




ESTABLISHMENT OF DESIGN

What is surprising above all is the breadth and ease of the references, the freedom with which one draws from the repertoires of all cultures. Some pilot sectors trace and suggest the interpenetration between markets: cars and design, mechanics and fashion, technology and objects, and so on. A continuous comparison arises between designers and engineers to make specific technological functions compatible with stylistic requirements.

1960	PIRELLI SKYSCRAPER BY GIO PONTI IN MILAN	
1960	FIAT ABARTH 1000	
1960	ALTERNATOR REPLACING THE DYNAMO	
1960	TEMPERED GLASS FOR ALL WINDOWS	
1960	CHEVROLET CORVAIR	
1960	ECONOMIC BOOM	
1960	FILM "LA DOLCE VITA" BY FELLINI	
1960	BIRTH OF POP ART	
1960	"STATIC", LORENZ (TABLE CLOCK)	
1961	JAGUAR E-TYPE	
1961	"SELECTRIC", IBM (TYPEWRITER)	
1961	"SIXTANT", BRAUN (ELECTRIC SHAVER)	
1961	GOLDEN AGE FOR DESIGN	
1961	FILM BREAKFAST AT TIFFANY'S	
1961	FIRST SALONE DEL MOBILE IN MILAN	
1961	THE BERLIN WALL IS ERECTED	

1960s

1962	STUDEBAKER AVANTI	
1962	"ARCO", FLOS (FLOOR LAMP)	
1962	FERRARI GTO	
1962	ANDY WARHOL PROPOSES "THE SUPER DRESS"	
1962	TRIUMPH SPITFIRE 4 MK1	
1962	BIRTH OF NEOLIBERTY	
1962	ALPINE-RENAULT A 110	
1963	NOBEL PRIZE AWARDED TO GIULIO NATTA	
1963	PORSCHE 911	
1963	MARTIN LUTHER KING, "I HAVE A DREAM"	
1963	CHEVROLET CORVETTE "STING RAY"	
1963	ASSASSINATION OF J.F. KENNEDY IN DALLAS	
1963	FIRST FEMALE ASTRONAUT	
1964	FORD GT 40 MK1	
1964	HALOGEN HEADLIGHTS	
1964	FORD MUSTANG	

ESTABLISHMENT OF DESIGN

1964 MARY QUANT LAUNCHES THE MINISKIRT IN LONDON

1964 LAMBORGHINI 350 GT 

1965 "ALGOL 11", BRIONVEGA (TELEVISION)

1965 "LC4", CASSINA (CHAISE LONGUE)

1965 THE "PILL" HITS THE MARKET

1965 VIETNAM WAR

1965 ANTI-LOCK BRAKING

1965 COLLECTION "MONDRIAN", YVES SAINT LAURENT

1965 BIRTH OF POP DESIGN

1966 LAMBORGHINI MIURA P 400 

1966 PIERRE CARDIN: FUTURISTIC AND SPACE AGE STYLE

1966 MICHELANGELO ANTONIONI FILMS BLOW-UP

1966 ALFA ROMEO 1300 JUNIOR "DUETTO" 

1966 NEW MATERIALS IN HAUTE COUTURE: PACO RABANNE

1967 END OF THE ECONOMIC MIRACLE






1967 "PANTON CHAIR", VITRA

1967 FIRST ATM IN LONDON

1967 NSU RO 80 

1967 FIRST JAPANESE CARS IMPORTED INTO EUROPE

1960s

1967	THE MUSICAL HAIR	
1967	BIRTH OF THE "FIORUCCI" STORE	
1967	FIRST HEART TRANSPLANT	
1967	ALFA ROMEO 33 STRADALE	
1967	FILM BY DAVID LEAN, "DOCTOR ZHIVAGO"	
1968	THE ULM SCHOOL IS CLOSED	
1968	VOLVO P 1800	
1968	STANLEY KUBRICK, "2001: A SPACE ODYSSEY"	
1968	STUDENT PROTESTS	
1968	THE HIPPIE PHENOMENON EXPLODES IN THE USA	
1968	FERRARI 365 GTB/4 "DAYTONA"	
1968	SONY TRINITRON COLOR TV	
1969	THE WOODSTOCK FESTIVAL	
1969	MAN LANDS ON THE MOON	
1969	FERRARI DINO 246 GT	
1969	TESTING OF THE CONCORDE	
1969	FILM BY DENNIS HOPPER, "EASY RIDER"	
1969	PORSCHE 917 K	
1969	"SACCO", ZANOTTA (ARMCHAIR)	

