





# THE MODELING OF THE PROJECT

Design and technology expand and merge into a captivating blend that knows how to revitalize pre-existing products, giving life to new aesthetic-social formats. It is a question of style, of culture, which implies a certain type of relationship with objects and with life. Thus, the incisive contiguity between different countries offers a decisive stimulus to interpret already manifest trends in order to indicate new paths.

<b>1941</b>	<b>FIRST COMMERCIAL TELEVISION NETWORK</b>	
<b>1941</b>	<b>ATLANTIC CHARTER</b>	
<b>1941</b>	<b>JEEP WILLYS-OVERLAND</b>	
<b>1944</b>	<b>BIRTH OF THE "COUNCIL OF INDUSTRIAL DESIGN"</b>	
<b>1945</b>	<b>ATOMIC BOMB DROPPED ON HIROSHIMA</b>	
<b>1945</b>	<b>END OF WORLD WAR II</b>	
<b>1945</b>	<b>TUPPERWARE (CONTAINERS)</b>	
<b>1945</b>	<b>"VESPA", PIAGGIO (SCOOTER)</b>	
<b>1945</b>	<b>MICROWAVE OVEN</b>	
<b>1946</b>	<b>PRODUCTION OF SILICONE</b>	
<b>1946</b>	<b>VOLKSWAGEN BEETLE</b>	
<b>1946</b>	<b>FIRST FULLY AUTOMATIC PRODUCTION SYSTEM</b>	
<b>1946</b>	<b>"DSW", VITRA (CHAIR)</b>	
<b>1947</b>	<b>CISITALIA 202</b>	
<b>1947</b>	<b>INVENTION OF THE TRANSISTOR</b>	
<b>1947</b>	<b>STUDEBAKER CHAMPION</b>	

# 1940s

1947	<b>“LAMBRETTA”, INNOCENTI (SCOOTER)</b>	
1948	<b>JAGUAR XK 120</b>	
1948	<b>MARSHALL PLAN</b>	
1948	<b>PORSCHE 356 A</b>	
1948	<b>“MET GALA” EVENT BORN IN NEW YORK</b>	
1948	<b>GANDHI IS ASSASSINATED</b>	
1948	<b>TUCKER '48</b>	
1948	<b>THE STATE OF ISRAEL IS PROCLAIMED</b>	
1948	<b>CADILLAC 62 COUPÉ</b>	
1948	<b>FIRST INSTANT CAMERA (POLAROID)</b>	
1949	<b>LAND ROVER DEFENDER</b>	
1949	<b>SAAB 92</b>	
1949	<b>GEORGE ORWELL PUBLISHES THE NOVEL “1984”</b>	
1949	<b>ALFA ROMEO 2500 SS “VILLA D’ESTE”</b>	
1949	<b>“832 LUISA”, CASSINA (CHAIR)</b>	
1949	<b>CITROËN 2 CV</b>	
1949	<b>MAO ZEDONG PROCLAIMS THE REPUBLIC OF CHINA</b>	

# 1941



## JEEP WILLYS-OVERLAND

Designed by Robert Howie and Arthur Hetherington, this open-body car with a front-mounted engine was produced from 1941 to 1945. The name is an acronym for "General Purpose", abbreviated to "Gee Pee" and then to "Jeep". A four-wheel drive vehicle used by the American army in World War II. It introduces a new concept of an all-purpose automobile with innovative volumes and technique. More than 600,000 units were produced during the war.

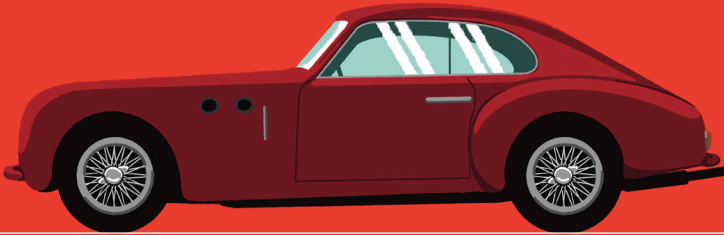
# 1946



## **VOLKSWAGEN BEETLE**

Designed by Ferdinand Porsche, this two-box sedan with a rear-mounted overhanging engine was produced from 1946 to 2003. Although designed in the mid-Thirties, it entered production only in the postwar period. It has a teardrop shape with a semicircular greenhouse set into four protruding fenders. Over the course of production, it underwent more than 78,000 modifications while maintaining its appearance intact. More than 21 million units were produced.

