FAREWELL TO A PHOTOGRAPHER
FRANCESCO SCAVULLO

MY LIFE WITH MUSSOLINI
A CHILDHOOD MEMOIR

FERRARI’S FANATIC FANS
“I knew there would be no cure for my affliction,” says 42 year-old Paul Gilpatrick of Denver, Colorado, as he recalls the day he slid behind the wheel of his first Ferrari—a red 308 GTS—and pressed his foot to the accelerator. “I was officially diagnosed with the Ferrari disease.”

“It is a disease,” agrees Eduardo Menasce, 59, from Rye, New York. Menasce has owned 25 Ferraris over the last ten years. “My son was born with it, too,” he says cheerfully. “He has the disease worse than me.”
Emmanuel Lupe, marketing director for JMB, a Ferrari GT racing team, confides, “There is a special name for them: tifosi.” Translated from Italian, the word means “fans,” but to the automobile cognoscenti, tifosi refers exclusively to men and women with an obsession for all things Ferrari—the cars, the racing teams, the legendary Enzo Ferrari himself.

Given the media frenzy that surrounds Ferrari’s phenomenal and photogenic Formula One team (see sidebar), and a recent upswing in sales of Ferrari cars in the U.S., public attention is riveted on Ferrari—and bound to spill over to its fanatical followers.

Gilpatrick, a Denver-based webservice entrepreneur, is chairman of the board and past president of the Ferrari Club of America (FCA). A nonprofit organization made up of 4,800 members divided into clubs spread across sixteen regions of the United States, Canada and Mexico. The FCA organizes a variety of trips and track events for members, most of whom own at least one Ferrari they enjoy racing.

Regional branches of the FCA also host a full calendar of Ferrari-related activities. Gilpatrick’s FCA-Rocky Mountain Region holds an annual Fall Pasta Potluck dinner and celebrates Enzo Ferrari’s birthday each February 12. The FCA-Empire State Region (New York), to which Eduardo Menasce belongs, organizes a fundraiser for the Make-a-Wish Foundation, and throws a Formula One party—hosted at a Long Island Ferrari dealership—that rivals any Super Bowl bash, complete with big screen TV, snacks, drinks and 100 of the club members’ Ferraris parked out front.

Local FCAs also serve as something of a support group for those who suffer from the Ferrari disease.

“We rescheduled our son’s wedding when it conflicted with a Ferrari event,” confesses Bob Coates, 59, of Staten Island, New York. Coates is the regional director of the FCA-Empire State Region and has been an FCA officer for 15 years.

“I’ve owned 100 Ferraris,” declares 74 year-old Benny Caiola, a note of defiance in his voice. Caiola owns a NYC construction company and belongs to the FCA-Empire State Region.

“I spent one week without sleep,” admits Menasce, as he remembers the excitement he felt when he ordered his first Ferrari in 1994.

The disease struck Menasce very early. “It was in my DNA,” he says. “I was born with it” in Argentina, home of the late fabled Grand Prix racing champion, Juan Manuel Fangio. Menasce, president of a telecommunications company in NYC, founded the Ferrari Club of Argentina.

Coates, owner of a New Jersey-based steel wire manufacturing company, caught the disease in his youth. “When we were kids growing up in Brooklyn in the early 1960s, me and my girlfriend used to walk down to the piers on Furman Street and watch the boats unload Ferraris. I remember the two of us pressing our noses through the cyclone fence to get a look at those beautiful cars. I said to her, ’Wouldn’t it be great to own one of
A Tifoso Photo Journal.

A few highlights from Paul Gilpatrick’s October 2003 “dream trip” to Mugello and Maranello, Italy.

Below: Me, Pietro Innocenti, Rick Race (FCA President), my wife Theresa and Alberto Fraticelli. Pietro and Alberto, Ferrari S.p.A. executives, showed us around the Mugello track and posed here with us in front of a Ferrari “transporter,” one of the many vehicles that carry the racing and Formula One cars and equipment from event to event.

Above: The Formula 1 team, Michael Schumacher, Rubens Barrichello, Luca Badoer and Felipe Massa wave to the crowd after finishing a smoky, flaming burnout exhibition lap around the Mugello circuit.

Right: Part of Ferrari’s F1 team takes a farewell lap around the track. The team is made up of close to 600 people – designers, engineers, marketers, mechanics and other support members – as well as the four F1 drivers.

A few last thoughts… a trip to Italy will push you over the edge with the Ferrari Disease. Italian lifestyle has such fervency and Ferrari personifies it with the cars, the racing, the man, the legacy – these embody the best of Italy.