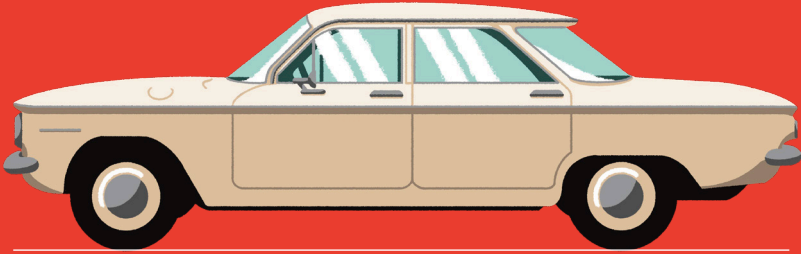
1960



FIAT ABARTH 1000

Designed by Gianni Zagato (Zagato), this coupé with a rear-mounted engine was produced from 1960 to 1961. A small car with rounded shapes, in which detail and essentiality of design are the main actors; the cut of the doors, the low tail with a perfectly integrated dynamic intake, the handles, the rims, and the bumperless nose are the elements that characterize it most. It was awarded the Compasso d'Oro in 1960.

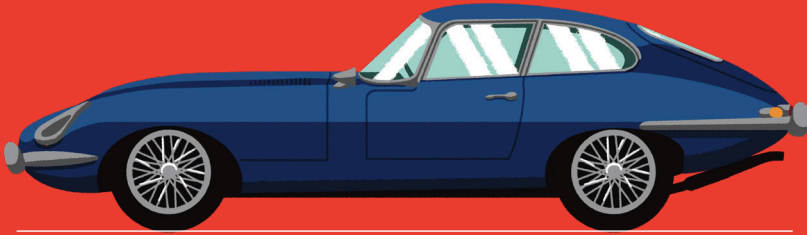
1960



CHEVROLET CORVAIR

Designed by Bill Mitchell, this three-box sedan with a rear-mounted overhanging engine was produced from 1960 to 1970. The shape of the car is determined by a turret-style cabin, a separation line between the sides and the "soap-bar" style windows, and the symmetrical front and rear with four oval lights. It is an example of style that would reciprocally influence American and European taste; see: NSU Prinz (1958) and Fiat 1300 and 1500 (1961).

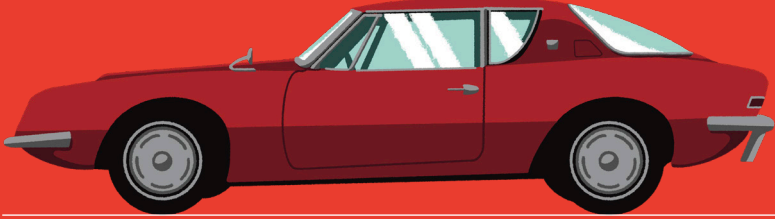
1961



JAGUAR E-TYPE

Designed by Malcolm Sayer, this coupé with a front-mounted engine was produced from 1961 to 1975. The ogive shape echoes the Alfa Romeo Disco Volante of 1952, and is further characterized by a very long engine hood, a set-back cabin with an almost vertical windshield, and a very flattened rear. Details: engine hood louvers and front headlights with aerodynamic covers. More than 72,500 units were produced.

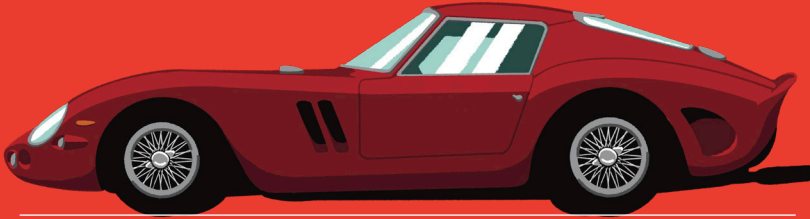
1962



STUDEBAKER AVANTI

Designed by Raymond Loewy, this coupé with a front-mounted engine was produced from 1962 to 1963. The bodywork is made of fiberglass-reinforced polyester and is characterized at the front by the absence of the classic grille in favor of an air intake under the blade bumpers and by two peculiar round headlights, while the rear part has a decidedly soft line with a wrap-around rear window. About 4,640 units were produced.

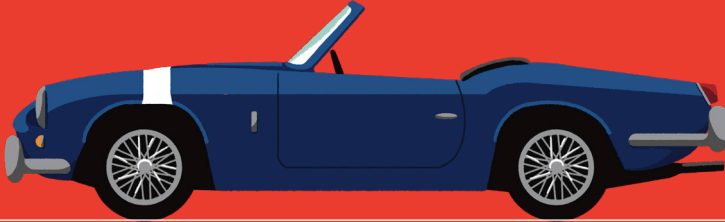
1962



FERRARI 250 GTO

Designed by Sergio Scaglietti, this coupé with a front-mounted engine was produced from 1962 to 1964. Made with an aluminum body, it has a very long nose and faired headlights, all characterized by three semi-oval air intakes. The very set-back cabin determines a Kamm tail and an engine hood with a vast Plexiglass opening. The acronym GTO stands for "Gran Turismo Omologata" (Homologated Grand Tourer) by virtue of the fact that it could be a road car but also homologated for track racing. About 35 units were produced.