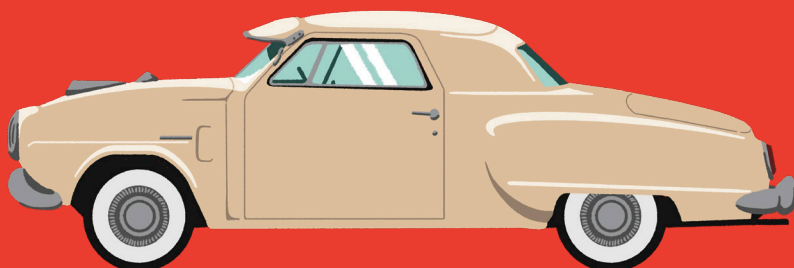
# 1947



## CISITALIA 202

Designed by Giovanni Savonuzzi (Pinin Farina), this berlinetta with a front-mounted engine was produced from 1947 to 1952. Low and wide, for the first time the engine hood descends below the fender line and the headlights become one with them. The line is marked by a continuous flank with barely hinted fenders. A recognized descendant of the 202 is the Porsche 356 A designed by Ferdinand "Ferry" Porsche in 1948.

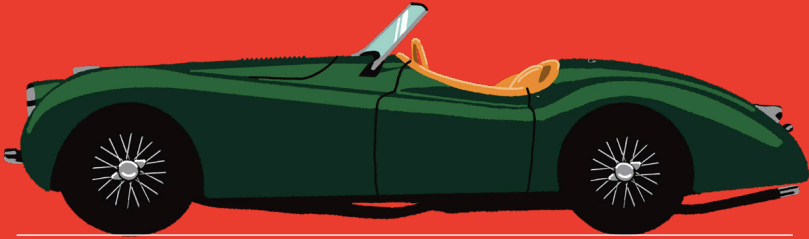
# 1947



## STUDEBAKER CHAMPION

Designed by Raymond Loewy, this three-box sedan with a front-mounted engine was produced from 1947 to 1955. The car features a turret-style layout, where the cabin develops clearly between the two very similar volumes, the front and the rear. The rear window is of the wraparound type and divided into four parts, also functioning as side windows. The very simple lines are well suited to the sobriety of European style.

# 1948



## JAGUAR XK 120

Designed by William Lyons, this coupé with a front-mounted engine was produced from 1948 to 1954. A car with a chassis separate from the body, it has a very full flank delimited at the top by a sinuous line that welcomes the long front fender connected to the less voluminous rear one that completely covers the wheel. The windshield and the roof profile recall the Bugatti 57 SC Atlantic of 1934. About 12,050 units were produced.

# 1948



## PORSCHE 356 A

Designed by Ferdinand "Ferry" Porsche and Erwin Komenda, this coupé with a rear-mounted overhanging engine was produced from 1948 to 1957. Designed in the years preceding World War II, the mechanics were those of the Beetle; it was produced after the war. It takes up the stylistic canons of the Cisitalia 202: it has a very rounded and aerodynamic line. A refined design of the tail is denoted, an element that remained dear to the Porsche style.

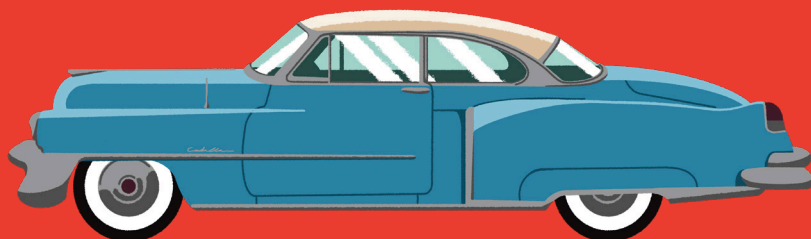
# 1948



## TUCKER '48

Designed by Preston Thomas Tucker, this two-box sedan with a rear-mounted engine was produced from 1948 to 1949. A futuristic car that introduces countless technical and aesthetic solutions, such as: the third central front headlight that follows the movement of the steering, later taken up by the Citroën DS of 1967; fastback bodywork with rear engine; rain gutter integrated into the doors. About 50 units were produced.

