

superflow

Product Preview

Limited Collection – Book 01
8C Competizione

super

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DRIVING
INTO

LEGACY
THE FUTURE



About

Us

ABOUT

SUPERFLOW

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About

Superflow is an independent publishing house dedicated to transportation design. Building on a commitment to editorial excellence, critical research, and visual quality, it explores the culture, history, and contemporary frames of mobility.

Each volume offers fresh perspectives on the people, ideas, and objects that have shaped transportation design, combining authoritative content with refined graphic design and high production standards.

Published in limited editions, Superflow's books are created for designers, collectors, and enthusiasts seeking thoughtful and enduring publications.

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Limited Collection

Book 01

ALFA
8C

ROMEO
COMPETIZIONE

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8C

Book 01

8C Competizione: the untold story

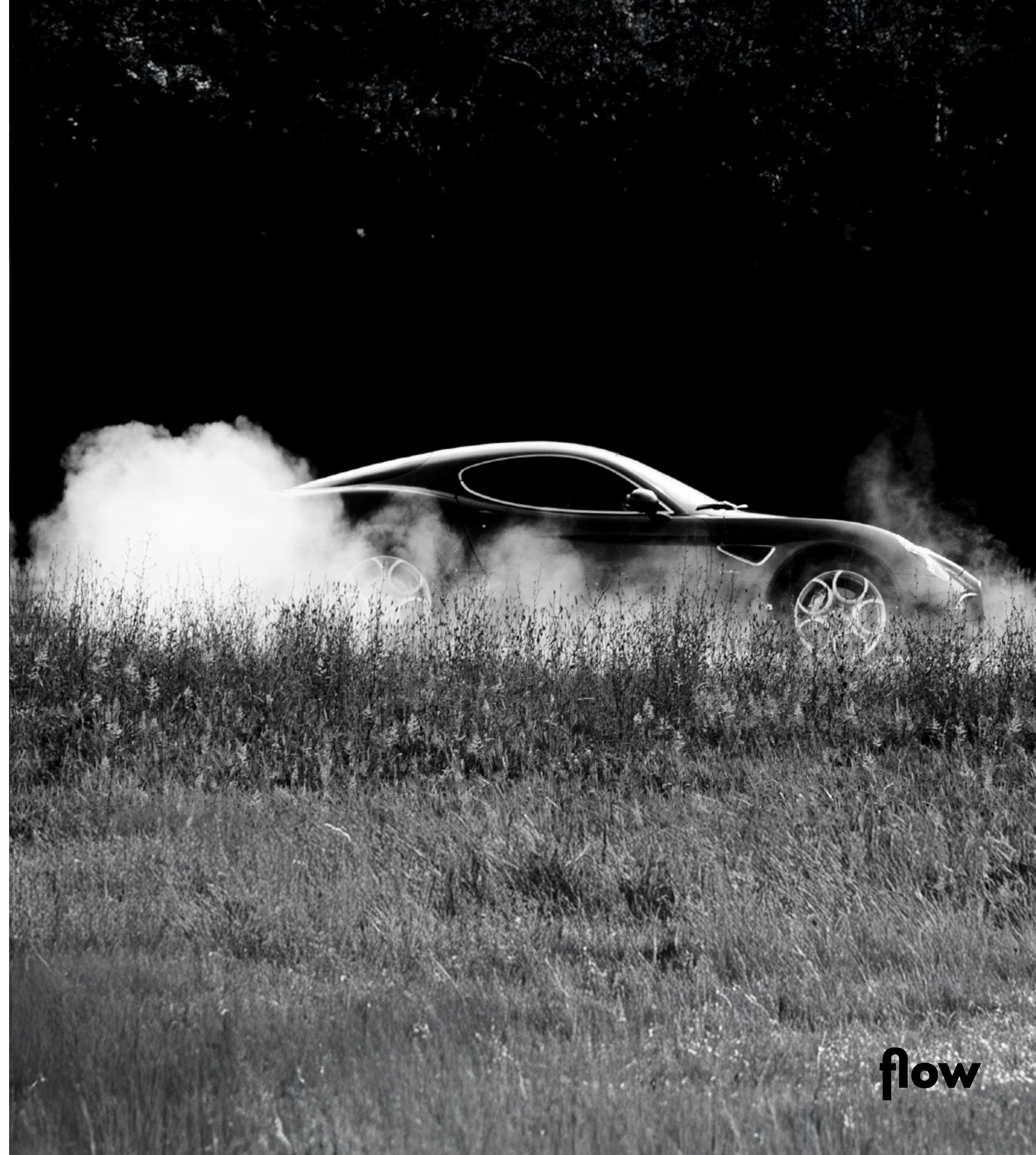
The editorial debut of Superflow is a book dedicated to the Alfa Romeo car that, in recent history, has best embodied the brand's sporting heritage.

An in-depth exploration of the engineering and vision behind the **8C Competizione**, this exclusive volume unfolds with a unique narrative, enriched by firsthand accounts from key figures involved in the project, alongside **previously unpublished images and testimonials**.

Written by **Daniele Gaglione**, with exclusive contributions from individuals who played a pivotal role in the creation of the 8C Competizione, and enhanced by rare archival material, the book stands as a definitive tribute to this iconic automobile.

