



Catching a Ride

Bella macchina

By
Mauro Gentile

Photo by
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Name: Alessandro Gedda
Year of birth: 1965
Marital status: married
Occupation: artist, head of a communications agency
Correspondence with Porsche: eliciting emotion; technical mastery

Roads not traveled are avenues not explored. Guided by this idea, *Christophorus* takes a seat in the cars of people who love to drive—to find out what drives them. This time, join us as we meet with Italian artist Alessandro Gedda.

The man seems to be a perpetual motion machine. Italian artist Alessandro Gedda radiates a dynamic energy that finds expression in his brilliantly hued, powerful paintings. With his zest for art, photography, and design, Gedda has gained an international reputation. His works have been exhibited in Rome and Milan and will be shown in Monaco, New York, Miami, and Moscow this year alone. One of the dominating themes of his work: Porsche. “My passion,” he says.

A passion the forty-year-old Gedda is not content to express solely in his art: Last year, he pursued it for 50,000 kilometers (about 35,000 miles) on real-life roads. His current love is a 911 Carrera 4 in Seal Gray. *Che bella macchina*, as the Italians like to say. Gedda says he soaks up the various impressions he gains on these drives, unfiltered, so to speak, to later capture them on canvas. These fleeting impressions range from the typical anarchy of an Italian roundabout to a speedy highway jaunt to a stop by the side of beautiful Lake Como.

Gedda lives only about ten miles from Lake Como, in a sixteenth-century manor house in Appiano Gentile. “I only keep a few of my canvases at home,” he says. “The others are in private collections. Two were recently bought by American gallery owners. Actually, when I think about it, selling one of my pictures is always a highly emotional experience. It means parting with one of your creations. It will travel new roads without you—but it carries your mark out into the world, the mark of passion.”

How did it all start? “I was six years old, and we were living on a country estate in Tuscany. Friends of my father would often drop by before taking part in a rally on the island of Elba. And there was this one car that caught my fancy more than anything else,” Gedda says. “A Porsche. I especially remember the big headlights and the inimitable sound. I drew a picture of it—and from that moment, I knew I wanted to own a Porsche myself one day.” Just *one* Porsche? Actually... no. Gedda’s current Porsche is his fourth. He started out with a 911 SC 3.0, then he fell in love with a 911 RS, then he set his sights on a 911 Carrera, before ultimately falling for his current “baby.”

Gedda’s relationship with his Porsches is a close one. He even talks to them. He remembers how he once got up early so he could have a heart-to-heart with his 911 RS and beseech it to climb the Cisa Pass “like only this 911 could.” The pass crosses the Apennines to link the Emilia-Romagna region with Tuscany. “The Porsche replied in its own language, the musical tones of its flat-six engine.” Talking to your car sounds a little crazy? Well, maybe this kind of dialogue is less surprising when one considers that Gedda studied communications in New York City, and for the past thirteen years has headed an agency devoted to communications in the broadest sense of the term.

Alessandro Gedda has always liked to test limits, including his own—whether it’s parachuting (when he was with the police in the 1980s), deep-sea diving, or pursuing his passion for Porsche. In that respect, his current pet project fits the bill perfectly. It seems space will be getting a little tight in his studio soon. Besides his large canvases, Gedda will have to make room for a Porsche 356. He plans to restore the vintage machine—in 356 days, to be precise.