# 1948



## CADILLAC 62 COUPÉ

Designed by Harley Earl, this coupé with a front-mounted engine was produced from 1948 to 1949. A two-door car that introduces a new concept that would establish a trend for a decade: the two fins that enhance the line of the rear fenders. At the beginning, these are only modest bumps at the ends of the rear fenders, while the front ones are separate entities in their own right.

# 1949



## LAND ROVER DEFENDER

Designed by Maurice Wilks, this open-body car with a front-mounted engine and all-wheel drive was produced from 1949 to 2016. The project takes inspiration from the American Jeep Willys and features a steel ladder frame with aluminum panels, a material not rationed by the British government. The bodywork was a military green color recovered from army stocks. The car body is characterized by reduced overhangs and very simple squared lines. About 2,016,960 units were produced.

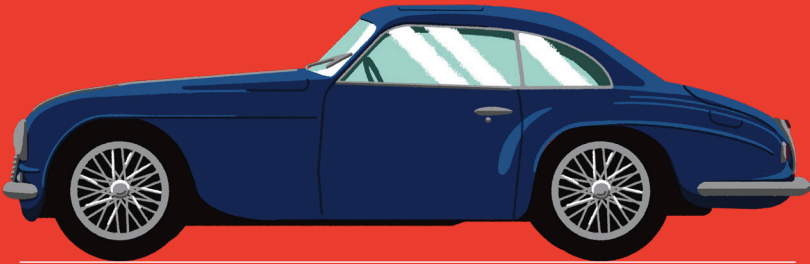
# 1949



## SAAB 92

Designed by Sixten Sason, this two-box sedan with a front-mounted engine was produced from 1949 to 1955. Not only is the bodywork treated with smooth surfaces, but the underbody is also uniform and flat. The novel line has a very bulbous flank with fenders that wrap around a good part of the wheels. The car does not have a trunk lid, so much so that suitcases are loaded from the inside. Until 1952, it was available only in green.

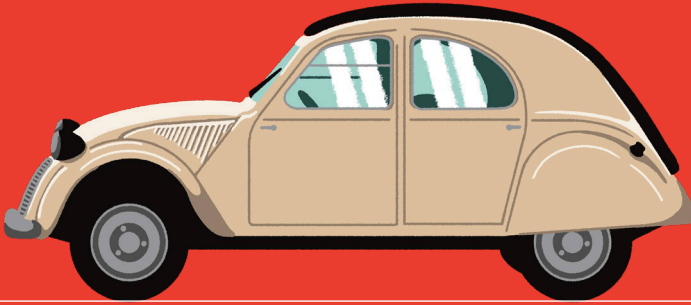
# 1949



## **ALFA ROMEO 2500 SS “VILLA D’ESTE”**

Designed by Touring, this coupé with a front-mounted engine was produced from 1949 to 1952. Made of aluminum, it has contained dimensions for the era and a low and streamlined line. The front fender is incorporated into the side while the rear one is connected with a groove that slims the line. The car takes its name from the Concorso d’Eleganza Villa d’Este which it won in 1950. 35 units were produced.

# 1949







## CITROËN 2 CV

Designed by Flaminio Bertoni, this two-box sedan with a front-mounted engine was produced from 1949 to 1990. Designed in 1939 and named TPV (Toute Petite Voiture), it would be marketed only in the postwar period. It has a body made with bolted panels and four arched doors that confer a strong identity. Gray in color until 1959, it was later offered in other colors as well. More than 7 million units were produced.

