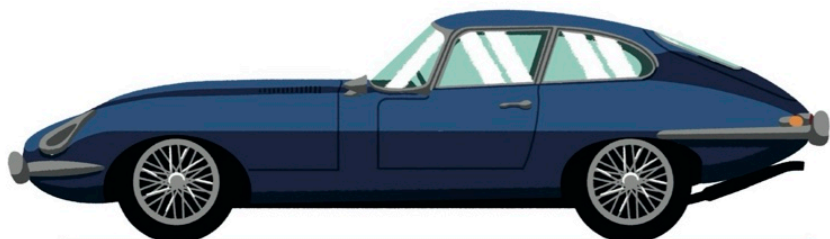
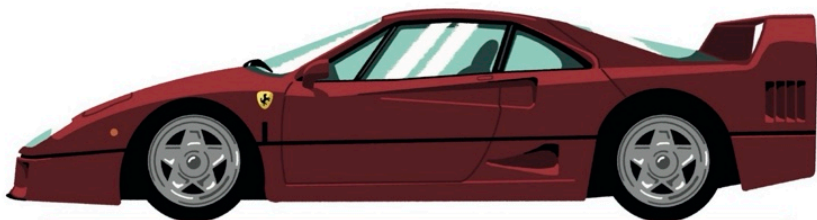
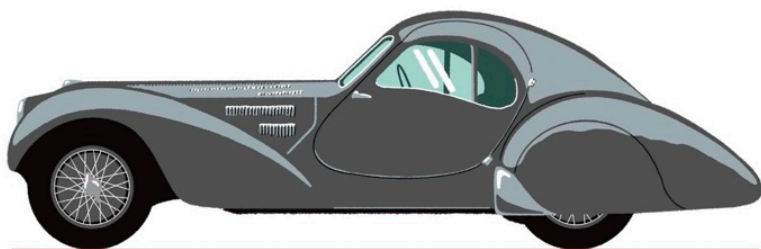


Marco Turinetta

# ICONICAR

STYLE & DESIGN



design Matteo F. Bardoscia

**intra**

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Visio Series



ICONICAR Series



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# **INTRODUCTION**

The dawn of the 20th Century brought with it a series of events and changes that still condition us today; indeed, the Industrial Revolution—and the cultural revolution underpinning it—created the premises for a decidedly different world and countless new opportunities.

However, it is undoubtedly the theme of “style” that establishes the “new role” assumed by automobile bodies, viewed no longer merely as particularly functional objects, but elevated to something that effectively completes our daily way of conceiving life and interacting with others.

Over time, technological development presented itself in a new guise through a vast offering of car bodies created in multiple shapes, with ever-changing chassis, body structures, and stamped sheet metal.

Therefore: design and style understood as symbolism, as a valid purchasing driver, as an expression of quality, and as an enhancement of brand identity.

In this context, innovative solutions are explored: not only are mechanisms proposed, but the very functionality and flexibility of the automobile product are totally innovated. Through an analysis of the evolution of car body styling, one can indeed grasp the morphological elements that intervene in defining the shape of a car, by means of a whole series of semiotic factors.

In this context, the following pages aim to investigate how the automobile can be looked at not only—as is usually done—from a historical-technological perspective, but also in a decidedly different manner: emphasizing the aesthetic-symbolic character inherent to this industrial product.

Indeed, this volume traces a guided journey of cars and stylistic trends that have contributed to building that “car culture” which, in some way, belongs to us.

The body of the book has been supplemented by a sample of cars, whose technical-aesthetic characteristics have made them exceptional milestones in the history of automotive style.

# THE COLLECTION

<b>1900</b>	<b>MERCEDES 35 HP</b>
<b>1901</b>	<b>OLDSMOBILE CURVED DASH</b>
<b>1907</b>	<b>ROLLS-ROYCE 40/50 CV "SILVER GHOST"</b>
<b>1908</b>	<b>FORD T</b>
<b>1912</b>	<b>FIAT ZERO 12-15 HP</b>
<b>1913</b>	<b>ALFA ROMEO AERODINAMICA 40/60 HP</b>
<b>1919</b>	<b>HISPANO-SUIZA H6 B</b>
<b>1920</b>	<b>ISOTTA FRASCHINI TIPO 8</b>
<b>1921</b>	<b>RUMPLER TROPHEN-AUTO</b>
<b>1922</b>	<b>AUSTIN SEVEN</b>
<b>1922</b>	<b>LANCIA LAMBDA</b>
<b>1924</b>	<b>BUGATTI TYPE 35</b>
<b>1926</b>	<b>HANOMAG 2/10 CV</b>
<b>1927</b>	<b>MERCEDES-BENZ SS</b>
<b>1927</b>	<b>CLAVEAU 4 CV</b>
<b>1930</b>	<b>BURNEY STREAMLINE</b>
<b>1931</b>	<b>ALFA ROMEO 6C 1750 GS "FLYING STAR"</b>
<b>1931</b>	<b>ADLER STANDARD 8</b>
<b>1932</b>	<b>FIAT 508 BALILLA</b>
<b>1934</b>	<b>CHRYSLER AIRFLOW</b>
<b>1934</b>	<b>TATRA 77</b>
<b>1934</b>	<b>BUGATTI ATLANTIC TYPE 57 SC</b>
<b>1934</b>	<b>DYMAXION CAR</b>