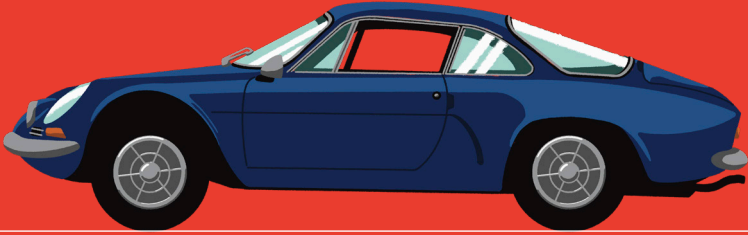
1962



TRIUMPH SPITFIRE 4 MK1

Designed by Giovanni Michelotti, this spider with a front-mounted engine was produced from 1962 to 1964. Built with a chassis separate from the body, it has a very low line with a large enveloping engine hood and is marked by a wedge-like curve on the flank that connects the volumes of the entire car body. This car is an important example of the English and Italian technical/stylistic mix. The 4 MK1 version was produced in about 45,500 units.

1962



ALPINE-RENAULT A 110

Designed by Giovanni Michelotti, this berlinetta with a rear-mounted overhanging engine was produced from 1962 to 1977. Made with a fiberglass and polyester body, agile and light, it has contained dimensions and a low line descending towards the tail. The front features four faired headlights, protruding hinges, and prominent bumper overrides. It established itself in many races, winning the Monte Carlo Rally in 1971. About 7,170 units were produced.

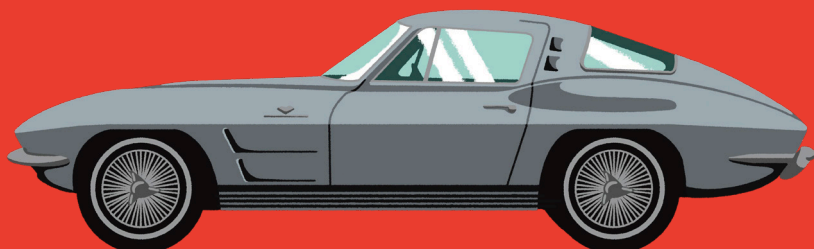
1963



PORSCHE 911

Designed by Ferdinand "Butzi" Porsche, this coupé with a rear-mounted overhanging engine was produced from 1963 to 1998. It has a compact and dynamic car body, emphasized by the classic windshield inclined at only 55° and flat windows, which remained unchanged for 35 years. The roofline embraces the two plastic rear fenders and ends in a very low tapered tail. The front overhang is reduced, conferring better proportions compared to the Porsche 356.

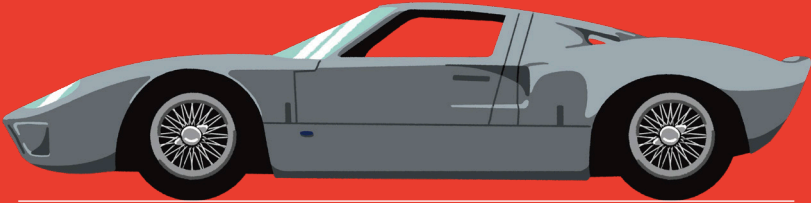
1963



CHEVROLET CORVETTE “STING RAY”

Designed by Bill Mitchell, this coupé with a front-mounted engine was produced from 1963 to 1967. One of the best examples of a “muscle car”, it has a steel chassis and fiberglass body. A car with a rigid roof characterized by the split rear window and the central fuel filler cap occupying the trunk lid, which does not open. The flank has a continuous line dividing it into two parts. In its various versions, it exceeded one million units.

