylists appearing in this book are: Allemano, Balbo, Bertone, Boano, Boneschi, Castagna, Colli, Ellena, Fantuzzi, Fissore, Francis Lombardi, Frua, Garavini, Ghia, ItalDesign, Lotti, Michelotti, Monterosa, Monviso, Moretti, Motto, OSI, Pininfarina, Riva, Savio, Sala, Scaglietti, Scioneri, Siata, Sibona, Sportscar/Piero Drogo, Stabilimenti Farina, Touring, Vignale, Viotti, Zagato.

## Book Information

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## Customer Reviews

Trust us; this is not just another coffee table book about Italian coach builders, but as close as we will probably come to a bible. - VeloceToday.com

Born in 1946, Elvio Deganello is a leading automotive historian and as a freelance journalist he has

contributed to numerous specialist periodicals. He has also published a number of books including Fiat Abarth 595/695 and Fiat Abarth 850/1000. Arturo Rizzoli was born in 1957. A radio and television journalist, for a period of time he was also the press officer at the Imola racing circuit. In 1990 he joined the editorial team at Autosprint, one of the most important Italian motorsport magazines.

This is a serious reference work that is useful, but barely usable. Given the enormous amount of information and the need to cross-reference it, I find it inexcusable that an index is not included. Anyone interested in coachbuilders is bound to be at least as interested in designers. Unfortunately, it is impossible to research the designers and their creations without an index unless you're prepared to read every word in the book. Take Franco Scaglione for example - the genius behind Bertone's B.A.T. cars and the Alfa Romeo Giulietta Sprint that saved both Alfa and Bertone. If one wonders what Scaglione did after leaving Bertone, there's no way to know without reading every caption to learn that he designed the Lamborghini 350 GTV - built by Monterosa, the 1963 ATS 2500 - built by Allemano, the achingly beautiful Alfa 33 Stradales - built by Marazzi, (and many more creations post-Bertone, not all of them credited). Even if you already know which cars he designed, you'll have to search every photo in the book to find out who the respective coachbuilders were. An index would resolve these questions in moments. Also glaringly omitted as a significant coachbuilder is Turin-based Carrozzeria Intermeccanica who hand-built numerous low-volume cars for customers, yet whose own 'Italia' production numbers (400+) matched those of the ISO Grifo. With an index, this book would easily have earned all 5 stars, but without an index, the sheer waste of time searching out useful information is so frustrating and unnecessary that three stars are the most I can do. While I highly recommend buying the book and I would not be without this book in my library, I do not 'love' it... it exists as only half a book without an index to make it more usable. An index is simple to produce with computerized publishing, so I can only guess that the publishers left it out to save the cost of a few pages. If they have any empathy for researchers who want to make full use of their author's extensive reference work, they must create a website where an index for this book can be downloaded and printed out. If they produce a downloadable index "I'll change my review if allows that.

I loved the book but it is too short. There are many more cars to see. But great picture of a 'Golden Age' of auto building with specialty manufacturers. Makes me very sorry I didn't find a way to keep the 2 cars in the book that I have owned in my time. Too little money, time, space but I lost much

more than I saved.

Very Complete Wonderful photographs

ofnly wish it had an index

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