



CHRIS BRONKHORST

REVIEWS



DIVINE DESIGN

CITROËN DS & ID 1955 – 1975



Paris, 11 March 2025

Dear Chris,

Thank you very much for the book you were kind enough to give me.
I wanted to thank you again very warmly for sending me your beautiful book Design Divin, which I received and read with alacrity.

I really enjoyed the French text about my grandfather André Citroën and all the accompanying texts. And it's true that Lefebvre, Bertoni and Magès are great figures in the history of the car, who were surely inspired in their designs by the work of André Citroën after his death in 1935.

Your book is an enormous piece of work! My children got to know the history of the Citroën DS/ID and looked at it with interest.

The photos of the DS and ID are excellent and of high quality, and I discovered a lot of new information about the history of this car by reading your book, which is very well documented.

What a monumental task it must have been for you to gather so much information and photos and to put them in the right order and to their best advantage!
In any case, the showcasing of the DS-ID at this year's RetroMobile 2025 show in Paris and the enormous success of the stand in celebrating the 70th anniversary of the legendary Citroën DS clearly demonstrated the passion of collectors around the world for this beautiful car.

Once again, my dear Chris, congratulations on Design Divin, and I hope the book will be a great success.

I'm sure we'll be seeing each other again this year to talk about the Citroën DS!

Yours sincerely,

Philippe Citroën, grandson of André Citroën



Text Rob Hogen

After The original Citroën DS by Jan de Lange from 1996, a new monograph about the Citroën DS has been published in Dutch. The title is less Dutch: Divine Design, Citroën DS & ID 1955-1975. Chris Bronkhorst is the author and publisher.

DIVINE DESIGN

Chris (1963) has been a member of the Citroën ID/DS Club Netherlands since 1979. He started collecting DS brochures as a teenager in the mid-1970s and now has one of the largest collections in the world. These brochures form the core of Divine Design. As an enthusiast from the very beginning, Bronkhorst has acquired an encyclopaedic knowledge of the DS and that can be found in this book.

99 percent of the images come from Bronkhorst's personal archive. And there are plenty of photos, 1171 to be precise. It is not only a book to read, but also to look at. The story about the Citroën DS is largely illustrated by means of DS brochures.

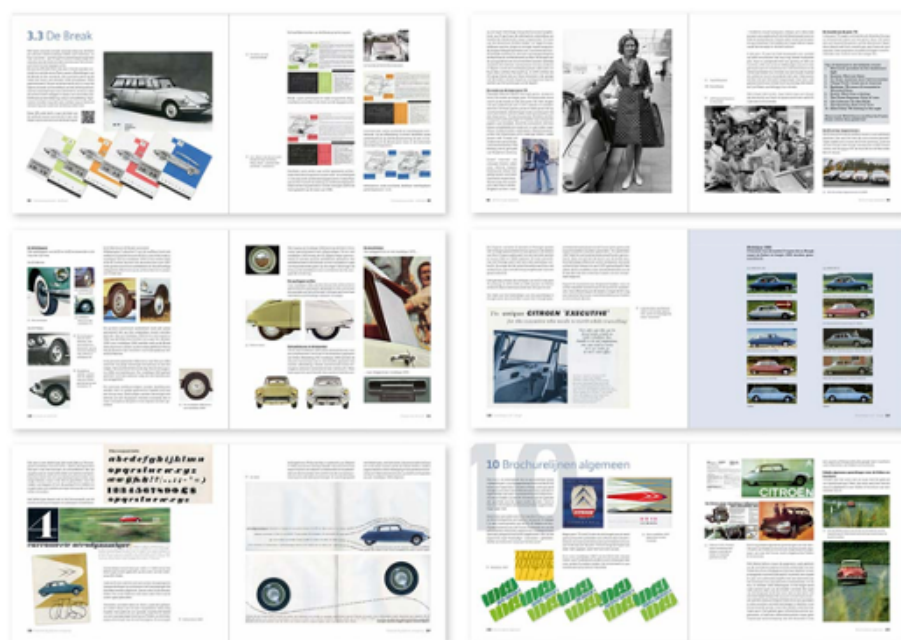
In addition, a complete inventory of all brochures can be found in a separate appendix at the back of this publication. That is what is really new about this publication. It has never been done this way before. An overview is included in the back of the book as an appendix. This appendix is a handy guide for collectors who have not yet completed their folder collection.



