

IN MEMORIAM

GIORGIO NADA

PUBLISHER OF MANY IMPORTANT WORKS ON FERRARI

GIORGIO NADA 1943-2020

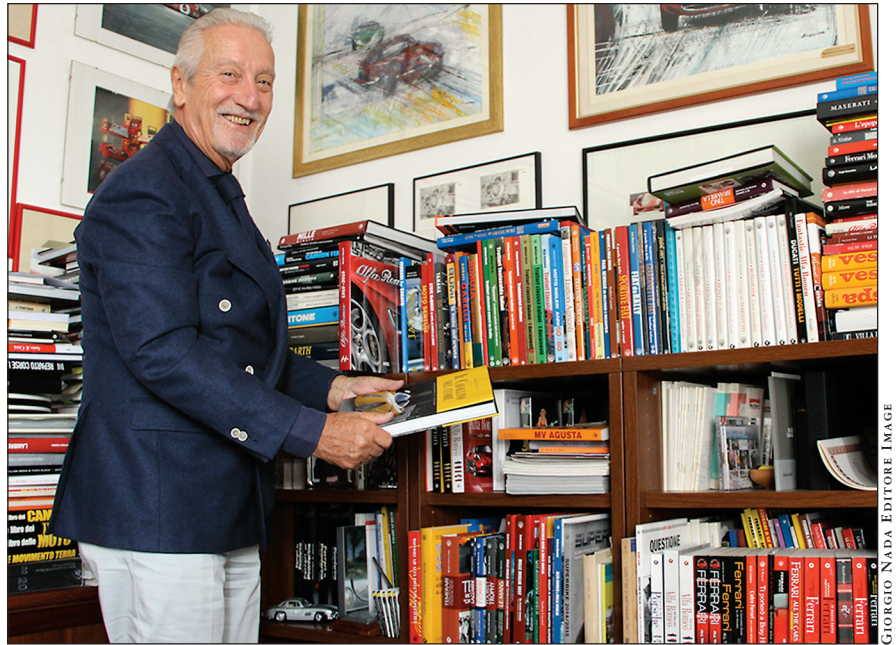
A REMEMBRANCE BY
FRANCO LOMBARDI & STAFF

Getting back in Italy from my first stay in the States - I was doing research work in 1971/73 at the Law School of the University of Wisconsin, Madison - I heard for the first time of Giorgio Nada and the Libreria dell'Automobile, where he had recently moved the local Automobile Club bookstore. Visiting that fabulous shop quickly became a must for all the Italian enthusiasts and collectors - the tall, elegant, and well-mannered Giorgio and his wife Silvia were almost always there ready to inform their readers about classic, sports and historic car literature.

For all of us he quickly became not only a highly respected professional advisor on what was available on the international book market, but also an invaluable friend with whom to exchange ideas and talk about books, magazines, cars, motorbikes and personages of "our" world.

Not only was Giorgio, born in Alba (in Piedmont) but soon becoming a real Milanese, a highly documented insider in terms of editorial matters, but he was an intelligent and witty person always ready to share his knowledge and his opinions in a charming and humorous way.

In any case, it was soon clear that selling books and specialized magazines (Cavallino, for example) was quickly becoming a too limited an area for such a strong personality. In 1977, Giorgio did his next, important step, becoming a publisher. **Moto Guzzi** by Mario Colombo, and **Isotta Fraschini** by Angelo Tito Anselmi were the two initial efforts by the Editrice Libreria dell'Automobile, both setting an undisputed mark in terms of research and editorial quality.



GIORGIO NADA EDITORE IMAGE

Giorgio Nada, "at home" with automotive books, books, and more books.

Ten years later it was time to separate the publishing and retail sides of the business by founding the Giorgio Nada Editore. Last year, Giorgio proudly told me that together with his sons Sergio and Stefano, both working with him in the family enterprises with Silvia and his editorial manager Leonardo Acerbi, they discovered having published over 1000 titles, including mostly original titles (sometimes published in bilingual Italian-English editions), plus several translations of important automotive works (such as Antoine Prunet's **Ferrari - Le Granturismo**).