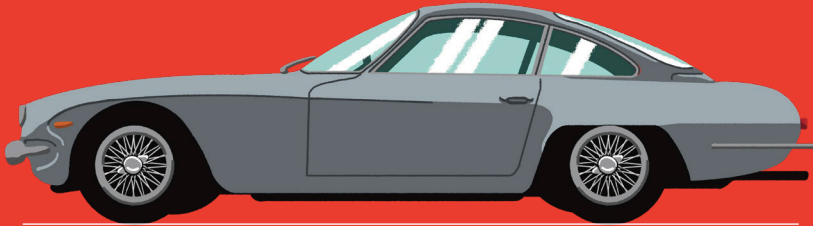
1964



FORD GT40 MK1

Designed by Eric Broadley, this coupé with a rear-mounted engine was produced from 1964 to 1968. Built to compete in races against Ferrari, the car has an aluminum chassis and a particularly low line. The flank features a large air intake and bulbous rear fenders. Among the races won were the 1968 and 1969 editions of Le Mans. Curiosity: the GT40 takes its name from the 40-inch height of the chassis, which made it particularly aerodynamic. About 30 units were produced.

1964



LAMBORGHINI 350 GT

Designed by Touring, this coupé with a front-mounted engine was produced from 1964 to 1968. The 350 GT is the first car produced by Lamborghini in response to Ferrari models. Made with aluminum panels mounted on a metal structure, it has an extremely clean line with rounded shapes and no useless decorations. It features oval headlights, a greenhouse with a large panoramic rear window, and the characteristic Touring line. About 150 units were produced.

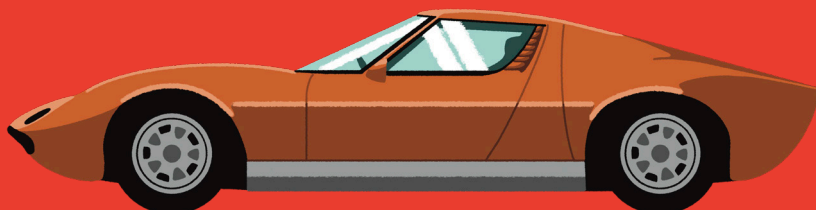
1964



FORD MUSTANG

Designed by Lee Iacocca with Joe Oros, David Ash, Gale Halderman, this coupé with a front-mounted engine was produced from 1964 to 1968. A sports car with an affordable price, it has an integrated body and chassis. Characterized by a low and slender line for American standards, it has a flank marked by a pronounced indentation with long doors, the absence of a central B-pillar, and fake air intakes. More than 2,077,820 units were produced.

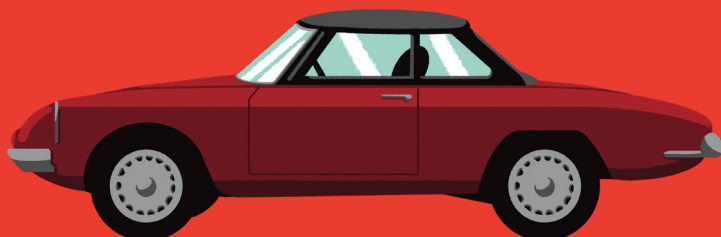
1966



LAMBORGHINI MIURA P 400

Designed by Marcello Gandini (Bertone), this mid-engine coupé was produced from 1966 to 1971. The very low roof profile denotes a dynamic and flattened line, emphasized by the wide front hood where the headlights framed by small black grilles are evident, flowing towards a huge inclined windshield. The tail, distinguished by muscular fenders, concludes with a black louvered rear window. About 800 units were produced.

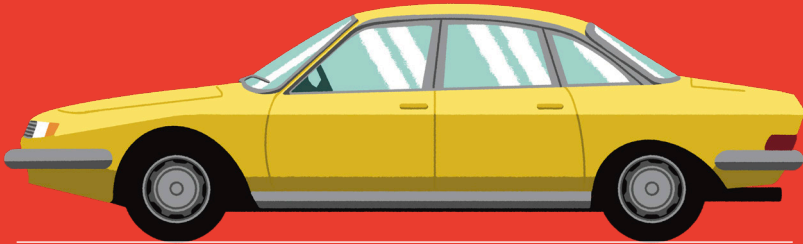
1966



ALFA ROMEO 1300 JUNIOR "DUETTO"

Designed by Aldo Brovarone and Franco Martinengo (Pininfarina), this spider with a front-mounted engine was produced from 1966 to 1994. It is characterized by a lenticular "cuttlebone" plan with a very low beltline with convex sides connecting the front and the tapered tail. Over time, it assumed various unofficial names: Osso di seppia (Cuttlebone), Coda tronca (Kamm tail), Aerodinamica, Spider. About 124,000 units were produced.