Of course, the question arises why such a book was needed. The author says: "I want to appeal to both the new generation and the advanced DS enthusiast. The facts about the DS are often sloppy; there is a lot of chaff among the wheat." Chris thinks that Divine Design is a complete book. "Moreover, it has been 27 years since a book about the Citroën DS was published in the Netherlands. It is time for an update."

The history of the origins of the Citroën ID and DS is discussed in detail, the evolution of the car from the design, the model changes up to and including the last year of production. It almost reads like an exciting boys' book. The makers, the introduction, the bodywork variants, the description of the hydraulic system, the introduction of the Snoek in the Netherlands, it can all be read in this publication. The models produced outside France, the brochures for export models; it is described in detail, interspersed with background information.

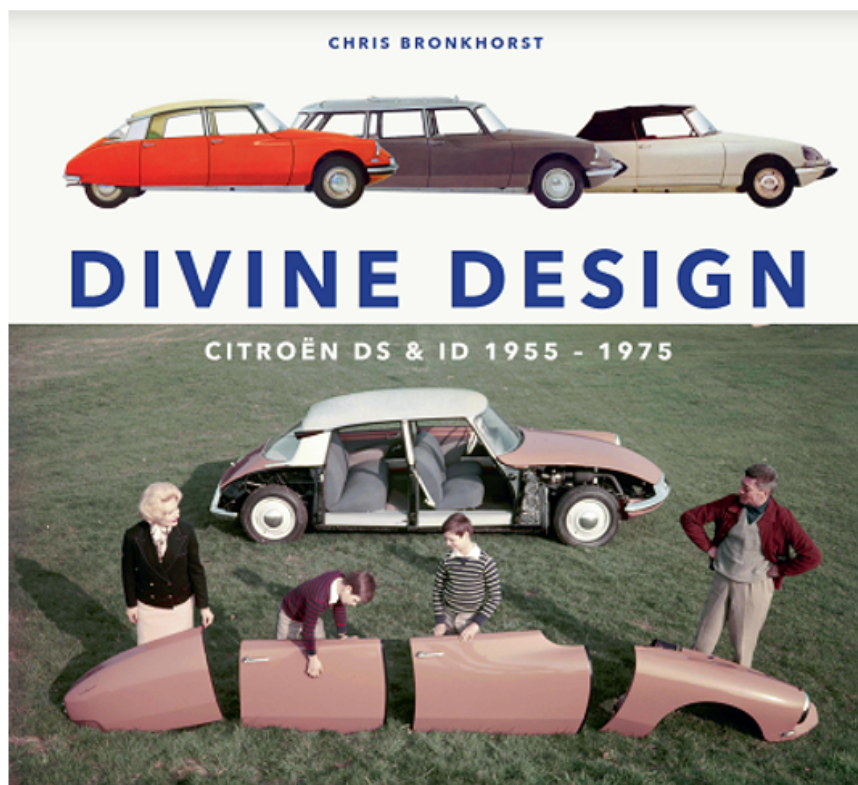
The models produced outside France, the brochures for export models; it is meticulously described, interspersed with background information.



The chapter on the social, economic and cultural context of the car at the time is interesting. Attention is paid to the publicity, graphic design, the photographers and illustrators who worked for Citroën, including the Dutch ones.

The Citroën DS is indeed divine design. A Dutch title might have been more appropriate. An English title for a French goddess, that is a bit of a stretch. Nevertheless, it is certainly a book to have in the house for both the novice enthusiast and the DS diehards. And there is not a word of French in it.

The book has 328 pages, was designed by Kees-Jan Smit, measures 22×24 cm and costs € 49.95. It can be ordered via [this link](#) from the club shop.



Once again, a book sees the light of day with the Citroën DS as its subject. But this book is different from all the others.