Above: My wife Theresa and me in front of Enzo Ferrari’s home – hallowed ground for tifosi. The house is built right on the factory and racetrack property in Maranello because Enzo loved living amid all the hubbub of car production and Formula 1 preparations. His personal effects are still in place, just as he left them when he died.

ALL PHOTOS ON THIS PAGE BY PAUL GILPATRICK
those?” He and the girl, Caryn, have been married for 39 years and now own two Ferraris.

“Ferrari doesn’t manufacture cars,” asserts Menasce. “Ferrari manufactures passion.”

And of course, while it’s not all about the cars, it is all about the cars.

“The eye appeal. They are rolling works of art,” says Gilpatrick. “Acceleration is mind-boggling,” effuses Menasce. Asked to describe what it feels like to drive a Ferrari, the septuagenarian Caiola replies, “You really wanna know?” He pauses for effect. “Better than sex.”

And then there is the sound. “Some people say the sound of a Ferrari engine is like ripping silk,” says Gilpatrick. The early Ferraris didn’t have radios. “Who needs a radio?” he asks rhetorically. “It would just interfere with that beautiful sound.”

“It’s more than sound,” declares Menasce. “It’s music.”

“It’s better than music,” says Caiola. “If you have a headache, you listen to the engine and the headache goes away.”

“I had a friend who took his Ferrari Daytona to the Brooklyn-Battery tunnel,” says Coates. “When he got to the entrance, he stopped and held up traffic for a while. Then he drove the Daytona all the way through the tunnel so he could hear the sound of that engine.”

While the stereotypical Ferrari owner is a rich, international jet-setting male, Coates insists that Ferrari fans “come from all walks of life. We have state troopers, pizza shop owners, men, women, old people, young people. I was talking to a kid in his 20s the other day—someone who might spend $25,000 to $30,000 on a Mustang. For that price you can get a pretty nice Ferrari, say a 308.” It is the warmth, generosity and diversity of “Ferrari people” that make FCA events so pleasurable for Coates and his wife.

Paul Gilpatrick also cherishes the easy conviviality of FCA events—both in the United States and abroad. Last fall he and current FCA president, Rick Race, were invited by Ferrari S.p.A. to an international gathering of Ferrari Club officers at the Finali Mondiale Ferrari-Maserati held in Mugello, Italy. They watched three world class racing finals, made a pilgrimage to “the factory”—the immaculate Ferrari assembly line in Maranello—visited the late Enzo Ferrari’s house on the factory grounds, snapped photos of the Formula One team and partied with 50,000 of Ferrari’s nearest and dearest from around the world.

Gilpatrick is excited about what promises to be “the largest Ferrari gathering ever:” the FCA’s 2004 annual meeting in Monterey, California, this August 16-19. Between upcoming FCA events, cultural exchanges initiated by Ferrari S.p.A., increased exposure for Formula One and more frequent Ferrari car-sightings on U.S. highways, the future looks bellissima for American Ferrari fans.

Die-hard tifosi, however, do not depend on fleeting F1 victories and ephemeral sales figures. “Twenty years passed without Ferrari winning a Grand Prix Championship,” Menasce muses philosophically. “In all that time tifosi devotion never faded.”

Paul Gilpatrick unconditionally agrees, “The Ferrari mystique has always been there. And it always will.”

For more information on the Ferrari Club of America, visit www.ferrariclubofamerica.org.
The Formula One Phenomenon

by Lorraine Thompson

Formula One racing is one of the most popular spectator sports in the world—second only to soccer—with an international television audience of over 200 million viewers per Grand Prix event. The U.S. Super Bowl, by comparison, draws an estimated 90 million TV viewers.

In the United States, however, Formula One—with its jet-like cars, $200 million per team annual budgets and 200 mph track speeds—has only begun to catch on. Grand Prix organizers hope that F1’s return to the U.S.—in 2000, after a ten year hiatus—and its all-American venue at the Indianapolis Motor Speedway will help build U.S. audiences.

Marketers also count on the celebrity-wattage of international F1 racing teams—Ferrari in particular—to raise the sport’s profile. Few athletes command more media attention than Ferrari’s star driver, Michael Schumacher, the audaciously fearless six-time Grand Prix Champion credited with boosting Ferrari out of a longtime slump. Schumacher signed on with Ferrari in 1996, and between 1999-2003, the team went on to win 5 consecutive Grand Prix Manufacturer’s Titles. Schumacher is rumored to be the highest- paid athlete in the world with an annual salary estimated at $50-80 million.

An expanded 2004 Grand Prix season provisionally includes two new races in Bahrain and China and promises to give international fans the speed, thrills and near-death exploits they have come to expect from this high-risk sport. The U.S. Grand Prix is scheduled for June 20 at Indianapolis.

For information on the U.S. Grand Prix, visit www.brickyard.com.