



MAUTO - Museo Nazionale dell'Automobile di Torino

MICHELOTTI WORLD

1921-2021 One hundred years of a designer without borders

FROM 6 OCTOBER 2021 TO 9 JANUARY 2022

Turin, 6 October 2021. Giovanni Michelotti is one of the most admired car designers in the world. His style is among the brightest of the 1950s-70s, with notable examples even at the turn of the war. Some brands still consider its contribution indelible today. On the centenary of his birth, the **MAUTO - Museo Nazionale dell'Automobile**, is setting up an important exhibition dedicated to the Turin designer. For the first time, a large portion of the Michelotti archive is exhibited to the public: **sketches, technical drawings, shape plans, scale models** will be visible at MAUTO, together with a **selection of the most representative cars**, designed and engineered by Giovanni Michelotti. These, together with paper documents, unpublished films and an evocative scenic layout, will tell the professional and human story of the designer. The exhibition project is curated by **Giosuè Boetto Cohen**, with the support of **Edgardo Michelotti**, son of the designer and custodian of the private archive.

Benedetto Camerana, president of MAUTO - Museo Nazionale dell'Automobile, has declared: *"Giovanni Michelotti represents a new chapter in the research that MAUTO has been dedicating for years to the world of Italian and, above all, Turin car design. Initiated to the trade in the Farina Factories, from the early 1950s, Michelotti immediately established himself as an independent designer. Versatile, eclectic, very fast in conception and in the variations on many themes, he was able to offer the world of the dream car a personal production that has truly extraordinary numbers: 310 projects for Vignale between 1949 and 1963, more than 30 cars exhibited at the 1957 Turin Car Show when it was the world center of car design. He designed prototypes and special series for many body shops and small manufacturers such as Abarth, Allemano, Bertone, Boano, Canta, Cisitalia, Ermini, Fissore, Ghia-Aigle, Monviso, Moretti, Nardi, OSI, Siata, conceiving cars that traced the exceptional richness of the post-war Italian panorama. It proposed special FIAT cars based on the 600, 1100 and 8V mechanics as well as unique versions of Lancia and Alfa Romeo of each model. Over the years, Michelotti followed and adapted himself to the evolution of his job, moving from one-off pieces in the 40s and 50s to small series and finally to the production of cars for even large companies in the 60s and 70s. He brought Triumph up, relaunched BMW, started the Italy-Japan relationship with Prince and Hino Motors, developed projects for DAF and Leyland, gave Renault a sporting legend such as the Alpine series and finally ended his career with extraordinary prototypes for the urban minicars, such as the FIAT 126 City and the electrically-powered LEM, which anticipated a future between 1973 and 74 that he would not have been able to see".*



The exhibition continues the trend of MAUTO's major exhibitions on the theme of design; reviews that celebrate the extraordinary **contribution of Italian designers to the global automotive industry**. A contribution that, in Michelotti's case, left an indelible mark, in some cases still recognizable today, **in the stylistic evolution of the most important brands in the sector between the 50s and 70s**.

The title of the exhibition, "Michelotti World", expresses at the same time the breadth of the contents on display, the variety of projects created by the Turin-based designer, and the **geographical vastness** of the collaborations that Michelotti has been able to develop, from **Japan to the United States, Germany, England, France, Switzerland** and, of course, with the main car manufacturer in Italy, first of all Vignale. A network of relationships that has always seen Turin as a focal point, strengthening the role of the Piedmontese capital in the world automobile industry.

Unlike other designers, who grew up and created their masterpieces in the style centers of major car manufacturers, or renowned coachbuilders such as Pininfarina and Bertone, Giovanni Michelotti established himself as an **independent designer**. His tireless pencil has produced thousands of drawings, recognizable by the **dynamism that distinguished the cars**. Still on paper they already seem to come to life and run through the streets, full of details that emphasize elegant and essential lines. A style that still distinguishes the **most prestigious international cars** today, a signature that gives value to the vintage cars he made.

The cars on display range from **prototypes to large series**, from **cars designed for the prestigious coachbuilders of famous brands**, to **cars produced in tens of thousands of pieces**, alongside an original "Spiaggetta" and an **electric concept car from 1974**. Giovanni Michelotti's drawings are now preserved by his son Edgardo, who has reconstructed their developments, connections and influences on subsequent models. **About a hundred of them are exhibited** on display, a selection of unprecedented size for MAUTO, so much so as to make "Michelotti World" a unique and tangible testimony of what it meant in the 50s and 60s to carry out that profession that today we commonly define "Designer of Automobiles".

"The quantity and quality of the drawings on display constitutes an absolute first. A rare abundance among stylists, who almost always left their artifacts to the coachbuilders they served or directly to the client. Here, on the other hand, thanks to the professional history of the designer, a large part of sketches, figures and technical drawings allow us to trace a complete and spectacular parable" **Giosuè Boetto Cohen**, curator of the exhibition, commented.

THE CONGRESS

A conference dedicated to the figure of Giovanni Michelotti and his extraordinary creativity will be held on November 24th.

THE CATALOGUE

The catalog of the exhibition **"MICHELOTTI WORLD 1921-2021. One hundred years of a designer without borders"** contains the complete selection of the works on display



accompanied by texts and images. The publication is available in the museum bookshop at a cost of 23 euros.

MICHELOTTI WORLD

1921-2021 One hundred years of a designer without borders

MAUTO, Museo Nazionale dell'Automobile di Torino

Corso Unità d'Italia, 40 – Turin

from 6 October 2021 to 9 January 2022

Hours: Monday 10 am -2 pm, closed in the afternoon

from Tuesday to Sunday 10 am-7 pm

Entrance with museum ticket

Full fare: 12 €

Reduced: 10 €

Schools: 2,50 €

Youngsters aged 6 to 17: 5 €

Free for children under 6 and holders of the Torino + Piemonte Card and the Torino Piemonte Museum Subscription.

More info:

www.museoauto.com

For further information:

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