In the editorial inbox there is an email from CitroVisie. Whether we want to read the book 'Divine Design' written by Chris Bronkhorst. Quite a few DS books have been published over the years. Via CitroVisie, a DS book became available in 2017 with the title 'Citroën DS stories in Asia', which we read at the time. That book offered a lot of new information about DSs in a part of the world where they are not so obvious. We are therefore curious whether this book can once again delight us with new information, or whether it is mostly old wine in new bottles.

First of all, the execution of the book. Publisher CitroVisie helped with the design, let's start with that: The dimensions are identical to previously published books such as 'The original Citroën CX', 'Kleintjes in crisistijd', or 'Panhard & Citroën'. A neatly square book of fine dimensions that immediately feels at home in the bookcase next to previous editions of this publisher. A pleasant side-effect is that this book has over 320 pages and thus guarantees many evenings of viewing and reading pleasure in terms of absolute content. The visual design is also comparable and therefore does not need to be discussed further: results achieved in the past certainly do offer a guarantee for the

future!

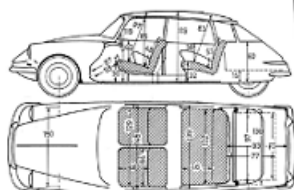
De architect van de DS39

Inducties

1955 - 1959

Lafayette wordt gezien als de architect - zeg maar de visionair - van de DS39 in de eerste jaren na de oorlog. Hij ontwerpt de carrosserie van de DS39. Hij was een van de eerste Nederlandse ontwerpers die gebruik maakte van de nieuwe technieken van de DS39. Hij was een van de eerste Nederlandse ontwerpers die gebruik maakte van de nieuwe technieken van de DS39.

Kopieer de afbeelding van de DS39, een ontwerp van Lafayette. Het is een ontwerp van Lafayette. Het is een ontwerp van Lafayette. Het is een ontwerp van Lafayette.



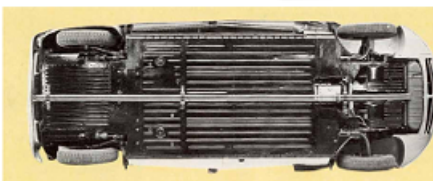
14 Citroën DS39

De bouw van vliegtuigen en auto's heeft veel gemeen. Het is een techniek van de toekomst. Het is een techniek van de toekomst. Het is een techniek van de toekomst.



De bouw van vliegtuigen en auto's heeft veel gemeen. Het is een techniek van de toekomst. Het is een techniek van de toekomst. Het is een techniek van de toekomst.

Het ontwerp van de DS39 is een ontwerp van Lafayette. Het is een ontwerp van Lafayette. Het is een ontwerp van Lafayette.



15 Citroën DS39

2.1 La Bombe slaat in

In de wereld van de DS39 is de DS39 een ontwerp van Lafayette. Het is een ontwerp van Lafayette. Het is een ontwerp van Lafayette.



16 Citroën DS39

The book offers an insight into its creation: the author has been a lover and collector of information about the Citroën DS from a young age. The plan to write a book had been there for a long time, but remained on the shelf for years. In 2020, the information gathered finally converged into the beginning of a book, the beautiful end result of which lies before us. But of course there are already many DS books. The book 'The original Citroën DS' by Jan de Lange et al. is known as a standard work when it comes to the Citroën DS. In that book, almost, if not all, variations per year and version are discussed with many beautiful and clear photos. What does this book add? Divine Design contains less detailed information about the car itself, but goes much deeper into the entirety of the car: about how the design and technology came about and who the people were who realized it. How the car was advertised during the production years, again with a lot of attention for the artists, the photographers and how they were involved in the project. From the country-specific design in the early years to when the design was controlled from Paris (and then again, the exceptions). The assembly of the DS at different locations as well as the associated adjustments are briefly touched upon, there is a lot of space for the brochures and the variations on them. Competitors d'époque, music, fashion: it is all mentioned in order to be able to place the DS completely in the period. The book takes you along in the experience of the appearance that calls itself Citroën DS.

