

EDITALIA AND FERRARI AT FRANKFURT BOOK FAIR FOR THE FIRST TIME

From 12 to 16 October, the Gruppo Istituto Poligrafico e Zecca dello Stato company will present its editorial and artistic works produced for Ferrari and its initiatives for the international market

From 12 to 16 October 2011, **Editalia** will be attending the **Frankfurt Book Fair** for the first time, where it will present the works it has produced **under exclusive license from Ferrari**. **The Maranello-based automotive company**, one of the finest exponents of creative and manufacturing excellence in the automotive field, **chose Editalia**, one of the most prominent names in the area of luxury publications and art multiples, to **create unique** limited edition and certified **works**.

The German cultural event, one of the most important at international level, will be an opportunity to **expose this extraordinary collection to new markets**, with the aim of **involving new operators** in the international publishing sector and **making them an integral part of an artistic project that, in the space of a few years, has established itself in both Italy and Europe**.

The partnership between Ferrari and Editalia was launched in 2007 in order to celebrate Ferrari's 60th anniversary. That year, Editalia produced **"Ferrari, sixty years, sixty symbols"**, 60 enamel reproductions and litho-chalcographical prints dedicated to the most thrilling and significant moments in the history of the "cavallino rampante" between 1947 and 2007. The **enamels were applied to the baton used during the "Ferrari 60 Relay" car relay race, a round-the-world journey on four wheels to celebrate the sixtieth anniversary of Maranello**.

Following the great success of this initiative, **Ferrari signed an exclusive international licensing agreement with Editalia in the area of luxury publications and art multiples (the first contract of its kind to be signed by the Maranello company)**, which led to the production of **"Campioni del Mondo - Uomini e Motori" ("World Champions - Men and Motors")**, a work that celebrates the 15 Ferrari Formula One world champion drivers and 16 Formula One world constructors championships won by Ferrari, consisting of an **Art book edited by Gianni Rogliatti**, doyen of Italian journalism, and a **collector's set of 31 enamels and 31 prints**. Rogliatti's work is the **only Art Book in the world dedicated to Ferrari's F1 triumphs**: it contains **never-before published photos** from the Maranello archive as well as **original anecdotes**.

The exclusive works produced by Editalia will include 1:18 scale sculptures of two historic automobiles, created with the lost wax casting technique in rolled bronze palladium:

- **Ferrari 365 GTB4 "Daytona"**, legendary automobile designed by Pininfarina (now a cult object and collector's item), just 120 examples of which were produced for the Italian market
- **"Enzo Ferrari"**, the 399 numbered and certified examples of which were "sold out" during the ordering phase, and of which a **copy is permanently exhibited at the Galleria Ferrari at Maranello**.

The “prototypes” of both sculptures went under the hammer at Sotheby’s (in 2009 and 2010 respectively) during the traditional international appointment dedicated to collectors of vintage cars and Ferrari memorabilia, showing how **Editalia products have become cult objects for Ferrari enthusiasts the world over.**

The innovative concept behind these products has also proved popular in the Middle East. For a number of years now Editalia has been present at the **Ferrari Store in Dubai**, one of the biggest in the world, and **has developed art products to mark the opening of the Abu Dhabi Ferrari Park**, such as the **1:43 scale F10 sculpture** in rolled bronze, **chosen by Ferrari as an exclusive gift** for the highly elite guests invited to the **Evening at the Races**, the first official event organised by Maranello at the park (attended by the **Formula 1 team in its entirety and the Ferrari management**), **or the prints depicting historic images produced with the carbon printing technique:** Alberto Ascari in the Ferrari 375 at Indianapolis in 1952; Froilan Gonzalez in the Ferrari 375 F1 winning the British GP in 1951; the Scuderia Ferrari garage in 1932; Mike Hawthorn driving the Ferrari 246 F1 during the Argentinean Grand Prix in 1958; the cover of the 1949 Ferrari Year Book.

Participation at the Frankfurt Book Fair is confirmation of the **international prestige of the Editalia/Ferrari project** and above all represents an **excellent opportunity for new partners.** **The exclusive agreement between Maranello and the Gruppo Istituto Poligrafico e Zecca dello Stato company** will make it possible to **target new markets with extremely high quality products** in terms of quality and creative originality: **one of the finest examples of “Made in Italy”.**