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PRELIMINARY TABLE OF CONTENTS*

Preserving the editorial approach which was the hallmark of Superflow, this book offers an in-depth exploration of every aspect of the Alfa Romeo 8C Competizione, with particular emphasis on its conception, design, and engineering phases, leading up to its official presentation and commercial release.

- I. Genesis**
The approach of the Centro Stile Alfa Romeo people in shaping the “sportività evoluta” concept car.
- II. The Brand Context**
An overview of Alfa Romeo’s brand strategy during the development of the 8C Competizione.
- III. Development and Production**
Design phases, technical innovations, prototypes and series engineering.
- IV. Communication and Sales**
Marketing strategies and the role of brand ambassadors in promoting the 8C.
- V. One-Offs and Special Editions**
Limited editions and concept cars based on the 8C, such as the Pandion and Disco Volante.

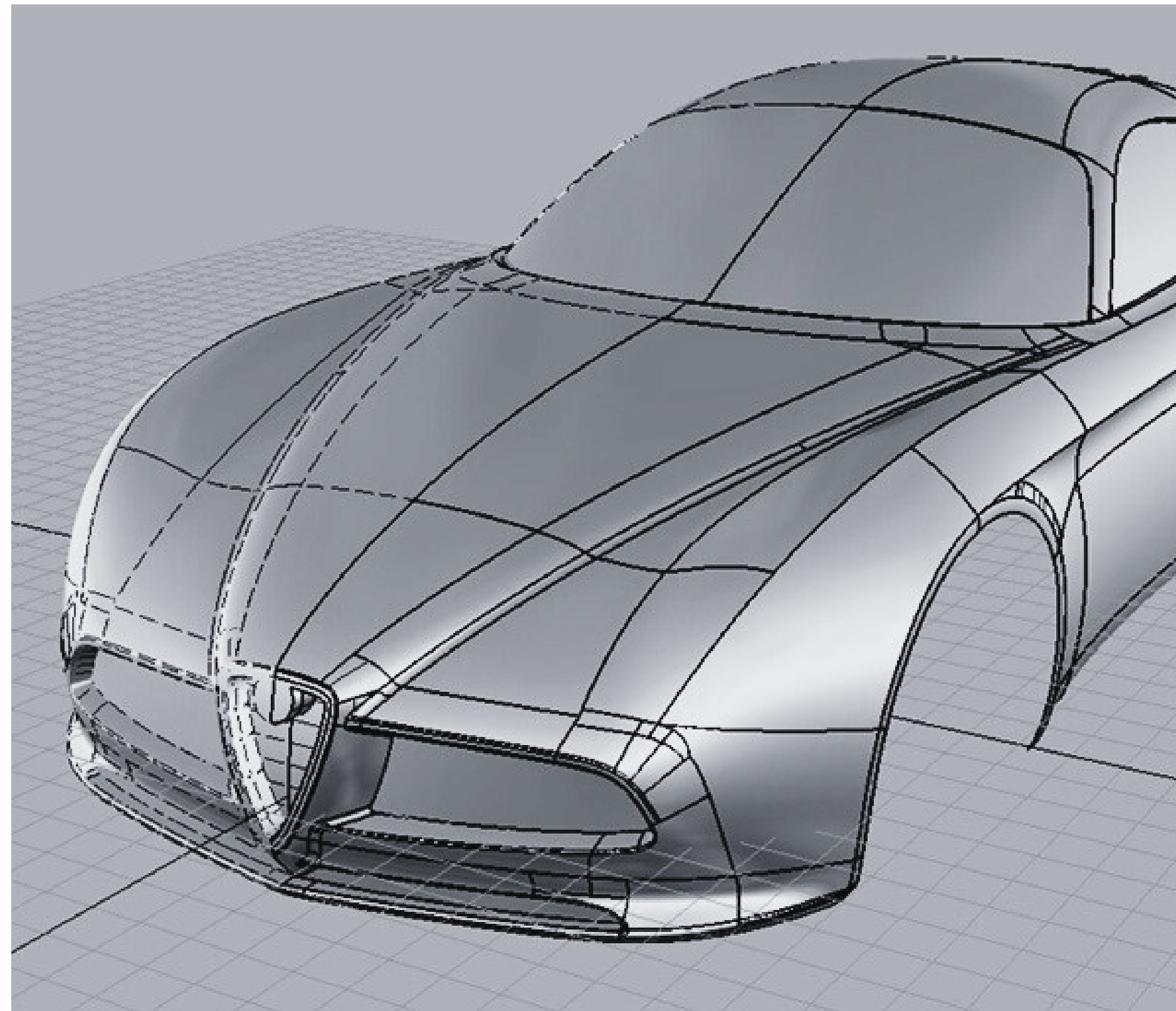
* This doesn’t reflect the book index, which is still pending definition to date

8C



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Book 01



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8C

Book 01

BOOK

DETAILS

Language: two editions in Italian and English

Closed format: 300 x 320 mm

Open format: 600 x 320 mm

Length: 348 pages

Paper: 170 gsm, matte coated

Cover: Hardcover

Personalization: Available for 8C owners: contact us for details

For more information: info@edizioni37.it

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