# THE FIGURATION OF THE INDUSTRIAL PRODUCT







Redefinition of the design concept: referring back to its original meaning, linked to excellence, design contributes to promoting beneficial products in which concepts of philosophy and thought give life to new proportions in volumes—volumes no longer linked exclusively to matter, but with references to less tangible themes, such as space, time, knowledge, and emotion.

<b>1950</b>	<b>KOREAN WAR</b>	
<b>1950</b>	<b>ALFA ROMEO 1900</b>	
<b>1950</b>	<b>FIRST UNIVERSAL CREDIT CARD (DINER'S CLUB)</b>	
<b>1950</b>	<b>BIC (BALLPOINT PEN)</b>	
<b>1950</b>	<b>"LETTERA 22", OLIVETTI (TYPEWRITER)</b>	
<b>1951</b>	<b>NASH-HEALEY</b>	
<b>1951</b>	<b>"LADY", ARFLEX (ARMCHAIR)</b>	
<b>1951</b>	<b>PATENT FOR THE VELCRO FASTENING SYSTEM</b>	
<b>1952</b>	<b>INVENTION OF LITTLE TREES (ARBRE MAGIQUE)</b>	
<b>1952</b>	<b>UNITÉ D'HABITATION BY LE CORBUSIER</b>	
<b>1952</b>	<b>BENTLEY CONTINENTAL</b>	
<b>1952</b>	<b>HYDROGEN BOMB (H-BOMB)</b>	
<b>1952</b>	<b>"BERTOIA", KNOLL (CHAIR)</b>	
<b>1952</b>	<b>FIRST SCHEDULED FLIGHT WITH A JET</b>	
<b>1953</b>	<b>FORD THUNDERBIRD</b>	
<b>1953</b>	<b>CONQUEST OF EVEREST</b>	

# 1950s

1953	ISO ISETTA 200	
1954	BIRTH OF FAST FOOD	
1954	FIRST NUCLEAR POWER PLANT	
1954	AGIP SERVICE STATION, MARIO BACCIOCCHI	
1954	ALFA ROMEO GIULIETTA SPRINT COUPÉ	
1954	“BIKINI” SWIMSUIT	
1954	MERCEDES-BENZ 300 SL COUPÉ	
1954	ESTABLISHMENT OF THE COMPASSO D'ORO AWARD	
1955	FOUNDATION OF THE ULM SCHOOL OF DESIGN	
1955	MAXIMUM SPLENDOR OF MASS PRODUCTION	
1955	BMW 507	
1955	ARMCHAIR “BARCELONA”, KNOLL	
1955	CITROËN DS 19	
1955	LEGO (TOY)	
1955	LANCIA AURELIA B 24 “AMERICA”	
1956	“ERICOFON”, ERICSSON (TELEPHONE)	

# THE FIGURATION OF THE INDUSTRIAL PRODUCT

1956	"LOUNGE CHAIR", HERMAN MILLER (ARMCHAIR)	
1956	"TULIP", KNOLL (ARMCHAIR)	
1956	FIAT 600 MULTIPLA	
1956	FREEZE-DRIED FOODS ON THE MARKET	
1956	FOUNDATION OF ADI	
1957	FIAT NUOVA 500	
1957	FOUNDATION OF ICSID	
1957	LANCIA FLAMINIA	
1957	"KITCHEN MACHINE 2", BRAUN	
1957	FORD FAIRLANE 500 "SKYLINER"	
1957	"SUPERLEGGERA", CASSINA (CHAIR)	
1957	EUROPEAN ECONOMIC COMMUNITY FOUNDATION	
1957	CADILLAC ELDORADO BROUGHAM	
1957	LAUNCH OF THE SPUTNIK SATELLITE	
1958	FIAT CENTRO STILE IS BORN	
1958	ASTON MARTIN DB4	

# 1950s

**1958 BRUSSELS UNIVERSAL EXPOSITION**

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**1959 THE COMPANY DUPONT CREATES LYCRA YARN**

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**1959 FERRARI 250 GT SWB**

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**1959 INVENTION OF PANTYHOSE**

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**1959 MORRIS MINI MINOR**

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**1959 "BARBIE", MATTEL (DOLL)**

