

Corso Base Di Fotografia Unitrevillastellone

For the first time, one of the major names in Italian car design tells his story from the beginning; from when he made his first sketches on paper, unbeknown to his parents and not only of cars, to reaching a point at which his name became synonymous with some of the best known and most important cars on the international front. In his 23-year career at Pininfarina, Leonardo Fioravanti, who was first a designer and architect, then managing director and director general of 'Studi & Ricerche' department, created some of the most beautiful Ferraris of all time; they ranged from the 1965 250 LM sports coupe Speciale to the immortal 1968 Daytona through to the 1975 308 GTB and GTS and the 1984 288 GTO, as well as the P5 and P6 of 1968. While continuing his Ferrari essay during his Pininfarina career, Fioravanti also guided the creation of numerous other projects, among them the Dino road car, the 1980 Pinin four-door prototype and went on to the 1984 Testarossa and the 1987 F40. He worked for the Fiat Group from 1988 until 1991, during which time he took on the roles of deputy director general of Ferrari, later became responsible for advanced design CRF and then head of the Fiat Styling Centre. In 1987, he founded Fioravanti srl, an architectural studio, and in 1991 he extended his services to industry, in particular the design of means of transport. Images of an epoch, designs from his own personal archive never previously seen and, above all, a passionate first person account. Those are the key elements of this outstanding book which, through the creations of Leonardo Fioravanti, covers over 50 years of the history of automobile style and culture.

Fifty years after Ernesto Guevara's death, *Che Guevara t y Todos* (the title t y Todos , is taken from a poem written for his wife before leaving for Bolivia) aims to redeem his figure from the oblivion of the pop icon fuelled by posters and T-shirts, and to restore it to its more human, vital, and historical dimension. The book develops philologically in three levels, which have different multi-media solutions, all captivating and with considerable communication effectiveness. Using a journalistic style of narration, the first level talks about the geopolitical context. The second level is biographical. With numerous and original archived materials, it goes through the character's private and public experiences, such as his official speeches, his considerations on education, foreign policy and economics, the sense of the revolution and hope in "New Man". Lastly, there is an a-temporal level with an intimist tone. It focuses on texts of a more personal nature, such as his diaries and letters to friends and family, and includes recordings of poems dedicated to his wife Aleida, in which doubts, contradictions and reflections take shape. Hundreds of jotted down thoughts, diaries and letters intimately reveal one of the characters that most deeply marked an age. It is Ernesto Guevara, El Che, talking about himself.

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