<b>1934</b>	<b>CITROËN TRACTION AVANT 7 CV</b>
<b>1935</b>	<b>FIAT 1500 6C</b>
<b>1935</b>	<b>VOLVO CARIOCA PV 36</b>
<b>1935</b>	<b>PEUGEOT 402</b>
<b>1935</b>	<b>STOUT SCARAB</b>
<b>1935</b>	<b>CORD 812 BEVERLY SEDAN</b>
<b>1935</b>	<b>MAYBACH SW 35 JARAY</b>
<b>1936</b>	<b>PANHARD DYNAMIC</b>
<b>1936</b>	<b>BMW 328</b>
<b>1936</b>	<b>FIAT 500 TOPOLINO</b>
<b>1937</b>	<b>LANCIA APRILIA 238</b>
<b>1938</b>	<b>LINCOLN ZEPHYR</b>
<b>1941</b>	<b>CHRYSLER TOWN &amp; COUNTRY</b>
<b>1941</b>	<b>JEEP WILLYS-OVERLAND</b>
<b>1946</b>	<b>VOLKSWAGEN BEETLE</b>
<b>1947</b>	<b>CISITALIA 202</b>
<b>1947</b>	<b>STUDEBAKER CHAMPION</b>
<b>1948</b>	<b>JAGUAR XK 120</b>
<b>1948</b>	<b>LAND ROVER DEFENDER</b>
<b>1948</b>	<b>PORSCHE 356 A</b>
<b>1948</b>	<b>TUCKER '48</b>
<b>1948</b>	<b>CADILLAC 62 COUPÉ</b>
<b>1949</b>	<b>SAAB 92</b>
<b>1949</b>	<b>ALFA ROMEO 2500 SS "VILLA D'ESTE"</b>
<b>1949</b>	<b>CITROËN 2 CV</b>

<b>1950</b>	<b>ALFA ROMEO 1900</b>
<b>1951</b>	<b>NASH-HEALY</b>
<b>1952</b>	<b>BENTLEY CONTINENTAL</b>
<b>1953</b>	<b>FORD THUNDERBIRD</b>
<b>1953</b>	<b>ISO ISETTA 200</b>
<b>1954</b>	<b>ALFA ROMEO SPRINT COUPÉ</b>
<b>1954</b>	<b>MERCEDES-BENZ 300 SL COUPÉ</b>
<b>1954</b>	<b>PANHARD DYNA</b>
<b>1955</b>	<b>BMW 507</b>
<b>1955</b>	<b>CITROËN DS 19</b>
<b>1955</b>	<b>LANCIA AURELIA B 24 "AMERICA"</b>
<b>1956</b>	<b>FIAT 600 MULTIPLA</b>
<b>1957</b>	<b>FIAT NUOVA 500</b>
<b>1957</b>	<b>LANCIA FLAMINIA</b>
<b>1957</b>	<b>FORD FAIRLANE 500 SKYLINER</b>
<b>1957</b>	<b>CADILLAC ELDORADO BROUGHAM</b>
<b>1958</b>	<b>ASTON MARTIN DB 4</b>
<b>1959</b>	<b>FERRARI 250 GT SWB</b>
<b>1959</b>	<b>MORRIS MINI MINOR</b>
<b>1960</b>	<b>FIAT ABARTH 1000</b>
<b>1960</b>	<b>CHEVROLET CORVAIR</b>
<b>1961</b>	<b>JAGUAR E-TYPE</b>
<b>1962</b>	<b>STUDEBAKER AVANTI</b>
<b>1962</b>	<b>FERRARI 250 GTO</b>
<b>1962</b>	<b>TRIUMPH SPITFIRE 4</b>

