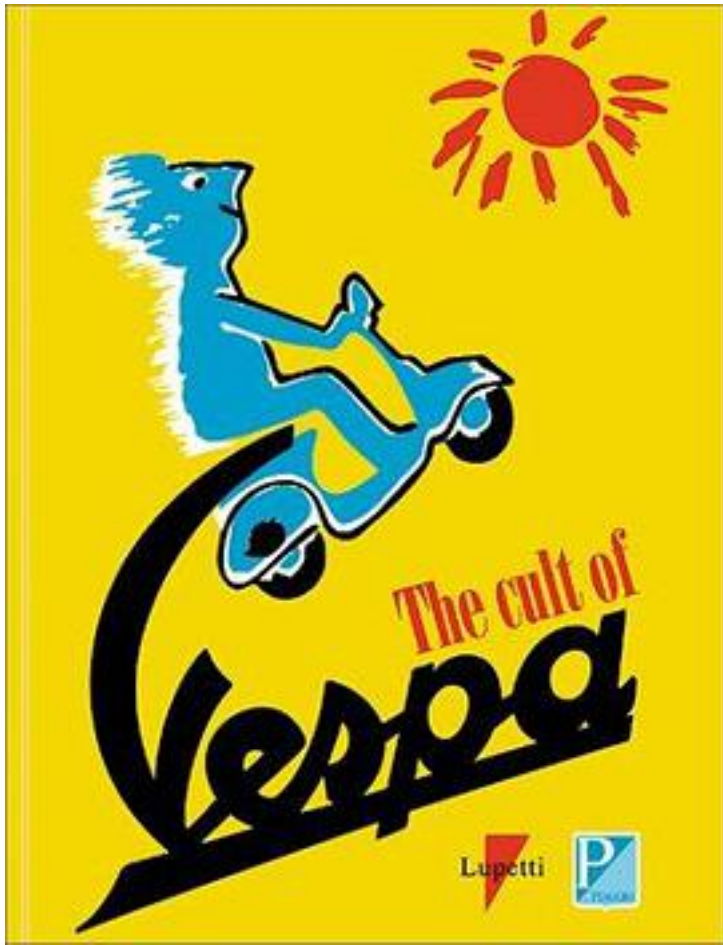


Cult Of Vespa



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著者:Umberto Eco

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Here is the entertaining history about the most successful 'cult-scooter' Vespa in its 50th anniversary. Not many products reach the goal of a fifty-year-life-span. The 50 years of Vespa are even more striking if one considers the condition and the period in

which it came to existence. Many post-war inventions were forgotten when income rose and life standard improved. But Vespa instead, developed from a utility vehicle, into an international success, a 'cult-object', which has given rise to the creation of associations and collector's guilds world-wide. Text by Umberto Eco, Omar Calabrese, Lina Wertmuller, Francois Burkhardt, Maurizio Bertini, and many other celebrities.

English/Italian

作者介绍:

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