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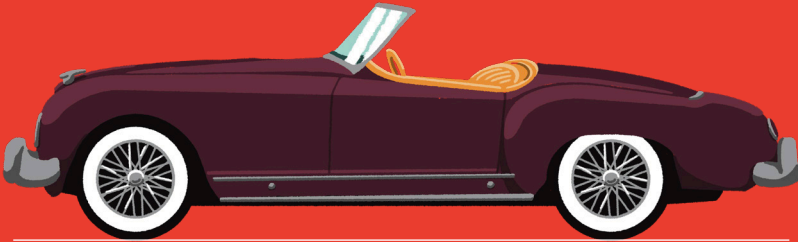
# 1950



## ALFA ROMEO 1900

Designed by Giuseppe Scarnati and Ivo Colucci, this three-box sedan with a longitudinal front-mounted engine was produced from 1950 to 1959. The first mass-produced Alfa Romeo to have a body integrated with the chassis; the modeled and sober line, the imposing front end characteristic of Alfa, the bulbous flank, the gathered tail, and the reduced and proportionate glass surface are appreciated. About 21,080 units were produced.

# 1951



## NASH-HEALEY

Designed by Pininfarina, this spider with a front-mounted engine was produced from 1951 to 1952. An American two-door car designed in Europe, highlighting three important parts: the unmistakable front end with centered grille and headlights, the long tail with the insertion of small fins, and the flank distinguished by the long front fender that extends to encompass the door, conferring movement. About 150 units were produced.

# 1952



## **BENTLEY CONTINENTAL**

Designed by John Blatchley, this two-box sedan with a front-mounted engine was produced from 1952 to 1955. Built by H.J. Mulliner with a steel chassis and aluminum body, it has an aerodynamic line with elongated flanks in the streamlined and low rear. Despite having some stylistic analogies with the 1948 Cadillac 62 Coupé, the Continental has a particularly recognizable line accentuated by a very low grille and roof.

# 1953



## FORD THUNDERBIRD

Designed by Eugene Gregorie, this coupé-spider with a front-mounted engine was produced from 1953 to 1957. Named "T-Bird", it has a steel body and a fiberglass roof with a porthole-shaped side window. The panoramic windshield has the pillar inclined backward, while the rear features a long tail and a short trunk lid. Unlike the Corvette, it communicates comfort rather than sportiness. About 31,780 units were produced.

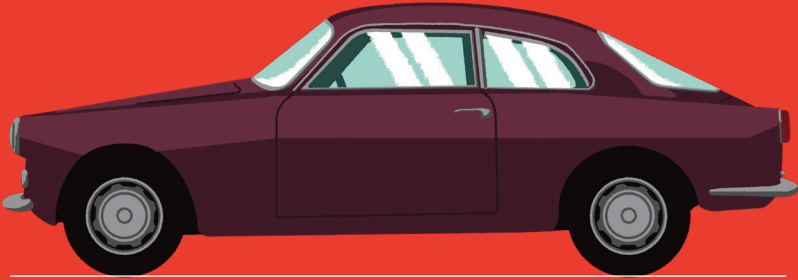
# 1953



## ISO ISETTA 200

Designed by Ermenegildo Preti, this small one-box car with a rear-mounted engine was produced from 1953 to 1956 and until 1962 by the licensee BMW. A microcar, 2.3 meters long, with wheels placed in a trapezoidal shape and a wide, single door opening at the front for easy access from the sidewalk, with the steering wheel articulated and incorporated into the door. The aeronautical-style body features a wide front and a tapered tail.

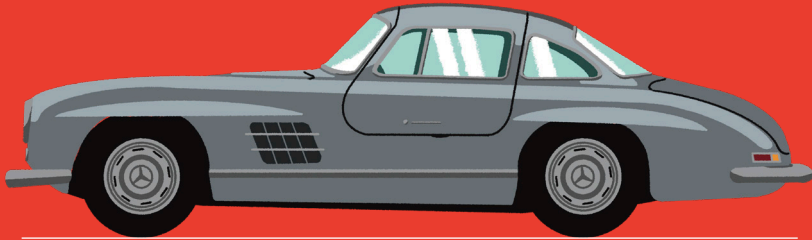
# 1954



## ALFA ROMEO GIULIETTA SPRINT COUPÉ

Designed by Franco Scaglione (Bertone), this coupé with a longitudinal front-mounted engine was produced from 1954 to 1968. A sports car, preceding the sedan by a year, it has a short wheelbase and an essential stylistic line. The front part is emphasized by the characteristic chrome Alfa Romeo grille with the bumper shaped for the first time, while the very low rear has a wide rear window and a hint of a fin incorporating the taillights.

