HISTORY OF FIAT (THE)

Director(s): Mimmo CALOPRESTI

A story of "families": The story of the Agnelli family and that of one of the largest car companies in the world are one and the same. Just like the city of Turin has identified itself for many decades with one of its largest factories. And then, there is the other "family": the workers who contributed to build this "miracle of the entrepreneurial spirit". Through the eyes of these two families, the film recounts a century of industrial history, from the "kingdom" conceived by its founder, Giovanni Agnelli to the Fiat of "total quality" and "general robotization" of the 90s, via the "workers' community" of the 1970s.
The film exists in a 52 min version and in the original 70 min version ("Tutto era Fiat")

Categorie(s): Society & Human Interest
Tag(s): History, world headlines

Producer(s): RAI, ARTE FRANCE, POINT DU JOUR
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Rights:

Support(s): SD - Beta SP

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