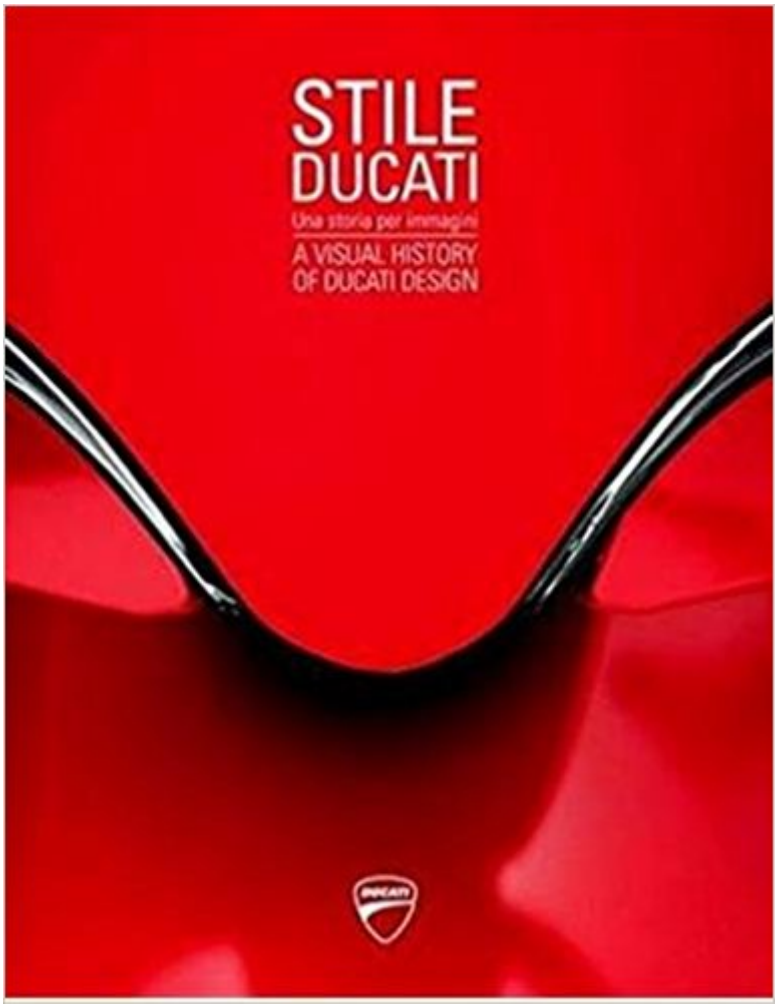
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Stile Ducati: A Visual History Of Ducati Design



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Synopsis

A company born almost by chance but always steered by passion and love. Â 2016 is not like other years: it actually coincides with the ninetieth anniversary of Ducati, founded on July 4, 1926, almost as a dream, thanks to the will of the three brothers, Adriano, Bruno, and Marcello Cavalieri Ducati, supported by their father, Antonio. It is fitting to define Ducatiâ ™s history as a dream, because the adventure began in a dark laboratory in the center of Bologna, in Via Collegio di Spagna 7, when the workforce consisted of just two workers and a secretary. Probably not even the Ducati brothers could have imagined what would one day become. Two employees at the small laboratory became almost 1200 in 1936, and the company grew in overwhelming fashion. Â If we look back and think of that small condenser built by two workers in 1926, we are amazed and can truly see how compelling and fascinating the story of this company is.

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