

# Basic Detail Report

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## Leopoldo Pirelli and Gianni Agnelli

### Date

1969-1979

### Medium

gelatin silver print

### Description

Leopoldo Pirelli was an Italian businessman. He was the president of Pirelli from 1965 to 1996, and he was elected vice-president of Confindustria in 1974. Giovanni "Gianni" Agnelli, also known as L'Avvocato ("The Lawyer"), was an influential Italian industrialist and principal shareholder of Fiat. As the head of Fiat, he controlled 4.4% of Italy's GDP, 3.1% of its industrial workforce, and 16.5% of its industrial investment in research. He was the richest man in modern Italian history. As a public figure, Agnelli was also known world-wide for his impeccable, slightly eccentric fashion sense, which has influenced both Italian and international men's fashion.

### Dimensions

Overall: 21.1 x 30.2 cm (8 2/8 x 11 7/8 in.)