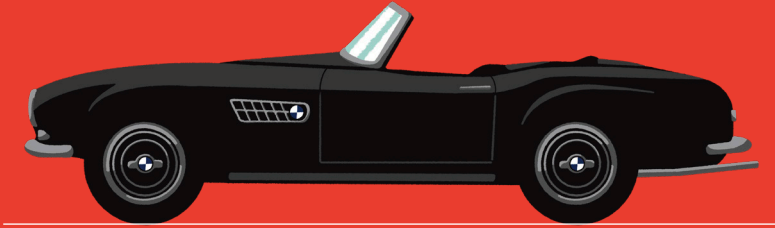
# 1954



## MERCEDES-BENZ 300 SL COUPÉ

Designed by Karl Wilfert, this coupé with a front-mounted engine was produced from 1954 to 1957. The car body is characterized by the gull-wing doors required by the tubular trellis frame structure surrounding the entire car, by the long “whiskers” above the wheel arches, and by the large air outlet on the side. The rear is low and the trunk is usable only for storing the spare wheel. About 1,400 units were produced.

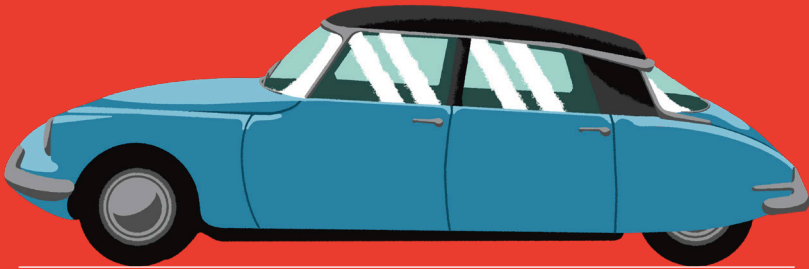
# 1955



## BMW 507

Designed by Albrecht Graf Goertz, this spider with a front-mounted engine was produced from 1955 to 1959. A car in which the stylistic part outclasses the technical part: the aluminum body is supported by a ladder frame and has a dynamic development that makes it appear in motion even when it is not. The air outlets on the sides become the strongest detail, which would be revived on the BMW Z3 of 1995. About 250 units were produced.

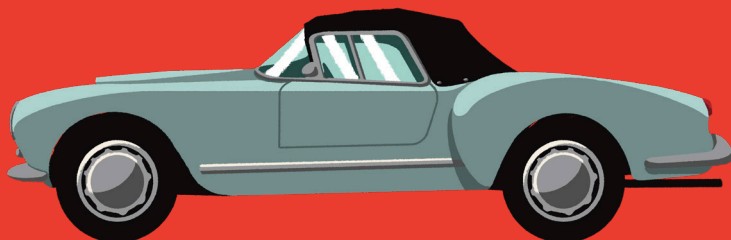
# 1955



## CITROËN DS 19

Designed by Flaminio Bertoni, this two-box sedan with a front-mounted engine was produced from 1955 to 1975. It is characterized by a long, flat, and tapered nose, called "shark-like" (a cetaceo), lacking a grille, and by a very tapered tail, peculiar for being much narrower than the front, where the roof and bumpers connect directly via the rear window, determining an unprecedented two-box line. More than one million units were produced.