3.3 De Break

Kleinere volume verspreidde het idee van de Break, een auto waarvan de achterklep omhoog kon worden gevouwen. Het was de eerste keer dat een Break werd gemaakt. De eerste Break was de Citroën 2CV Break, die in 1961 werd gepresenteerd. Deze was een kleine auto met een kleine motor, maar wel met een kleine motor. De eerste Break was de Citroën 2CV Break, die in 1961 werd gepresenteerd. Deze was een kleine auto met een kleine motor, maar wel met een kleine motor.



48 Componenten - de Break

De foto's van de Break zijn van de Break.

49 Break van de Break



50 Break van de Break



De foto's van de Break zijn van de Break.



Componenten - de Break

While reading, it is noticeable how pleasant this book is to read. It lends itself perfectly to reading one or two chapters every evening, or to continuing in large strokes. The sentences are never long-winded or tiring and the relationship between broadening and deepening is pleasantly coherent. The images used consist of photos that you have probably seen before and photos that you have probably never seen. The use of QR codes in this book makes it possible to watch commercials from that time while reading. The collection of information that the author has built up over the years has resulted in a beautiful book.

6.2 Assemblage in VK - Slough



159 Componenten - de Break



Componenten - de Break

DIVINE DESIGN, CITROËN DS AND ID 1955 – 1975 Book Review

August 21, 2025



By George Dyke....

I had the opportunity to review *Divine Design*, a book that Chris Bronkhorst in The Netherlands published in Dutch in 2023, and now available in English (and French). Translated into English by Julian Marsh (of Citroënnet fame), this book is an absolute must for anyone wanting to understand how Citroën transformed the automotive world with the DS. As the title states, it covers DS design, doing so in a comprehensive manner from a design and history standpoint yet interestingly—from a marketing perspective.

From the start of development of the DS in 1938 with the announcement of the VGD (Vehicle de Grande Diffusion) to its introduction at the Salon de l'Auto in Paris on October 6, 1955, and through the full production run of the car, *Divine Design* provides an astounding synopsis of the innovative engineering that makes the DS one of the most revered automotive designs of the 20th Century.



The author, Chris Bronkhorst, imitating the floating DS19

It was an austere time for publicity within Citroën from when the Traction Avant was introduced and the death of André Citroën, (known for his grand publicity measures like the illumination of the Eiffel Tower with Citroën signage in over 200,000 lights), to the introduction of the DS. Michelin took over the company and reigned in marketing expenses. Publicity became sober and subdued. With the introduction of the DS there was a revival of marketing initiative and in the book, Chris extensively covers the topic in a manner that not only incorporates history but provides developmental references.

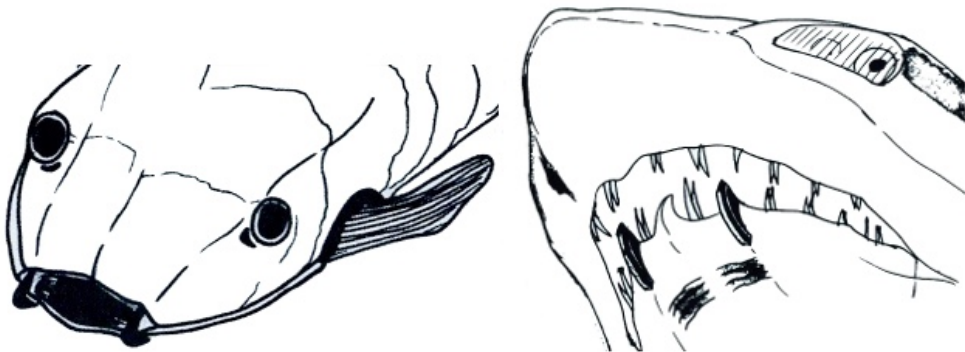
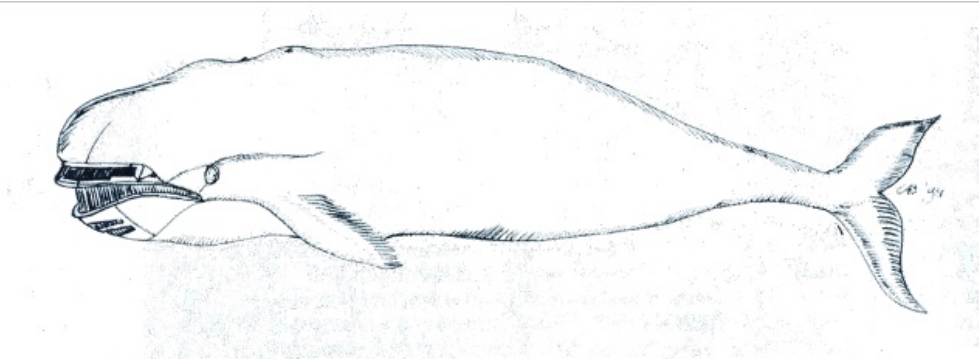
DS and ID evolution is covered extensively as is its assembly in foreign markets such as Belgium, the UK, South Africa, Australia, Portugal, Spain and Mexico. Covered too are the variations of the DS in regional markets.

