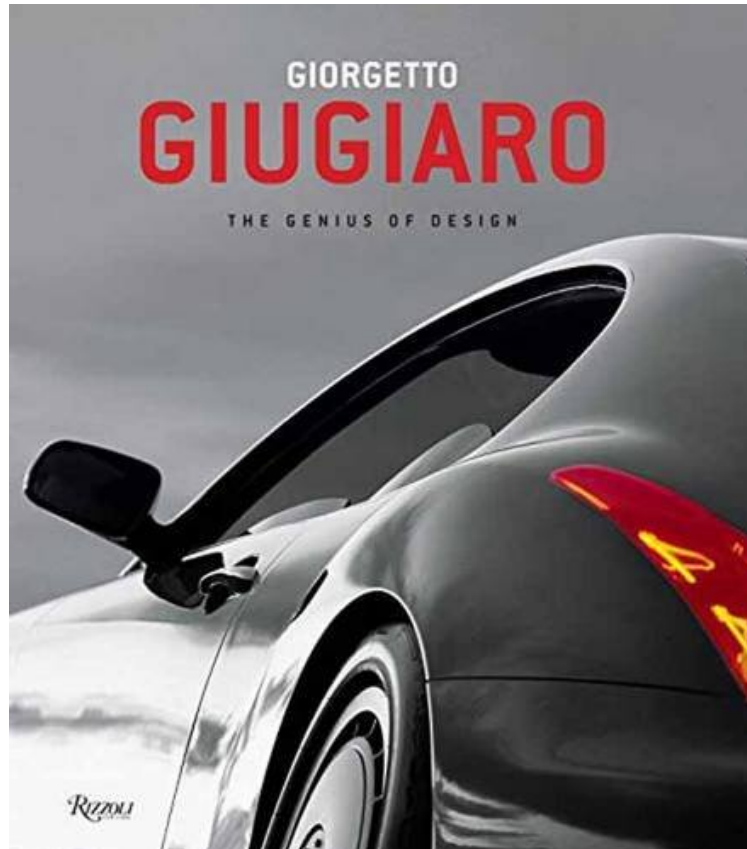


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From Rizzoli : Giorgetto Giugiaro: The Genius of Design before purchasing it in order to gauge whether or not it would be worth my time, and all praised Giorgetto Giugiaro: The Genius of Design:

2 of 2 people found the following review helpful. Automobiles As Passionate Art By James I. Cole This book is heartbreakingly beautiful, but be warned that the binding will break your heart as well. My first (new, sealed) copy from fell apart in my hands on the very first perusal. The replacement copy took two look-throughs before it completely came apart. However, I kept the second copy because I was paranoid that would tell me there weren't any copies left, and once I'd seen it, I couldn't bear to be without it. Giugiaro is simply the best car designer in Italy, and this is a preposterous claim in a country which boasts Bertone and Pininfarina. Nevertheless, all you have to do is to check out the sublime De Tomaso Mangusta to prove that this is true. Even though the book was bound together by a five-year-old using oatmeal and tears, the photography, paper and presentation are first-rate. This is the book which proves that automobiles can be art as well as passion - If you've ever seen a car and wondered why your heart beats a little faster, you must own this book. 0 of 0 people found the following review helpful. Bad binding By Carlos AI had read previous reviews warning of weak binding but I figured I could make it last if I was very careful. After browsing through the book about 10 minutes it came apart completely even though I was very careful. Too bad I had to return it because the the book was beautiful. 0 of 0 people found the following review helpful. Flawed binding devalues a fine

book on an artistic geniusBy J. R.I could not agree more about the content of this book. I learned so much about Giuliano. So brilliant! Unfortunately, the binding is basically junk. One needs to handle it like a rare Middle Ages manuscript. I've been through it twice but I'm hesitant to go again. Too bad, really.

The definitive monograph on the work of one of the world's most celebrated car designers. This is the first monograph published on one of the most renowned automotive designers of our time, Giorgetto Giugiaro, who was named Car Designer of the Century in December 1999 and inducted into the Automotive Hall of Fame in 2002. The book explores Giugiaro's creative background—he comes from a family of painters and musicians—and the technical and engineering skills he cultivated with his partner Aldo Mantovani, cofounder of his company, Italdesign. He is noted for such iconic concept cars as the Ferrari 250 GT Berlinetta, De Tomaso Mangusta, Maserati Ghibli, Iso Grifo, Lamborghini Calà, and Ferrari GG50.

About the AuthorGiuliano Molineri served as general manager at Giugiaro Design and is currently the adviser for Italy of the International Council of Societies of Industrial Design.