

# *Short History of Pocher-Rivarossi*

*From begin to the end*

*to Giovanni Ingrao*



Mercedes Benz 500 K/AK 1925.



K75 Rolls-Royce Torpedo Phantom II Convertible 1934.  
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Rolls Phantom II coupé 1922.



Fiat 130 HP 1927.



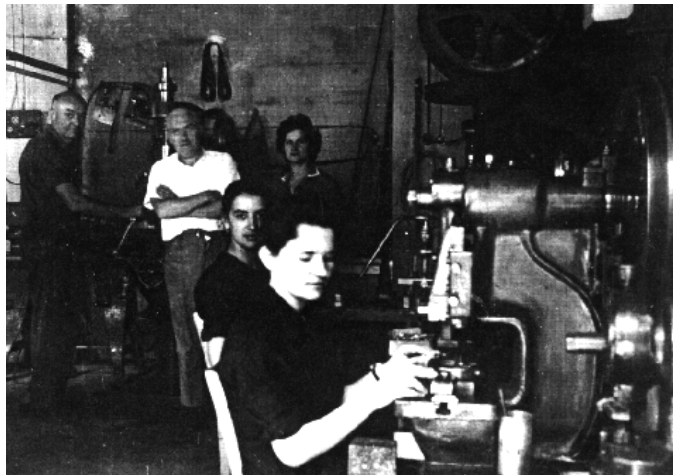
Mercedes cabriolet 1935.

Arnaldo Pocher born in Trento on 23 September 1911, here pass his infancy and first Youth, conclude his scholastic career to attend the school for goldsmith engraver and begin his job near goldsmithry workshop.

On 1932 he moved to Torino in order to carry out the goldsmith activity.

In the first years of the post-war period it is approached the railway models and in the

1948/49 it begins its production realizing some accessories for a Turinese store, which they follow, in the 1950/51, marks them and binary. In the 1951/52 he found the "Pocher Micromeccanica S.n.c." in society with Corrado Mason (than it will be taken care of the administrative part and it trades them) in order to realize, from 1952, the binary ones, exchanges and signals them, produced according to innovative techniques that constitute the first meaningful productions.



In the post-war period they were the toys fashionable and many in Italy were produced some and abroad: he is sufficient to cite marks to Italian Rivarossi and the Marklin German in order to evoke a glorious past therefore to the railway models beloved lovers.

They were produced industrial of all respect, beautiful and technically to the vanguard, but the Pocher left with the idea to make something more offering of the particularly

refined semihandicraft creations, destined not only at the market inner, but above all abroad.

They founded the Corrado Muratore and Arnaldo Pocher Company: the first one was the manager, according to the technician.



The center was found in one small house of the periphery with annexed workshop, exactly in via Foglizzo to civic number 2, the staff to the beginnings was available on the fingers of one hand.

Ideal qualities for the job that

was in order to undertake. Muratore, full man of initiative, had all the papers in rule in order to create from null a company and to lead towards ambitious goals. First it catalogues introduced ingenious accessories for railway plastics, carriages goods and passengers in white metal and then locomotives and electric locomotives.

They exited of the authentic masterpiece that they made to drive crazy gets passionate it you of true modellismo and gave endured of the thread to twist to the great companies.

The carriages of the Pocher, make a precious of the refined recordings of their creator, they were a "myth" for who, boy or adult, loved to play to a little railways the electrical workers and it they are still for the collectors today. Beloveds cost little, but very they were made and in limited series, therefore more he searches to you.

In the United States they went to steals so much is true that the unfortunate day of 1956, when in the Atlantic sea to sink the Andrea Doria, ended in bottom to the sea also thousand of carriages and other material of the Pocher that was found in the holds.



The automotive carried out one happened in 1956 when the Rivarossi had the assignment from Fiat to produce 600 and 500 that exited, both, little after the presentation of the respective true cars.

The 600 had the removable hood with the reproduction of the spare wheel, both the models were fortified of steering and small engine electrical worker.

The level of reproduction was much bond and, particular onlooker, was sold in confection with the written "Fiat 600 and 500 dismantable", exactly the contrary of the today kits, and were the instructions for the taking a part of the model.

In 1961 Fiat commissioned to the Pocher, emergent company and Turinese, the production of a series of models of "1300" that would have been introduced in you open

them from the Hall of the Automobile of Turin: the Pocher had in the most classified way the constructive plans of the car some months before the launch, the agreement came therefore stipulated in great secret and formalized with a lot of notarial deed.

Punctual, in April, the model was ready and aroused fuss. Always realized in 1:13 scale, like the previous ones, it was introduced in an elegant confection, it had working steering, the openable hood with the reproduction of the motor, the carved us small engine electrical worker and tires, an optimal reproduction of the front and posterior lights.