Over 40 books published by his GNE Company covered the Ferrari arena, including the various editions of **Ferrari 1947/97 - The Official Book**, by Gianni Cancellieri and Karl Ludvigsen, **Ferrari by Vignale**, by Marcel Massini, **Ferrari by Zagato**, by Michele Marchianò, **Ferrari l'Unico**, by Gino Rancati, **Ferrari Tipo 166, Freccie Rosse - le Ferrari alla Mille Miglia**, by Giannino Marzotto and Sergio Cassano, **Forghieri on Ferrari 1947 to the Present**, by Mauro Forghieri and Daniele Buzzonetti, **Il Cav-**

allino nel Cuore, by Leonardo Fioravanti, **Ferrari V12 1965-1973 Guida All'Identificazione (275/330/365)**, by Keith Blue- mel, **Ferrari, The Golden Years**, by Leonardo Acerbi and **Ferrari Rex**, by Luca Dal Monte, just to mention some of his most relevant titles.

His relationship with Maranello could easily offer room for another book, with the usual ups and downs that living professionally close to Ferrari might present, another perfect example of his capacity of handling business at his best, even under difficult circumstances... but this should not surprise Cavallino's most enlightened readers.

Worth mentioning is that his activity covered the publication of various magazines and house organs too, including between 1988 and 1998, **La Manovella**, the important monthly of the ASI, the Italian historic club federation. Again, "surviving" for ten years through such a task does require skill, experience and bravura...

Talking of which, I should mention here our long discussions starting in 1984

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1000+ AUTOMOTIVE TITLES & 40+ ON FERRARI - AND ALL GOOD ONES

about my project to give life to what would have been the first independent classic car magazine in Italy. Giorgio's answer to my first approach was "I'll tell you why it wouldn't work." Nevertheless, we kept talking about that project for several months while he offered a wealth of precious tips about what to do and what should not be done... That project did not materialize, but our meetings examining that project strengthened our long friendship and soon led to a set of life-long discussions about my project of a book on the in-line Ferrari sports cars - a somewhat less travelled road in Ferrari literature.

I started to work on that project in 1985, with several interviews to the various personages (technicians, managers, drivers) active with the team and the Factory in 1951-1957, including Lampredi, Ugolini and Bazzi. A trip in the States in that summer put me in touch with the first generation of Ferrari experts, starting with Joel Finn, Peter Sachs, Dick Merritt, Ed Niles, and Stan Novak. Since the beginning of our talks with reference to my Ferrari in Linea project and while I kept researching the field, Giorgio put the accent on the need of tracing and obtaining the necessary photographic support: "Franco, in the future no major research book could be done without access to good photographic archives!" As a matter of fact, this was a further area into which he moved quickly, first with the acquisition of the **Style Auto** magazine archive, then the **Archivio Sorlini**, and recently, with the **Franco Villani Collection**.

Later, in 2007, Giorgio decided that to insure the necessary strength to his publisher activity, a 50% joint venture with one of the mayor Italian publishing companies, Giunti Editore, was the next necessary step, fully preserving nevertheless the direction of his activities.

When Giorgio Nada succumbed to the Covid virus on 16 May, more than a publisher, I have lost a great friend.



GIORGIO NADA EDITORE IMAGES

FROM HIS STAFF:

Those of us who worked with him, or rather lived with him on a daily basis for over many years within the publishing company and elsewhere, can still see him



clearly, sitting at his desk, finalizing a contract, balancing the books or talking (frequently with the firmness of the businessman, but always with the elegance and cordiality of a true gentleman) to authors, to journalists and the many others who joined him in his office over the years, firstly in the centre of Milan and then at Vimodrone, the firm's current home.

We often too sat in front of that desk and enjoyed a privileged front row vantage point as we gradually got to know a man driven by an authentic passion for and dedication to his work, a man who loved debate and discussion, ever ready to listen and willing to give a green light to a venture that had immediately convinced him, or to pursue a book the "market" would perhaps struggle to digest but which he liked and was determined to publish.

In looking back at these episodes we have attempted to reconstruct a human, professional and entrepreneurial story that is destined to continue, its mission being to follow in the prolific footsteps of the founder. This we believe will be the most authentic way of paying tribute to our Editore, our Publisher.