North American history is discussed, though sales figures are only shown for the DS from 1958 to 1960, citing how they paralleled regulatory changes. Sales figures are not shown through the 1960s or early 70s, giving the impression that the number sold were low in that time period. Although never strong, sales numbers in the US reached approximately 20,000 units. Sales peaked in the early part of the 1960s, with around 3,000 to 4,000 units sold annually. One correction to be noted; the book states that sales “were down to just a few DSups in 1972”. The DS and the D-Special were both sold in the USA 1972.

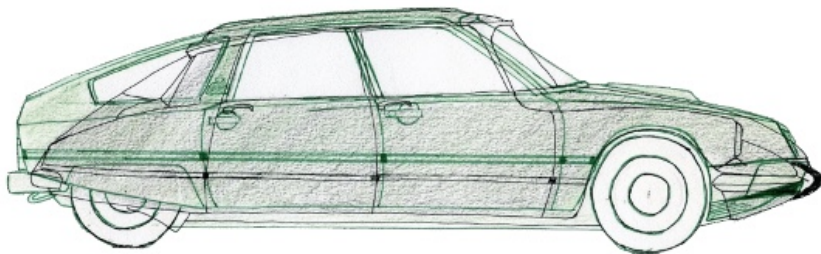
Divine Design is also approached from an era standpoint, showing chronological development—a trifecta approach that gives the reader a comprehensive understanding of corresponding graphics design, publicity and brochures produced for various markets.

Chris has managed to including rare photos and significant technical information that makes it a valuable reference. The color charts, and paint chips are one of the best compilations I have come across.

In the context of design, Chris covers virtually everything including a chapter on metaphors. People have referred to the DS as a basking shark, but did you know that they relate to the front variations of the DS?

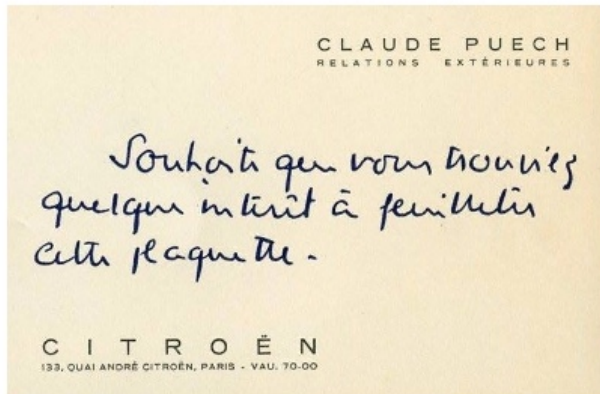


The illustrations are fascinating. For example, there is an illustration for La Bombe Citroën (the Club magazine of the Citroën ID DS Club Netherlands) showing the body differences and transformation from the Traction Avant into the DS and then from the DS to the CX. An insightful illustration of how the aerodynamics of the D we're so improved over the traction and how the rear of the CX was spatially improved over the DS.



A chapter of the book is devoted to the effort by Henri Chapron in producing the DS Cabriolet. Alas, his other custom coachwork models like; La Croisette, Le Paris, Le Caddy, Le Dandy, Concorde, Le Léman, Lorraine, Palm Beach, and Majesty are not covered, as Chris stated that there are authors who did better work on them than that he could have done.