In 1963, moreover, the Pocher is transformed in S.P.A.

and sees the income in the social understood one them of the Rivarossi, of Alessandro Rossi, that it will carry, in the near future, the resources necessary in order to place side by side the railway models production, at this point consolidated, to the new automotive passion that, thanks to a careful one chosen of the reproduction scale could strabiliare it gets passionate with one quality to you never seen until that moment.

In 1964 the operation is repeated in occasion of the launch of the "850": in the miniworkshop Pocher it is worked once again in great secret and the 5 at the same time model exits May.

Fiat "1300" and "850" were the first models of a long series duration nearly 15 years during which to every new car introduced from the Turinese House it made followed its model in 1:13 scale, the last one was the "132".

They were excellent and faithful models to the truth, but not still the authentic masterpiece of the Pocher. We must in fact arrive to 1966 in order to assist to the true jump of quality. While the factory, by now too much to the strait in the original center, had been moved in via Ambrosini 8, where it had larger rooms much, new equipments and a greater number of laborers.

To the Hall of the toys of Milan, January 1966, in the stand of the Pocher appears the prototype of maxi a model that leaves all astonished. Not draft of one car of the present time, but of an historical car:

Muratore and Pocher it "had headed" for the Museum of the Automobile of Turin and had decided to make of a model "with the moustaches", a copy without previous destined to depopulate also on the international markets.

It was Fiat F2 "130 HP" with which the legend pilot Felice Nazzaro had gained the Grand Prix of France of 1907. 1:8 scale, in other words approximately 50 centimeters of length.

The acronym "F2" represents the race number, in fact the regulations previewed that the cars came marked with a letter that the team indicated and with a number that the pilot identified. Therefore Fiat had the letter F and number 2 was up to Nazzaro.

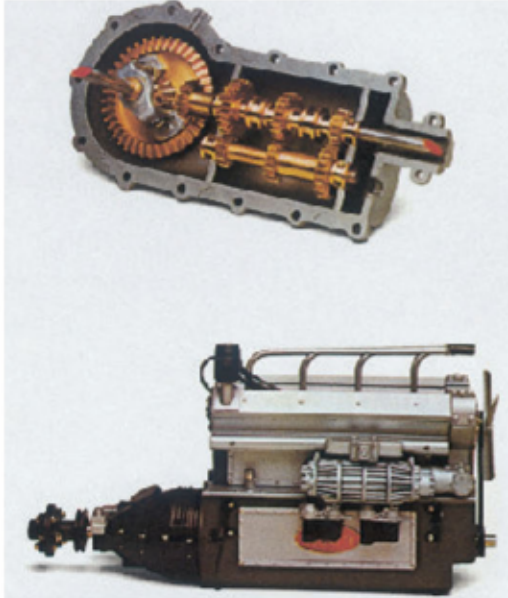
To its impressiveness it joined an incredible particular amount and are enough some data in order to make of an idea. Pieces that composed it were very 823 therefore subdivided: 144 in plastic to high resistance, 173 in brass, 506 in other materials like steel, iron, branch, leather, rubber and aluminum. The model came put in sale in box of mounted assembly and also, in 1967, with a lot of glass houses.

The Pocher had established a new point of reference and offered to gets passionate a reproduction to you, for quality, precision and thoroughness, could be to the height of the masterpieces of more celebrates to you modellers on a national level and international.

Useless to say that the happened one was huge and in Pocher house it was believed endured to put in working "the giant" second. Made the necessary market researches and winnowed many proposals, the attention put down this time on, equally glorious, an Alfa Romeo, the "2300 8c" Monza 1931-34, the car that had collection one spectacular series of successes piloted from great aces of flying like Nuvolari, Campari, Varzi, Caracciola and Trossi.



The Alfa Romeo put the designs on hand originates them with all the relative documentation and the Pocher exceeded himself same a lot that between Fiat and the Alpha was already an abyss.



For having an idea of its perfection tasks that this according to model were composed from very 1452 pieces (629 in more) with the integral reproduction of the motor, the chassis and several the mechanical organs, with steering and working system brakes.

Splendid the spokes wheels obtained with steel thread. It cost to the beginnings 72,000 Liras mounted and 28,000 in box of assembly. It was 1968: in single two years the Pocher had put to sign an other sensational blow.

But it was not ended. A change in the staff must

while be recorded of the Turinese House: in 1968 it leaves the company Mr. Pocher and it succeeds like production manager Mr. to it Gian Paolo Altini, the other most skillful one modeller, expert of car and trains, already in the company from 1960.

Time two years - we are in 1970 - and here to dull the third innovation. Encouraged from it goes consents to you provokes to you all over the world, the Pocher decides to play one paper destined to increase still more its prestige abroad.

