

# CLASSIC DRIVER

## The Pirelli calendar - 50 years old and not getting tired

### Lead

Thanks to modern technology, it's unlikely you still use a calendar for its original purpose: checking the date. Perhaps it makes more sense, then, to have 50 years-worth of Pirelli calendars condensed into a coffee-table book, allowing your guests to pore over five decades of tasteful nudity...

### Too risky to publish



The legendary Pirelli calendar – which sees female models-of-the-moment shot by in-vogue photographers of the era – reached its 50th birthday last year. To celebrate, the Taschen publishing house will this August release a ‘retrospective’ coffee-table book, which represents a visual greatest hits of the famously exclusive calendar. Alongside provocative images that include the likes of Sophia Loren, Laetitia Casta and Gisele Bündchen, the book also offers behind-the-scenes photos, the unpublished 1963 calendar, and a selection of ‘censored’ images deemed too risky by the editors of the time.

*Photos: Taschen*

### Gallery













































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