Divine Design reveals who shaped the publicity for the DS, going into the innovative work by little known Claude Puech, a sales supervisor within Citroën, who became the architect of Citroën's renewed publicity style. He was approached to take on the publicity for the launch of the DS 19.



Claude became the newly appointed director of external relations creating a new tone and new culture for the brand. Introductory DS 19 photos appeared in Paris-Match in October 1955 featuring Gina Lollobrigida. By 1958, avant-garde publicity efforts were in full swing.



Chris shows the photo retouching that was done in the 1959 book that Citroën released called *Photothèque Citroën* and he features a stunt done in the same year to showcase Citroën's in the Netherlands; As Dutch dealers did not have significant showrooms, a boat (the MS Holland) floated through the canals of the Netherlands displaying the various Citroën models.

Three chapters are devoted to Citroën brochure image makers—how the DS inspired the creative minds of the artists Citroën chose to profile or illustrate the DS. These sections thoroughly document the illustrators, graphics designers and photographers who created the distinctive visionary marketing that Citroën was noted for.



We learn about Robert Delpire, film producer, gallery owner and advertising executive. He formed an agency in 1960 and worked for Citroën for the next 15 years!

We get insight into the fabulous brochures produced by William Klein and Helmut Newton incorporating the outstanding photography of André Martin.

Klein:



Newton:



Martin:



Also covered is how the brochures came about and the techniques that 13 photographers used to create the iconic imaging. True to DS design, the originator of the abstract fish caricatures that illustrate the hydropneumatic suspension principles of the DS is profiled.

To appreciate the work Chris has done to create the book, look at Appendix 5 in the Appendix section to see the sources he consulted.

What more could I wish for? Perhaps an index because it is so packed with useful information, I would find it helpful when diving back in the book to find specific person and read about their contribution again, although you can find page numbers of photographers' credits in Appendix 5 so there are means to hone in by that.

Chris masterfully lists the brochures in Chapters 10, cataloging markets in Belgium and the Netherlands, the UK, Africa, USA and Canada, Italy, and Scandinavia.



1970 USA Station Wagon brochure cover

We don't get the Asian, Australian and South American markets. Perhaps that is a future book?

Divine Design is a comprehensive and incredibly well-complied perspective by Chris Bronkhorst of the DS and the avant-garde approach that Citroën took in development and marketing.

It even comes with two bookmarks: a red one and a green one. Just like the red LHS-fluid and the green LHM-fluid. Don't let them mix....—and you will certainly find them useful as you flip through the vast information contained therein.

Language: English

Author: Chris Bronkhorst

Size: 22cm x 24 cm

Finishing: Hardcover Full color

Pages: 336

ISBN: 978-90-834758-5-1

Available through: CitroVisie: <https://citrovisie.nl/collections/books/products/design-divin-en>

In the USA: Brad Nauss Automotive: email: citparts@gmail.com or phone (717) 691-8550

concourselegance AUTOBOEKENWEEK |
Divine Design

It's the Christmas holidays, and what could be better than spending the days after Christmas with a good glass of wine, poring over a good car book? This is just one example. Chris Bronkhorst (@collids) wrote a substantial book about the Citroën DS and ID, which was published earlier this year. You can sometimes tell that Bronkhorst isn't a writer, but that's not why it took us a while to read it: that was definitely due to its 328 pages. Even if you already have a fair amount of knowledge about the legendary Citroëns, you'll discover new things in this book. Highly recommended! The book is sold through @citrovisie, the Citroën publishing house specializing in Citroën, which is steadily building an impressive Citroën library.

#carbookweek #carbook #citroen
#citroën #citroends #citroenid
#lemonid
#citrovision
#divinedesign



CONCOURSELEGANCE
Berichten



keesjansmit en 26 anderen
vinden dit leuk

concourselegance A U T O B O E K E
N W E E K | Divine Design

Het is kerstvakantie, en wat is er mooier dan in de dagen na kerst met een goed glas wijn je buigen over een lekker autobook? Dit is er zo'n voorbeeld van. Chris Bronkhorst (@collids) schreef een flink boek over de Citroën DS en ID, dat eerder dit jaar verscheen. Je kunt soms merken dat Bronkhorst geen schrijver is, maar dat is niet de reden dat het ons even kostte om het boek te lezen: dat kwam toch echt door de omvang van 328 pagina's. Zelfs als je al een behoorlijke kennis over de legendarische Citroëns hebt, zul je in dit boek nieuwe dingen te weten komen. Een aanrader! Het boek wordt verkocht via @citrovisie, de in Citroën gespecialiseerde uitgeverij die gestaag bouwt aan een indrukwekkende Citroën-bibliotheek.

