

NOVEMBER 1966
PRICE 75c



Esquire

THE MAGAZINE FOR MEN

**"I have known
for 16 years
his courage,
his wisdom,
his tact,
his persuasion,
his judgment, and
his leadership."**

©



Homage to Pininfarina

by Diana Bartley

The preeminent automobile designer.

Most of the world's cars show evidence of his work



Pininfarina. Giovanni Battista Giuseppe "Pinin" Farina that was, until 1960 when the President of Italy added to his other Italian and foreign honors by issuing a rare decree allowing him to consolidate his nickname with his surname. Then Battista Pininfarina until he died last April at seventy-one. The name, something like "Baberuth," was important to him. He was a nearly unschooled but greatly gifted Italian peasant boy; he became an important industrialist and the dominant automobile designer in the world. He was proud of his roots in the Piedmontese countryside southeast of Turin and proud of the accomplishments that made him famous. For more than twenty years, beginning in 1908 when he was thirteen, he worked for, then with, two of his nine older brothers, their Stabilimenti Farina having become one of the great Italian coachbuilders long before Pininfarina left it to establish his own company in 1930. When automobiles became the mass transit of the Western world, specialized coachbuilding died in all countries except Italy. The Italian coachbuilders survived because they taught themselves engineering and built factories where heavy-industry, assembly-line and handcrafting methods were mixed. Pininfarina was the first to do these things and more: he conceived the idea of building smaller custom cars with all-steel unitary bodies in limited series, and he devised good design solutions for mass-production problems and thereby gained the confidence and cooperation of large manufacturers. Perhaps most important of all, he combined his artisan's training, technological know-how and business experience with the intuitive creative gifts that permit a man to design a car like his 1946 Cisitalia, shown here. Fast, low, lightweight, good-handling, with its superbly harmonious all-of-a-piece, flawlessly proportioned body, the Cisitalia was a masterpiece. Though only a thousand or so were built, it was probably the single most influential car of the last twenty years, the beginning of "the Italian line," some elements of which can be seen in perhaps three-fourths of the cars in the world today. And it is one of the reasons that the Pininfarina Carrozzeria is the most famous coachbuilding company in the world today.



1946 Cisitalia Berlinetta (two views)