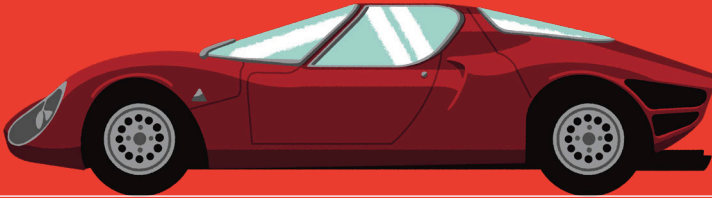
1967



NSU RO 80

Designed by Claus Luthe, this three-box sedan with a front twin-rotor engine was produced from 1967 to 1976. A car ahead of its time: it has a low center of gravity, a wide windshield, and a raised tail. The steel body has a very low beltline for a sedan, and the greenhouse has chrome pillars and window frames, while the rain gutters are recessed into the roof profiles. More than 37,200 units were produced.

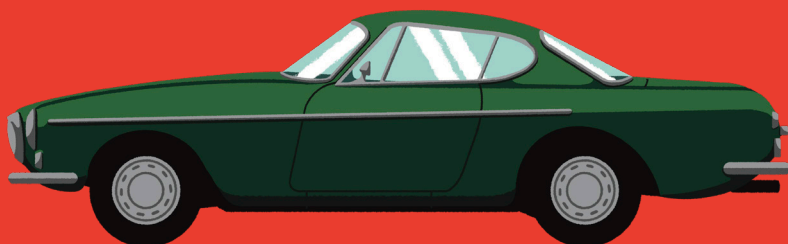
1967



ALFA ROMEO 33 STRADALE

Designed by Franco Scaglione, this two-seater coupé with a rear-mounted engine was produced from 1967 to 1969. Derived from the Tipo 33 racing car, it has a very light chassis made with tubular steel elements and magnesium alloy castings. It features soft lines and large glass surfaces, which are also very curved: it is the first car to have butterfly doors (vertical opening). 18 units were produced.

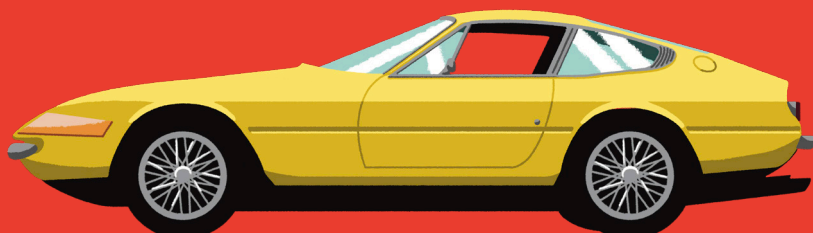
1968



VOLVO P 1800

Designed by Pelle Petterson, this coupé with a front-mounted engine was produced from 1968 to 1973. The P stands for “Personvagn” which means “private car”; it is a vehicle of typically Anglo-Saxon taste. The bodywork, initially proposed in white, red, and dark gray colors, has a low line emphasized by the curved molding running along the flank and by two slight rear fins. More than 47,000 units were produced.

1968



FERRARI 365 GTB/4 “DAYTONA”

Designed by Pininfarina, this berlinetta with a front-mounted engine was produced from 1968 to 1973. It has a tubular steel chassis and bodywork distinguished by a long, enveloping engine hood which encloses the retractable headlights in its front part. The set-back cabin with an oblique pillar ends with a short tail furrowed by a chiseled line inside which the lights are located. About 1,425 units were produced.

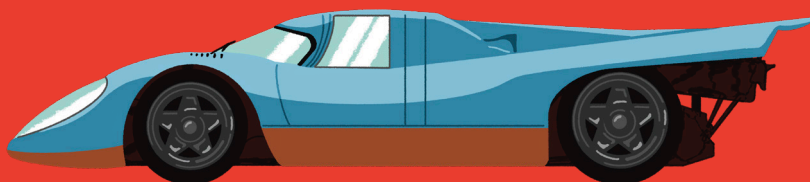
1969



FERRARI DINO 246 GT

Designed by Pininfarina, this berlinetta with a rear-mid engine was produced from 1969 to 1974. The bodywork, which in the first examples made by Scaglietti is alloy, appears as a slender and compact form. The profile of the front fenders, the particularly inclined windshield, and the air intakes on the flanks make it rise to become one of the most interesting examples of 1970s design. More than 2,480 units were produced.

1969









PORSCHE 917 K

Designed by Tony Lapine, this coupé with a rear-mounted engine was produced from 1969 to 1971. Made with polyester panels mounted on an aluminum alloy trellis frame, it has a compact line: the “K” stands for “Kurzheck”, meaning short tail. Its iconic Gulf livery (light blue/orange) was a protagonist together with Steve McQueen in the film “Le Mans” of 1971. The 917K won two 24 Hours of Le Mans (1970 and 1971). About 12 units were produced.

THE SQUARED VOLUMES

As in the fashion sector, when design dresses technology, it must do so by innovating to pursue not only utility but also pleasure, transforming common objects into extraordinary objects, assembling, decorating, or simply changing the intended use while establishing itself, characterizing itself, in a particularly fragmented market with an increasingly balanced aesthetic taste.