And the name exits therefore that all waited for: Rolls Royce. The choice falls on one luxury car of 1932, exactly "Phantom II" drop head sedanca coupè that it comes realized on the supply of the designs on hand originates them puttinges from the English House and thanks also to the collaboration of the collector owner of the true car.

The escalation of the Pocher new records are

not arrested and touch indeed: the Rolls of the wonders very is made up 2199 parts, of



*Corrado Muratore, fondatore e animatore della Pocher, di fronte alla sua Rolls Royce Phantom II 1934.*

which 454 in plastic to high resistance, 1059 in brass, 430 in stainless steel, 256 in various materials.

Impressive the mechanical part and particular equipment: it can be said that all the car was reproduced in the minimums details: steering and suspensions perfectly working, operating pedal brake on the four wheels and brake by hand on those posterior ones, headlights electrical workers who ignited themselves from the dashboard, the drive shaft, complete of connecting rods, pistons and hinges, by hand repeated all the movements from the true one setting in action an starter crank and to then average straps and gears puttings in motion came impeller of cooling, dynamo and magnet.

Connoisseurs and traders remained to open mouth. 1° July 1972, while the fourth model is nearly ready, the Alfa Romeo Touring 1932 (varying of the previous Alfa) a furious fire destroys the plant of the Pocher and imposes one rest in the productive activity.

After some month the factory reopens to Collegno in via Adamello 12 and here it comes put in yard the fifth model that will appear in 1975: Mercedes-Benz "500 K/AK" cabriolet 1935. It is an other magic of the Pocher.

The true, exemplary car only of property of a Turinese collector, comes capacity in the plant quite and here the technicians in order nearly two years find all the necessary particular.

The spectacular model that exists some is composed from 2378 parts (other record), is along very 66 centimeters and it does not lack just null regarding originates it them.

Mercedes is unfortunately the song of the swan of Gian Paolo Altini who to vanishing prematurely before the escape of its masterpiece.

It is an other hard blow for the company that but once again succeeds to raise the head thanks to the tenacity of Corrado Muratore and also to the contribution of an other optimal one modeller, Mr. Franco who collects the witness and contributes to carry the activity ahead.

Using partially the mechanics of the Rolls, the Pocher, in 1977 sixth model introduces its: it is the reproduction of the Torpedoing Cabriolet "Convertibile Phantom II", car that was constructed in only copy from Carriage makers Thrupp and Maberley for the Maragià of Rajkot.

Other car of dream to which the Pocher dedicates all just the engagement: pieces that compose it are quite 2905, the length 72 centimeters.

Particularly cured the inner furnishing with upholstered walls, lined seats stuffed and in true skin. Characteristic color the saffron that says itself in India has religious meaning.

Three years after the Pocher, than meantime it had been moved to Brandizzo, it introduced its seventh model and an other historical name came to join in its white one of gold, that one of the Bugatti. The reproduced car was the fantastic one "50T" of 1933 that joined power and refined technique. The characteristics were not moved from the previous models and were perfectly online with the tradition.

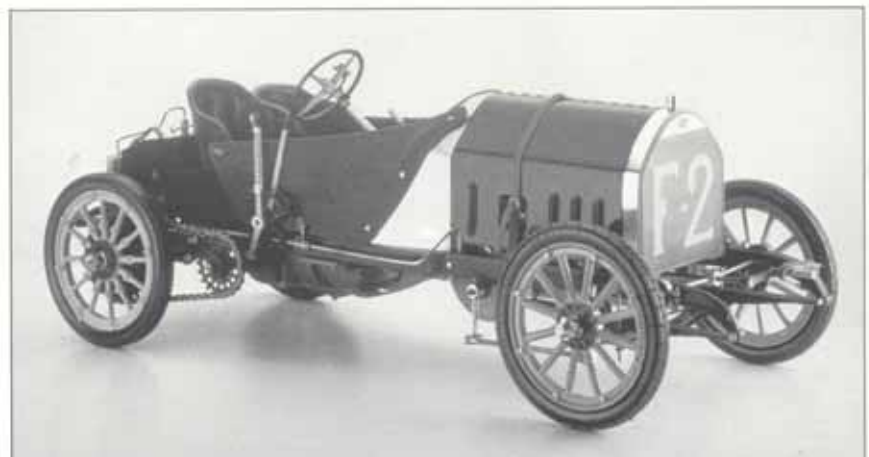
With this car the Turinese history of the Pocher is concluded that, by now become property of the Rivarossi, comes in 1981 transferred to Como. Here they come introduces other models to you of contemporary cars, unfortunately less spectacular of the previous ones, between which the Ferrari "Testarossa" and "F40" and, for last, Porsche 911.