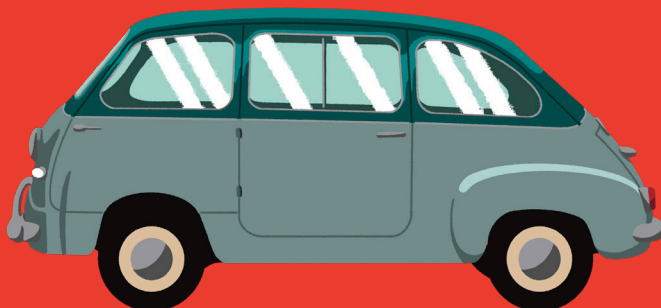
# 1955



## **LANCIA AURELIA B 24 “AMERICA”**

Designed by Pininfarina, this spider with a front-mounted engine was produced in 1955. The progenitor of all modern Italian-style spiders, it is influenced by some American stylistic references, such as the very inclined panoramic windshield outlined by a chrome profile. It has elegant lines and proportion in masses with soft connections in the flank underscored by the musculature of the rear fender. About 240 units were produced.

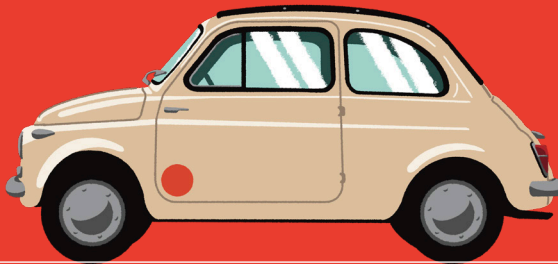
# 1956



## FIAT 600 MULTIPLA

Designed by Dante Giacosa, this one-box car with a rear-mounted engine was produced from 1956 to 1969. Derived from the Fiat 600, it has a load-bearing body and an integral car body—that is, with a flat nose, cabin moved forward, and a teardrop shape. The front is almost vertical, the tail is low, and the rear window is very inclined. The flank is marked by the barely hinted fender motif and by a flow with soft lines devoid of sharp edges.

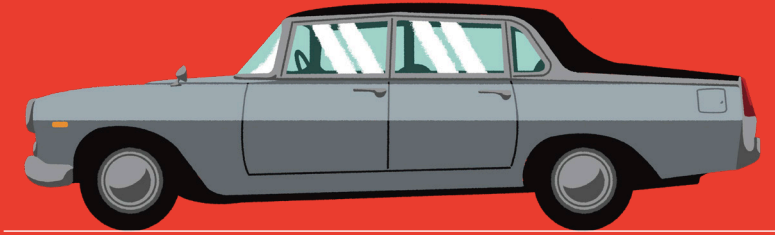
# 1957



## FIAT NUOVA 500

Designed by Dante Giacosa, this two-box car with a rear-mounted engine was produced from 1957 to 1977. Characterized by the soft and compact forms of the car body, it has a greenhouse where small windows are perfectly inserted into the body line. It is an example of rationalization in sheet metal cutting and the reuse of scraps for the creation of doors and sides. More than 4 million units were produced.

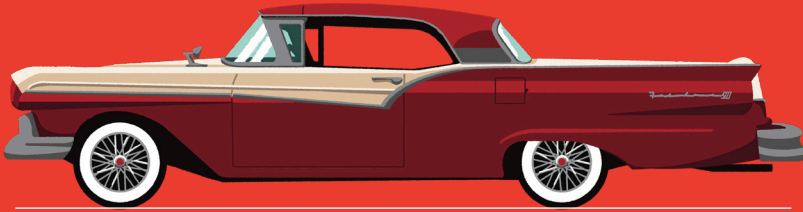
# 1957



## LANCIA FLAMINIA

Designed by Antonio Fessia (Pininfarina), this three-box sedan with a front-mounted engine was produced from 1957 to 1964. It represents the Italian style, known for sobriety and fluidity of lines. It is precisely the taut lines well-connected to modeled volumes that determine a flank cut horizontally by barely hinted rear fins which are concluded by vertical taillights. About 2,690 units were produced.