1970	OPTICAL FIBERS ARE CREATED	
1970	CITROËN MEHARI	
1970	THE FIRST HOME VIDEOPHONE	
1970	RANGE ROVER	
1970	FIRST PORTABLE ELECTRONIC CALCULATOR	
1970	FIRST ELECTRICALLY HEATED CAR SEAT	
1970	CITROËN SM	
1970	BIRTH OF RADICAL DESIGN	
1971	FIAT 127	
1971	COCO CHANEL DIES	
1971	STANLEY KUBRICK, "A CLOCKWORK ORANGE"	
1971	JUMBO JET FOR PASSENGER TRANSPORT	
1971	LAMBORGHINI COUNTACH	
1971	IMPACT-ABSORBING BUMPERS	
1971	JOE, POLTRONOVA (ARMCHAIR)	
1971	ALFA ROMEO ALFASUD	

1970s

- 1972 "TIZIO", ARTEMIDE (TABLE LAMP)
- 1972 FIRST LIQUID CRYSTAL CALCULATOR
- 1972 THE FIRST VIDEO RECORDER, PHILIPS N1500 VCR
- 1972 FIAT X1/9 
- 1972 15 MILLIONTH VW BEETLE PRODUCED
- 1972 NIXON ANNOUNCES THE "SPACE SHUTTLE" PROGRAM
- 1972 "WATERGATE" SCANDAL BREAKS
- 1972 RENAULT R5 
- 1972 ITALIAN PRÊT-À-PORTER: FIRST SHOWS
- 1973 PABLO PICASSO DIES
- 1973 LANCIA STRATOS HF 
- 1973 FIRST SATELLITE CONCERT: ELVIS PRESLEY
- 1973 FIRST OIL CRISIS
- 1973 WORLD TRADE CENTER INAUGURATED IN NY
- 1974 ELECTRONIC ABS (BOSCH)
- 1974 ELECTRONIC AIRBAG

THE SQUARED VOLUMES

1974	VOLKSWAGEN GOLF	
1974	“JEATABLE”, BIC (RAZOR)	
1974	DIGITAL QUARTZ WATCH	
1974	EMILIO PUCCI: SKI SUIT FOR VERUSCHKA	
1975	AMC PACER	
1975	FIRST FLIGHT OF THE CONCORDE	
1976	MAO ZEDONG DIES	
1977	LAUNCH OF THE CAMERA POLAROID ONESTEP	
1977	THE BEAUBOURG INAUGURATED IN PARIS	
1977	“ET22”, BRAUN (CALCULATOR)	
1977	MARIA CALLAS AND ELVIS PRESLEY DIE	
1977	FIRST COLLECTION BY JEAN-PAUL GAULTIER	
1978	GIANNI VERSACE PRESENTS HIS FIRST COLLECTION	
1978	NOBEL PEACE PRIZE TO TERESA OF CALCUTTA	
1978	ARTIFICIAL INSEMINATION INTRODUCED	
1978	FILM GREASE BY RANDAL KLEISER RELEASED	
1978	“DALLAS”, THE FIRST TELEVISION SOAP OPERA	
1978	“NATHALIE”, FLOU (BED)	
1978	BMW M 1	

1970s

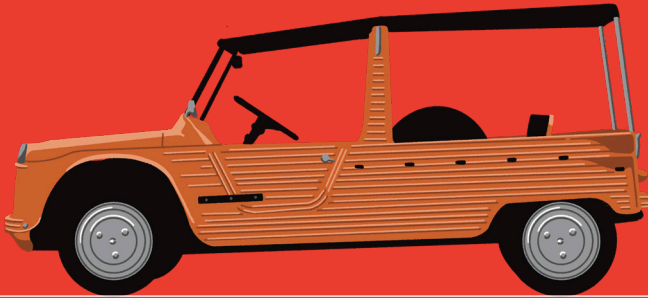
1978 **EXHIBITION “LA CARROZZERIA ITALIANA” IN TURIN**

