

# CLASSIC DRIVER

## [Join Gestalten's launch party for "The Italians" in LA](#)

### Lead

The wonders of Italian car architecture will be enjoyed in the City of Angels as publishers of the successful book 'The Italians - Beautiful Machines', Gestalten are set to host an intimate gathering on December 6th. Here's what you can expect to see...



It's no secret, Italy is the homeland of "La Bella Macchina". Whether we're lusting over 1950s Lancias, or mesmerised by the lines of a Miura, it's almost impossible to deny the lasting effect Italian car design has had on individuals, rivals, and culture as a whole.

There are die-hard Tifosi stretching all corners of the earth, but there are few places that celebrate car culture quite like Los Angeles. It's a melting pot of genres, styles and history, culminating in a rich and diverse community of car lovers, who are treated to some fantastic driving roads along the way. Therefore, the sun-kissed backdrop of LA, and more specifically La Brea Avenue is the ideal place for [Gestalten](#) to host an aperitivo-filled evening that commemorates Italian design masters and a chance to pick up their new book for yourself.



Hosted in collaboration with 'outfitters of the restless', [Aether](#), their flagship store looks to be the perfect spot for an intimate gathering. As the sun starts to dip into the Pacific, 7pm will make way for festivities to begin, where we have no doubt conversation will delve deep into the craftsmanship and artistry of vintage Italian automobiles, with excerpts from [Gestalten's book providing plenty of information should anyone need it](#). We've also heard rumours that there'll be a surprise Italian classic or two that will make an appearance on the evening, something we are very intrigued to see!



The key take-away from the book is the exploration into how Italian car design has been at the centre of technology, culture, and creativity, with designers like Pininfarina, Zagato, Bertone, Giugiaro, Gandini, and Ghia influencing international car designs and brands for decades.

If you're looking for the perfect opportunity to don your finest Valentino and enjoy a slice of Italy under the bright lights of LA, this is one event not to be missed. The Italians event will take place on December 6th, from 7pm-9pm at Aether's flagship store. For more details, [click here](#), and to [RSVP, email rsvp@aetherapparel.com](mailto:rsvp@aetherapparel.com)

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*Opening image by Mark Fagelson*

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