

ANTIQUUE TOY WORLD

March 2013, Volume 43, Number 3

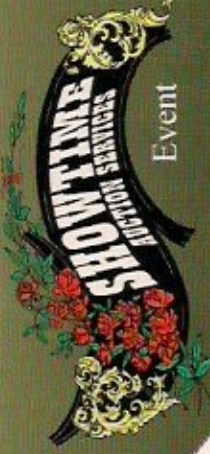
*Unprecedented
3 Day Auction*

April 12, 13 & 14, 2013

Ann Arbor, MI

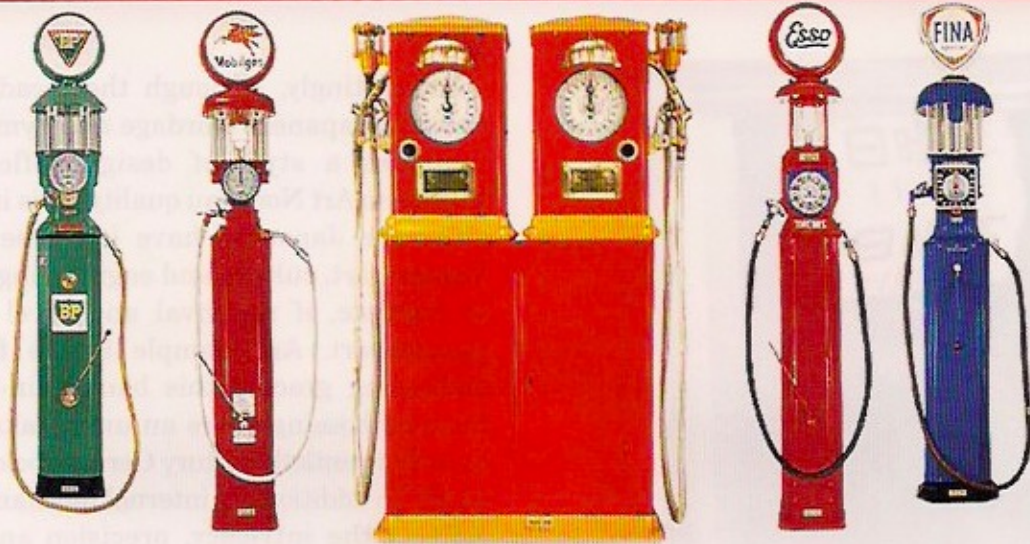
\$7.00 EUROPE \$10.00

Another



1932 Hudson Quarter Scale, Factory Made, Model Built For The National Auto Show

“For More Details Look Inside”



FISOGNI MUSEUM of the Petrol Station

Founded by Guido Fisogni in 1966



#1 Service Station Museum Gathers Dust! Guess Where?

By Nicolò Fisogni

IT ALL STARTED with the expropriation of a garden paid with a planning permission and the decision of converting a carpentry into a service station construction company with his brother.

That's how in 1966 during a rebuilding of a service station Guido Fisogni's attention was caught by a rusty and dusty '30 Satam, instead of throwing it away he took it to the office to be repaired by his specialized technician.

Knowing the importance of the authenticity and the completeness of the piece he looked at the genuine designs and projects and putting together more equal gas pumps to





have "The" gas pump, during 40 years of researches he gathered 150 different oil pumps, from 1892 until 1981, all of them with the functioning mechanics and the shining varnish.

Among the others there is even, in proud "Littorio" style, the one used by Benito Mussolini to refuel his Alfa Romeo.

During his spare time he gathered thousands of inherent objects, each of them representing a petrol company logo: oil cans, grease guns, signs, gadgets, toys, postcards, projects, and even an old car wash.

This industrial archeology collection shows clearly the evolution of design of petrol pumps (from the one hanged on the wall to the "roman chariot" style used in pharmacies, from the thin and tall one with the luminous globe on the top by the roaring 20's to the refrig-

erator shape subsequent the war) it also has a focus on the history of brands of the petrol companies, existing and extinguished, an example? The addition of a "detail" to the Mobil Pegasus to make it look like a male to increase the selling in the Arabian countries.

Recognized in 2001 by the Guinness World Record as the most complete collection in the world of its kind it has been useful to attract new clients for the construction company.

An Albanian holding company watching a TV reportage about the Fisogni museum got in contact with the firm for an important job in Albania which was paid in the movie style with a bag loaded of green blinking Franklin.

Nonetheless the doubtful decision of bringing the chubby soccer bag to the company instead of flying to a





tropical paradise, after a legal cause lost for a not recovered credit against Tamoil, as we know the system needs "oil", and due to an unfaithful manager the brothers had to sell the firm.

After a few years the new owners closed the activity and since the warehouse was converted to a discotheque the museum did not have an exhibition area anymore.

During the years there have been several collaborations to help creating the setting in movies and advertisements and to enrich car exhibitions as in the Mille Miglia museum.

This spring an "offer you can't refuse" of 5 million € was made by the Libyan oil minister who wanted to create an energy theme park, but after the revolution, the Gadhafi's fall and the finding of the oil minister's body in the Danube River, the offer expired.

As Col. Custer and Rocky used to say "It's not how many times you get knocked down; it's how many times you get back up." Mr. Fisogni at the age of 71 is ready to start a new adventure, motivated to find his Godot without waiting for him.

This summer they wrote about the museum on the WSJ and the new website www.museo-fisogni.org went online with the addition of new contents like TV



reportages, magazine articles, and much more, because as we say in this part of the world "Sta minga li coi dinc in buca" and "se sta mai coi man in man" (translated and interpreted: always do something!).

As you would have realized the collection is now in Milan in Italy, a country which needs a consistent pruning if it wants to re-blossom next spring, everything is ready to be shipped to its new home, wherever it will be.

For more information, please visit <http://www.museo-fisogni.org>.