1978 **FIRST TEST-TUBE BABY IN LONDON**

1978 **AIDS IS CLINICALLY IDENTIFIED**

1979 **SECOND OIL CRISIS**

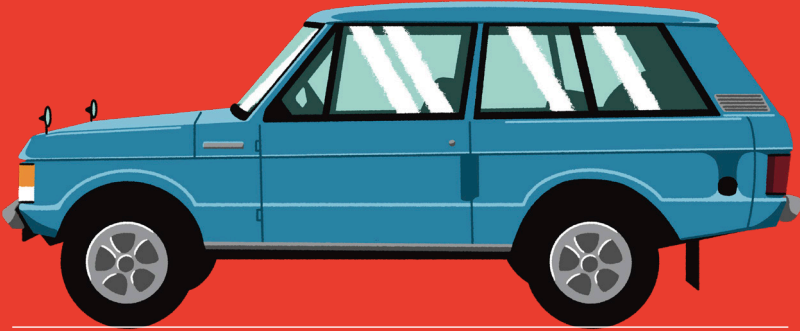
1970



CITROËN MEHARI

Designed by Jean-Louis Barrault, this beach car with a front-mounted engine was produced from 1970 to 1987. The body is made of mass-colored ABS plastic (green, orange, beige) and bolted to the chassis. The line of the car is marked by longitudinal ribs that guarantee rigidity and at the same time a strong identity. An example of simplicity, versatility, and lightness, this car has a removable canvas roof. More than 144,950 units were produced.

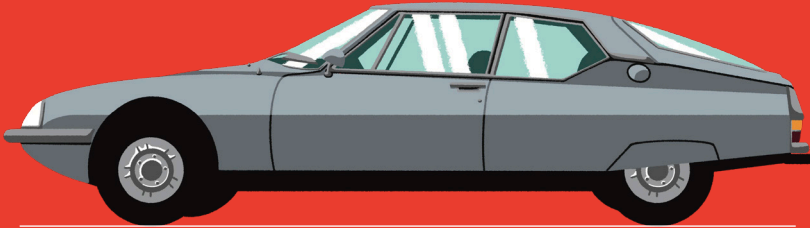
1970



RANGE ROVER

Designed by David Bache, this two-box car with a front-mounted engine was produced from 1970 to 1996. A permanent four-wheel drive vehicle that introduces the concept of the luxury off-roader. It is characterized by two distinct parts: the lower “full” one in sheet metal emphasized by a horizontal groove running from bumper to bumper, and the upper “empty” one distinguished by a large glass surface interspersed with thin pillars.

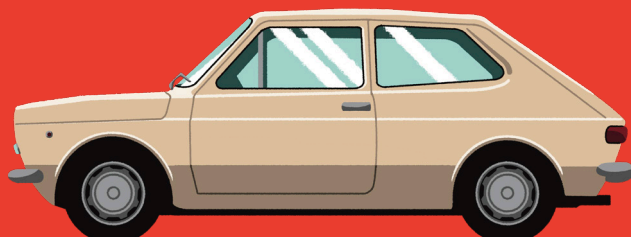
1970



CITROËN SM

Designed by Robert Opron, this two-door 2+2 coupé with a front-mid Maserati engine (SM) was produced from 1970 to 1975. Construction is integrated with a steel body and aluminum hood. The car is characterized by a very low line and an elongated nose that incorporates the headlights into the grille, which is much wider than the tail, which is particularly tapered and marked by a wraparound rear window. About 12,920 units were produced.

1971



FIAT 127

Designed by Pio Manzù, this two-box sedan with a front-mounted engine was produced from 1971 to 1977. The first Fiat two-box small car with front-wheel drive, it has a rectilinear flow of lines; on the flank, the cut of the enveloping engine hood and the angle formed by the profile of the oblique tail with the upward curved trend of the rear window are appreciable. The rectangular headlights and grille give rationality to the whole.

1971



LAMBORGHINI COUNTACH

Designed by Marcello Gandini (Bertone), this mid-engine coupé was produced from 1971 to 1990. A high-performance car and successor to the Miura, it is characterized by the introduction of a detail that became a stylistic signature for Lamborghini: the vertical-opening door. The taut lines of the bodywork confer a strong aggression to the low and wide car body, accentuated by aeronautical-style air intakes.

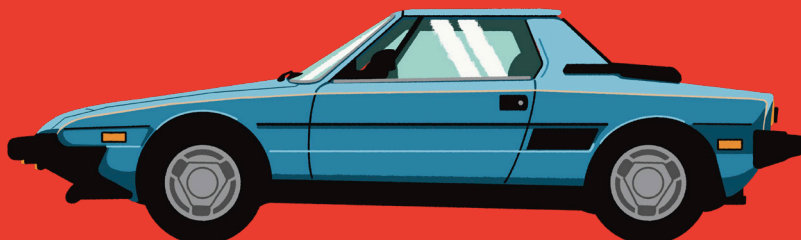
1971



ALFA ROMEO ALFASUD

Designed by Giorgetto Giugiaro, this two-box sedan with a front-mounted overhanging engine was produced from 1971 to 1983. Presented at the 1971 Turin Motor Show, a forerunner of the Kamm tail line for medium compact cars, it has a very inclined windshield and a slender hood. The high cut-off tail is emphasized by a large inclined rear window, while the flank is furrowed by a straight groove that makes it more dynamic.

