



2016 Ferrari Myth Page 03 Mar



2016 Ferrari Myth Page 04 Apr

# Mark your holidays this year on Ferrari calendars

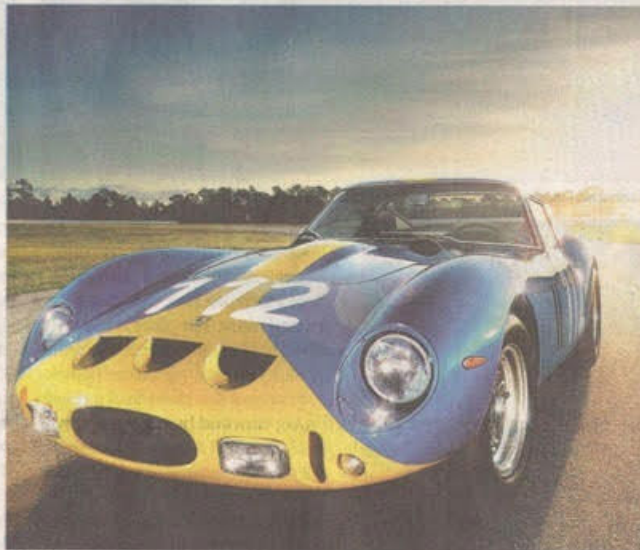
BY OUR CORRESPONDENT

With Ferrari's second position finish in the 2015 Formula One season only just beginning to fade from memory, the release of the official Ferrari calendars is meant to ensure that this does not happen.

The two calendars feature photographs by Gunther Raupp, who has been lauded as one of the foremost automobile photographers in the world. Ever since the first edition of the calendar found acclaim, Raupp has shot pictures for all the 32 editions. With his excellence in the art, the images manage to invoke a sense of the excitement and thrill of the previous season.

The two calendars are the Ferrari Myth 2016, which is a limited edition annual calendar, and the Scuderia Ferrari calendar. The Ferrari Myth features twelve 50x70 portrait pages, with images of present and historical Gran Turismo and racing cars printed on the very fine 250g art paper. With a circulation limited to 5000 numbered pieces, the calendar also has a sense of exclusivity, which makes it sought by the most ardent Ferrari aficionados.

The Scuderia Ferrari calendar features the most capti-



2016 Ferrari Myth Page 01 Jan

ivating images of the previous season, printed in landscape across 12 monthly pages. With an overview page detailing the season's performance, the calendar manages to chronicle the season in its entirety.

"I fell in love with Ferrari when I was a boy of twelve. And when I grew up I realized my dream and bought a Ferrari Dino 246 Spider. Recently, it is the 32nd Ferrari calendar I have shot for and this continues in a consecutive never-interrupted series. And now I am happy to see them available in India, a

*"I fell in love with Ferrari when I was a boy of twelve. And when I grew up I realized my dream and bought a Ferrari Dino 246 Spider. Recently, it is the 32nd Ferrari calendar I have shot for and this continues in a consecutive never-interrupted series."*

country I love for its dynamic" was how Raupp described the excitement which he feels towards his work, while also evincing his elation at his work being made available to the Indian audience. Also being made available in India is the official Fer-



2016 Ferrari Myth Page 06 Jun

rari book, called the "Ferrari Bible", which traces the history of the car-maker in Formula one racing. Being the only constructor to feature in every one of the 64 Formula One seasons to date, the history of Ferrari in the competition also serves con-

comitantly as a history of the competition.

The Ferrari Bible comprises of images taken by Gunther Raupp, and features his most impressive work, with the selection having been curated by Raupp himself. Along with the release of a coffee table book on carmaker Pininfarina, automobile connoisseurs would find themselves spoiled for choice.

The books and calendars are being made available in India by the web portal, the luxecafe, which has claims to being a major supplier of luxury goods in India. The

work of Gunther Raupp is being made available by the collaboration which the luxe café has managed to form with the photographer. "I am very pleased about the partnership with The Luxe Café, it is the same passion for the extraordinary, the same sense for exclusive design and creative visions" was how the artist described the collaboration with the luxe café.

Alongside the calendars and books, the web portal also makes available in India art prints from the oeuvre of Raupp.