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The Essence of Ferrari

Unfolded

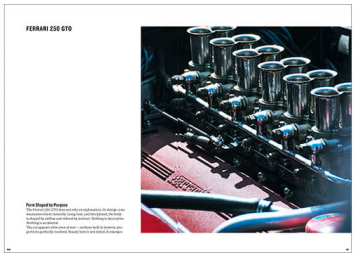
Arianna Previtera

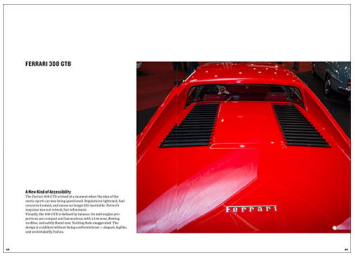
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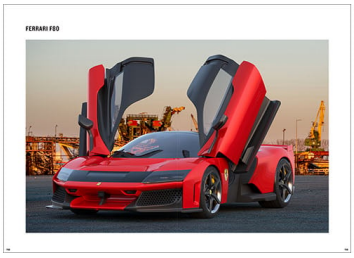
- Beautifully illustrated book with plenty of photos and drawings of the brand's most iconic cars
- Part of the highly popular *The Essence of* series
- Perfect for anyone interested in the luxury car brands and looking for an easy and accessible way to dive into the history, and models

Few marques command the same reverence as Ferrari — a symbol of Italian artistry, innovation, and unrelenting pursuit of excellence. Since Enzo Ferrari founded the brand in 1947, the Prancing Horse has stood not just for performance, but for a way of life defined by style, emotion, and craftsmanship. ***The Essence of Ferrari Unfolded*** celebrates this spirit in all its forms — from the sculpted curves of the 250 GTO and LaFerrari to the precision engineering that turns mechanical movement into poetry. Through breathtaking photography and insightful storytelling, the book explores the DNA of Ferrari: design, speed, sound, and the people who live for them. It delves into the creative worlds of designers, drivers, engineers, and dreamers, capturing how Ferrari continues to merge technology and beauty in perfect harmony. Beyond the racetrack, the book unfolds Ferrari's cultural impact — from haute couture collaborations and architectural icons to its influence on film, art, and design.

Arianna Previtera grew up in the heart of Maranello, where the sound of engines was part of everyday life. Her father dedicated his entire career to Ferrari, and from an early age she spent countless hours inside the factory that shaped her imagination. Today, Arianna brings those memories and insights to life in *The Essence of Ferrari: Unfolded* — a personal and passionate exploration of the brand's soul, seen through the eyes of someone who quite literally grew up among the Prancing Horses.







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