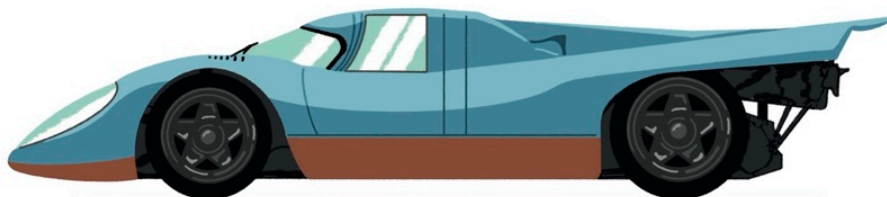
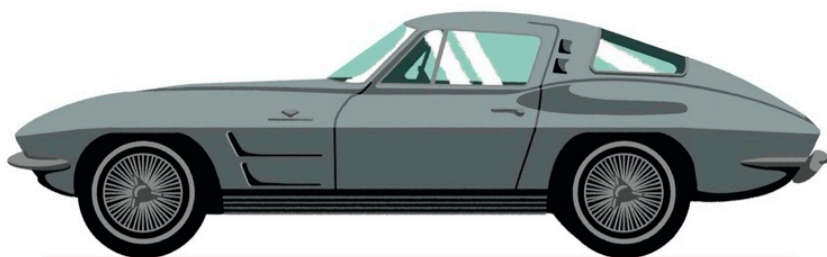
<b>1962</b>	<b>ALPINE-RENAULT A 110</b>
<b>1963</b>	<b>PORSCHE 911</b>
<b>1963</b>	<b>CHEVROLET CORVETTE STING RAY</b>
<b>1964</b>	<b>FORD GT40 MK1</b>
<b>1964</b>	<b>LAMBORGHINI 350 GT</b>
<b>1964</b>	<b>FORD MUSTANG</b>
<b>1966</b>	<b>LAMBORGHINI MIURA P 400</b>
<b>1966</b>	<b>ALFA ROMEO 1300 JUNIOR "DUETTO"</b>
<b>1967</b>	<b>NSU RO 80</b>
<b>1967</b>	<b>ALFA ROMEO 33 STRADALE</b>
<b>1968</b>	<b>VOLVO P 1800</b>
<b>1968</b>	<b>FERRARI 365 GTB/4 "DAYTONA"</b>
<b>1969</b>	<b>FERRARI DINO 246 GT</b>
<b>1969</b>	<b>PORSCHE 917 K</b>
<b>1970</b>	<b>CITROËN MEHARI</b>
<b>1970</b>	<b>RANGE ROVER</b>
<b>1970</b>	<b>CITROËN SM</b>
<b>1971</b>	<b>LAMBORGHINI COUNTACH</b>
<b>1971</b>	<b>FIAT 127</b>
<b>1971</b>	<b>ALFA ROMEO ALFASUD</b>
<b>1972</b>	<b>RENAULT R5</b>
<b>1972</b>	<b>FIAT X1/9</b>
<b>1973</b>	<b>LANCIA STRATOS</b>
<b>1974</b>	<b>VOLKSWAGEN GOLF</b>
<b>1975</b>	<b>AMC PACER</b>

<b>1978</b>	<b>BMW M 1</b>
<b>1980</b>	<b>AUDI QUATTRO</b>
<b>1980</b>	<b>FIAT PANDA</b>
<b>1981</b>	<b>DE LOREAN DMC-12</b>
<b>1982</b>	<b>FIAT UNO</b>
<b>1982</b>	<b>AUDI 100</b>
<b>1982</b>	<b>MERCEDES-BENZ 190</b>
<b>1984</b>	<b>FERRARI TESTAROSSA</b>
<b>1984</b>	<b>RENAULT ESPACE</b>
<b>1987</b>	<b>FERRARI F 40</b>
<b>1988</b>	<b>LANCIA DELTA HF INTEGRALE</b>
<b>1989</b>	<b>BMW Z1 ROADSTER</b>
<b>1992</b>	<b>NISSAN MICRA</b>
<b>1992</b>	<b>RENAULT TWINGO</b>
<b>1993</b>	<b>MCLAREN F1</b>
<b>1997</b>	<b>MERCEDES-BENZ CLASSE A</b>
<b>1998</b>	<b>VOLKSWAGEN NEW BEETLE</b>
<b>2001</b>	<b>MINI</b>
<b>2002</b>	<b>BMW Z4</b>
<b>2003</b>	<b>ROLLS-ROYCE PHANTOM</b>
<b>2003</b>	<b>BENTLEY CONTINENTAL GT</b>
<b>2007</b>	<b>LAMBORGHINI REVENTON</b>
<b>2007</b>	<b>ALFA ROMEO 8C COMPETIZIONE</b>
<b>2007</b>	<b>FIAT 500</b>
<b>2007</b>	<b>AUDI A5 COUPÉ</b>

<b>2011</b>	<b>RENAULT TWIZY</b>
<b>2012</b>	<b>TESLA MODEL S</b>
<b>2015</b>	<b>BMW I8</b>
<b>2019</b>	<b>PORSCHE TAYCAN</b>
<b>2019</b>	<b>LAND ROVER DEFENDER</b>
<b>2022</b>	<b>FERRARI PUROSANGUE</b>

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