#autoboekenweek #autobook #citroen
#citroën #citroends #citroenid
#citroenid
#citrovisie #divinedesign

1 commentaar bekijken

DIVINE DESIGN

On October 6, 1955, the Citroën DS19 was introduced in Paris. With the arrival of the DS, the Traction Avant was succeeded after more than 21 years. Once again, Citroën had succeeded in presenting a groundbreaking model. The DS quickly became a defining feature of the French streetscape, long after the last example rolled off the production line in 1975. The design of the DS and the feelings for this car still resonate today, even across generations. 'Divine Design' by Chris Bronkhorst is published by www.collids.com and offers a wealth of information, historical facts, new insights, and a wealth of beautiful photography from brochures and private collections. The content will surprise even DS enthusiasts and therefore makes for a delightful book to look at, read, and browse. The 328-page book is available for purchase directly from the publisher and at www.citrovisie.nl. Dimensions: 245 x 226 mm, hardcover, ISBN 978-90-832960-1-2. Price: €47.50 excluding shipping.



Divine reading material

If you think you've read everything about the Citroën DS (1955-1975), you should definitely check out this book by Chris Bronkhorst. He shows brochures from all over the world (including the US), highlights the modifications made in each country, and provides an overview of all the nicknames (there are more than Godin, Snoek, and Strijkijzer). Moreover, the DS is beautifully placed within the context of the 1950s through 1970s. Our favorite chapter: the creation of the car, from the first sketches to the final design. Changes were still being made right up until the world premiere.

Divine Design 47,50 euro

www.citrovisie.nl



Godelijk leesvoer

Als je denkt alles wel gelezen te hebben over de Citroën DS (1955-1975), moet je dit boek van Chris Bronkhorst toch eens doornemen. Hij toont folders van over de hele wereld (ook de VS), stipt de aanpassingen aan die per land werden gedaan en geeft een overzicht van alle bijnamen (het zijn er meer dan Godin, Snoek en Strijkijzer). Bovendien wordt de DS fraai in het tijdsbeeld van de jaren vijftig tot en met zeventig geplaatst. Ons favoriete hoofdstuk: de wording van de auto, van eerste schetsen tot het definitieve ontwerp. Tot vlak voor de wereldpremière werden nog wijzigingen aangebracht.

Divine Design 47,50 euro
www.citrovisie.nl

FLOATING IS THE BEST WAY

When it comes to books about Citroën, there is no shortage of quantity, but often a lack of quality. Four pleasing exceptions

CITROËN is like licorice: you either like it or you don't. Despite this (or perhaps precisely because of this), the scene is not exactly small, even outside of France. There has never been a shortage of literature on the subject. And because there are more and more specialized small publishers, the topics are becoming more and more pointed. These come from the Dutch publisher Citrovisie, behind which is the collector Thijs van der Zanden. He also has the other two in his range (see www.citrovisie.nl). This shows that you can build a diverse program even in a niche—if you serve several languages and adapt the books not to the shabby, but to the contemporary. Two of the four books on these pages.

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DIVINE DESIGN

**SCHWEBEND
FÄHRT'S
AM BESTEN**

Geht es um Bücher über Citroën, mangelt es nicht an Menge, aber oft an Qualität. Vier erfreuliche Ausnahmen

MIT CITROËN verhält es sich wie mit Lakritz: mag man – oder eben nicht. Trotzdem (oder gerade deshalb) ist die Szene nicht eben klein, und das auch außerhalb Frankreichs. An Literatur zum Thema hat es noch nie gemangelt. Und weil es immer mehr spezialisierte Kleinverlage gibt, werden die Themen auch immer pointierter. Zwei der vier Bücher auf diesen Seiten stammen vom niederländischen Verlag Citrovisie, hinter dem der Sammler Thijs van der Zanden steckt. Die anderen beiden hat er aber auch im Sortiment (siehe www.citrovisie.nl). Und zeigt damit, dass man auch in einer Nische ein buntes Programm aufbauen kann – wenn man mehreren Sprachen bedient und die Bücher nicht krautig, sondern zeitgemäß umsetzt.