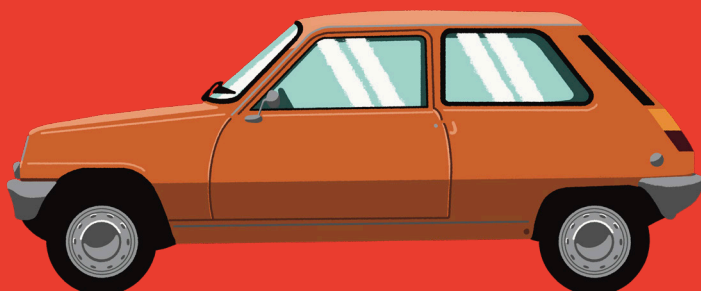
1972



FIAT X1/9

Designed by Ercole Spada (Bertone), this three-box car with a transverse mid-rear engine was produced from 1972 to 1989. The classic trait of a “targa” car, with a black vinyl roof, is emphasized by a wedge-shaped car body dictated by sharp edges and taut lines which, together with the inclined and wide rear pillar, determine its dynamism. The very low front features retractable headlights and a thin bumper concluding it.

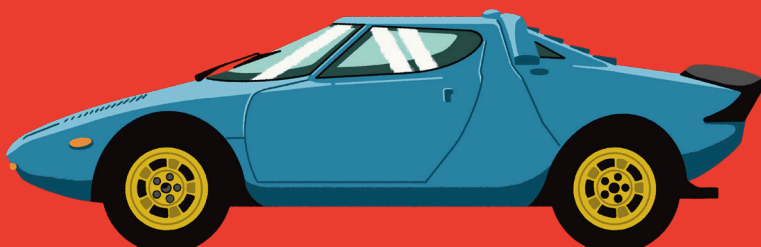
1972



RENAULT R5

Designed by Michel Boué, this two-box car with a front-mounted engine was produced from 1972 to 1983. It introduces innovative stylistic concepts for a two-door car, later copied by other manufacturers: two-box body with a slanted tail and large rear hatch, integrated plastic bumpers (first example in Europe), reduced front and rear overhangs, and a rectilinear grille with rectangular headlights.

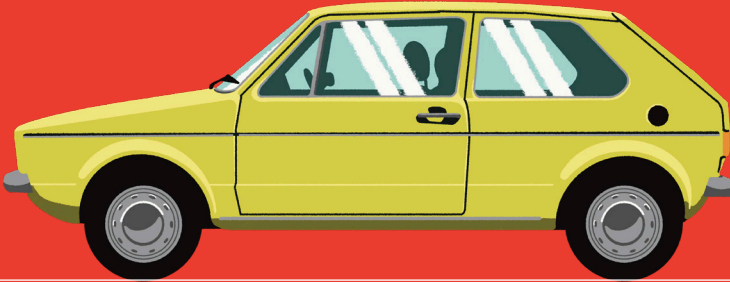
1973



LANCIA STRATOS HF

Designed by Marcello Gandini (Bertone), this two-seater mid-engine coupé was produced from 1973 to 1980. It has a fiberglass and steel body and chassis, and a wide, wraparound windshield. It is characterized by large front and rear hoods that incorporate the four fenders and by the widespread use of matte black moldings, as well as the rear window with horizontal slats. About 500 units were produced.

1974



VOLKSWAGEN GOLF

Designed by Giorgetto Giugiaro, this two-box sedan with a front-mounted engine was produced from 1974 to 1984. Replacement for the Beetle, it gathers the new concepts of the middle-class car, such as: truncated tail, rear hatch, front-wheel drive. It has squared lines, a sloping engine hood, and simplicity in both the grille and the rear. For the first time, finishes and trim are matte black. About 6 million units were produced.

1975



AMC PACER

Designed by Richard Teague, this two-box sedan with a front-mounted engine was produced from 1975 to 1980. An American car with an unusual capsule architecture: it is very compact in length and immensely wide (1.96 m). It has an aerodynamic wedge line with ample glass area and panoramic rear windows; all details such as handles, moldings, and front and rear lighting clusters are perfectly flush with the bodywork.

1978



BMW M1

Designed by Giorgetto Giugiaro, this two-seater mid-engine berlinetta was produced from 1978 to 1980. Built with a tubular steel chassis and fiberglass body, it takes inspiration from the BMW Turbo Concept designed in 1972 by Paul Bracq. The line has a wedge profile and a particularly thin front, while the car body is very low, as is the center of gravity. More than 450 units were produced.