

LANCIA 2007.



READY, ACTION.

AFTER ONE HUNDRED YEARS OF HISTORY, THE SHOW GOES ON.

The projector is running.

A light slices through the darkness. The dream factory is on its way,
lighting up our consciousness and our imagination. Feelings, memories, fears, loves, passions.

Emotions.

As they unfold before us, they fill our minds. At the cinema as in our cars. They travel together,
because behind a great story there is always a great car.

More than a hundred years of cinema. More than a hundred years of Lancia. More than a hundred years of elegance and character. Together.



TWO THOUSAND AND SEVEN

JANUARY



FEBRUARY



LA DOLCE VITA

"Marcello... vieni... Marcello... come here."

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED							
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED			

TWOTHOUSANDANDSEVEN

MARCH  APRIL



WEST SIDE STORY

"Then we'll find a place where nothing can get to us; not one of them, not anything."

THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT							
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON								

TWOTHOUSANDANDSEVEN

MAY  JUNE



MANHATTAN

"You look so beautiful I can hardly keep my eyes on the meter."

TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT

TWO THOUSAND AND SEVEN

JULY  AUGUST



A CLOCKWORK ORANGE

"We filled around for a while, with other travellers of the night, playing hogs of the road."

SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI

TWOTHOUSANDANDSEVEN

SEPTEMBER

SEPTEMBER



OCTOBER



SINGING IN THE RAIN

"I'm laughing at clouds. So dark up above. The sun's in my heart, and I'm ready for love."

SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED

TWOTHOUSANDANDSEVEN

NOVEMBER NOVEMBER LANCIA DECEMBER DECEMBER



PSYCHO
"I'm looking for a private island."

THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON

TWOTHOUSANDANDEIGHT

JANUARY



FEBRUARY



BACK TO THE FUTURE

"Roads? Where we're going, we don't need roads."

TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI SAT SUN MON TUE WED THU FRI

FULVIO BONAVIA

More than a conventional photographer, Fulvio Bonavia can be considered a creator of images. The style of his work is the product of his past as a graphic designer and hyper-realistic illustrator in a career that ranged from packaging design to illustrating film posters.

As he handles post-production of his photos himself this means he can personalise them and ensure they have his own artistic touch from start to finish.

Working continuously with major advertising agencies from all over the world has meant he has had to divide his time between Milan and New York, and in recent years he has received several international awards, among which: Communication Arts, Photo District News, International Photography Award, Art Directors Club Italiano, Europe's Premier Creative Awards, Luerzer's Archive Best Photographers, American Photography.

Last year his work on the 2006 Lancia Calendar took first prize in the calendar section of the International Photography Award in the USA.



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