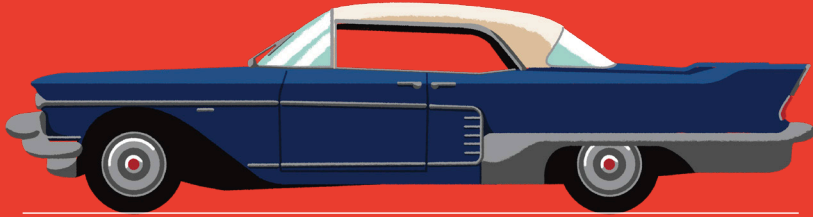
# 1957



## **FORD FAIRLANE 500 “SKYLINER”**

Designed by Gilbert Spear and Harley Coop, this two-seater retractable hardtop with a front-mounted engine was produced from 1957 to 1959. This “full-size car” features a chassis and body made of steel and is characterized by the electrically operated retractable roof of very large dimensions, which determines a very low and long line enriched by friezes and chrome. About 48,390 units were produced.

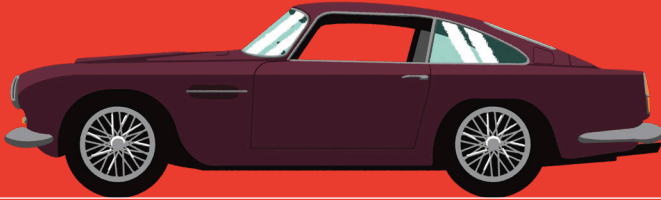
# 1957



## CADILLAC ELDORADO BROUGHAM

Designed by Harley Earl, this sedan with a front-mounted engine was produced from 1957 to 1958. A four-door car with central opening, featuring a very low line, it has a panoramic windshield with pillars inclined backward, while the absence of the central B-pillar ensures good visibility and clean lines. The front and rear bumpers include conspicuous chrome overriders ("Dagmars"). More than 700 units were produced.

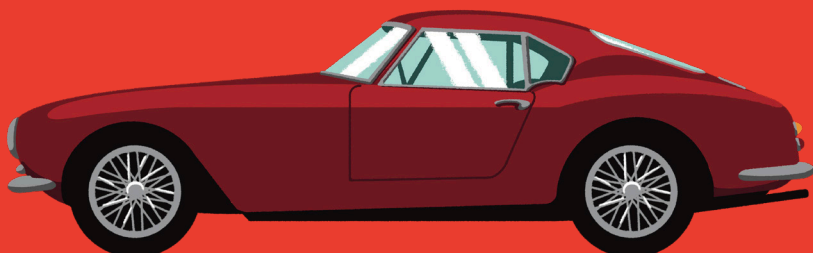
# 1958



## ASTON MARTIN DB 4

Designed by Touring, this coupé with a front-mounted engine was produced from 1958 to 1963. Built on a steel chassis, it features the patented Superleggera bodywork in aluminum panels welded directly onto the frame. It has a typically Italian style in which the front and rear fenders are exalted, forming a taut line that goes on to wrap around the front and rear hoods. About 1,040 units were produced.

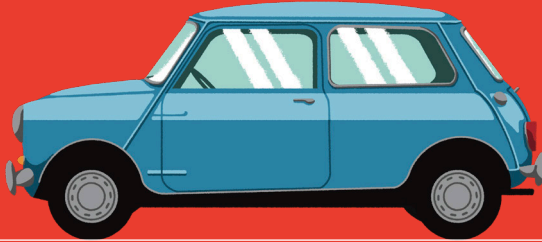
# 1959



## FERRARI 250 GT SWB

Designed by Pininfarina, this berlinetta with a front-mounted engine was produced from 1959 to 1962. Built on a tubular chassis, it has a line starting from a long tapered nose with a large air intake, continuing with a set-back cabin, and ending with a wide rear window with the chrome fuel filler cap at the base. It is characterized on the side by air outlets placed on the fenders behind the front and rear wheels. About 160 units were produced.

# 1959



## MORRIS MINI MINOR

Designed by Alec Issigonis, this two-box sedan with a transverse front-mounted engine was produced from 1959 to 2000. Characterized by structural lightness—even the roof contributes to the rigidity of the steel monocoque—it is one of the first examples of mechanical element packaging. The car is distinguished by small wheels placed at the extreme corners to leave more space for occupants. More than 5 million units were produced.