A particularity is the appearance in the catalogue of 1995, in the page centers them, of the prototype of the Ferrari F50 with the K62 reference. This model never did not enter in production because, it is said, the model was stolen with to the car that contained it to Milan and that the Rivarossi did not have enough deep financial in order to repeat the operation.

The failure of the Rivarossi and its sale in block to Hornby English have concluded, today, the history and the production of the Pocher. Only thanks to Ebay it is possible to more acquire and to sell these wonderful models and to find the eventual necessary reciprocations to the restoration of the models given to you.



*In alto lo stabilimento Rivarossi di Como dove attualmente vengono prodotti i favolosi modelli in scala 1:8. In basso il primo modello della serie Pocher: la Fiat «130 HP», vincitrice del Grand-prix di Francia 1907.*



***Meantime .....***

Arnaldo Pocher, in 1972, founded brand ARPO (ARnaldo POcher) and remained until death in full activity for cause of a tragic incident in 1989.

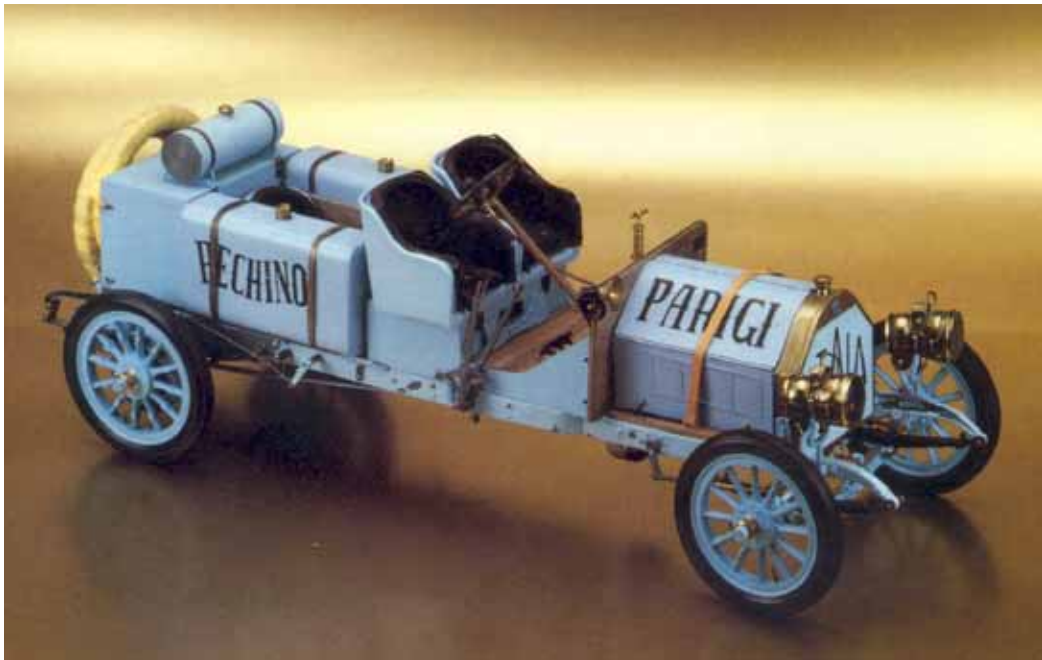
It produced accessories for trains in pewter fusion, between the several important

collaborations were those with Metropolitan and MCA of Lugano, from 1975 to 1989.

Beyond to the many realizations for trains it returned to an old love, the cars in scale 1/8, introduced in the May of 1981 the most famous Italian Great Prix of the Raid Beijing-Paris of 1907, realized with the aid of son-in-law Adelmo the Channels, famous Turinese modeller.

It entered in production in 1983, is in box of assembly that mounted with the brand Metrop-ArPo (Metropolitan - Arnaldo Pocher). Spectacular long model was one 57 centimeters, composed gives approximately 600 particular between pewter, brass, branch, plastic to high resistance, aluminum and skin. The production was limited to 350 exemplary in all.





Unfortunately this model, to the light of the years passes to you, has the most serious and irrisolvibile problem, all the parts in pewter, (spars of the chassis, front axle, motor base, differentiates them, great part of the levers, tank, brakes, headlights, radiator and parts of the body), irrimediabilmente "they are cooked" for the aging and they are crumbled inexorably or under their same weight or as soon as they come it handles to you.

This particularity leads the model to the total "autodistruction". Only a reconstruction work, by means of treads in rubber silicone, and using the poliuretanic resin (in order to lighten cargos) and the metal white man (the smaller pieces) than all the particular hour in pewter will be able to save this beautifulst model allowing some an absolutely faithful reconstructive restoration to originate it them.