



## Vignale and Michelotti: two prominent figures of the Italian style.

The second volume of ASI series celebrates those two important protagonists.

According to its policy of divulging the knowledge about the prominent figures of the Italian car style, ASI has published the second volume of the series "I maestri del design e della progettazione" (Masters of design and styling), named "Vignale con Michelotti designer", through the new born ASI Service Srl.

The book is dedicated to two persons who, working in a symbiosis maybe impossible to recreate, manufactured hundreds of wonderful and innovative cars, with a "sartorial" philosophy hard to imitate.

Whoever wanted a customized car, based on a Maserati, Ferrari, Fiat or Lancia chassis, knew that in a body shop in Torino they would have manufactured a unique piece of art, designed by Giovanni Michelotti and created by Alfredo Vignale, with his taste and creative ability.

Carrozzeria Vignale was born in 1946 in Turin and was held by its founder until 1969, when the charges for manpower appeared to be too high for a small coachbuilder and he was forced to sell it to Mr. De Tomaso.

Vignale learned the basis of his art in Farina factory. He started his activity creating a significant number of Cisitalia, before cooperating with Ferrari. He manufactured several "barchetta" on Ferrari chassis, and those cars won the Mille Miglia in 1951, 1952 and 1953, driven by Villoresi, Bracco e Marzotto.

Vignale dressed up 156 Ferrari; Giovanni Agnelli was his customer, together with crowned heads, people of the jet-set, of finance and industry and of the star system as well. After Cisitalia and Ferrari, he worked on chassis made by Fiat, Lancia, Alfa Romeo, Osca and Maserati.

Among the most famous cars produced, it is important to remember Lancia Appia and Flavia Convertibile, Maserati Sebring and Mexico and the little Fiat 500 Gamine.

The cooperation between Vignale and Michelotti went to an end when Vignale moved to another city, Grugliasco, and Michelotti opened his own design office.

All this story is told by the nephew, Mr. Alfredo Zanellato Vignale, in ASI's volume, a book rich of pictures and memories and completed with 25 paintings by the author himself, who portrayed the wonderful cars ideated by his uncle. With such a book, ASI contributes to keep alive the memory of important men of the past, which otherwise would be dimmed by the dust of time. This book is written in both English and Italian. The cost is € 15 plus the mail expenses, that can vary from country to country.

If you are interested in buying it, please contact **ASI Service Srl**

Address: ASI SERVICE srl – Villa Rey – Str. Val San Martino Sup. 27 – 10131 – Torino

Mail: [asiservice@open.legalmail.it](mailto:asiservice@open.legalmail.it)

Fax: 011/8197753