Impact of a Divine Bomb

Since childhood, Dutchman Chris Bronkhorst has been collecting brochures and photos of his favorite car, the DS. His collection is one of the largest in the world and therefore a good basis for his book. In it, he describes how "la bombe" first hit France and then his homeland. Nevertheless, it doesn't belong on the regional memorabilia shelf; it is a full-fledged DS book, the likes of which has never existed before. A chapter on the period flavor of the DS decades doesn't really catch on because it only contains pop-cultural facts and clichés. But there are modern ideas: QR codes lead directly to YouTube videos. Bronkhorst focuses, for example, on the specifics and changes for foreign markets. Above all, however, he presents a graphic history of the DS and remembers the forgotten advertising manager Claude Puech as well as the photographers who worked on Citroën's behalf. In the last section, he documents the DS brochures by country, with an index of printed matter from 1955-75 in the appendix, which collectors will find useful. In Dutch.



EINSCHLAG EINER GÖTTLICHEN BOMBE

SCHON SEIT KINDERTAGEN sammelt der Niederländer Chris Bronkhorst Prospekte und Fotos seines Lieblingsautos, der DS. Seine Sammlung ist eine der größten der Welt und deshalb eine gute Grundlage für sein Buch. Er schildert darin, wie „la bombe“ erst in Frankreich und dann auch in seiner Heimat einschlug. Dennoch gehört es nicht ins Regionalia-Regal, sondern ist ein vollwertiges DS-Buch, das es so noch nicht gab. Ein Kapitel übers Zeitkolorit der DS-Jahrzehnte zündet zwar nicht, weil es nur popkulturelle Fakten und Klischees enthält. Aber

es gibt moderne Ideen: QR-Codes führen direkt zu YouTube-Videos. Schwerpunkte setzt Bronkhorst zum Beispiel bei den Spezifika und Änderungen für ausländische Märkte. Vor allem bildet er aber eine grafische Geschichte der DS ab und erinnert ebenso an den vergessenen Werbeleiter Claude Puech wie an die Fotografen, die im Citroën-Auftrag arbeiteten. Im letzten Teil dokumentiert er die DS-Prospekte nach Ländern, mit einem Verzeichnis der Drucksachen von 1955-75 im Anhang, das Sammler nützlich finden werden. Auf Niederländisch.

.de | Nr. 6/2024

★★★★★-sehr gut, ★★★★-gut, ★★★-befriedigend, ★★-ausreichend, ★-mangelhaft

CHRIS BRONKHORST: DIVINE DESIGN

approx. 980 illustrations,
327 pages.

Price:

49.95 euros

Depth: ****

Reading pleasure:***

Optics: ****

*****very good,

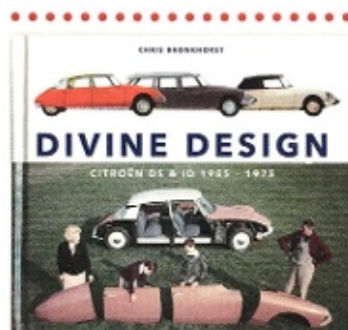
****good.

***satisfactory, sufficient,

-poor



Divine design



Divine design

For many, the ID/DS—alias the Pike—is perhaps the most iconic Citroën. After a lifetime of collecting, Chris Bronkhorst has compiled all his knowledge and documentation, and the result is now before us: a reference work of nearly 330 pages—Divine Design, Citroën DS & ID 1955-1975. The content structure is quite classic: the creators are highlighted, the introduction is highlighted. Then, the various models, from saloon to estate and Prestige to convertible, finally, a Darwinian look at the evolution of the Pike. As you know, not only DSs were built in France and Belgium, but also

Divine design

Voor veel mensen is de ID/DS -alias De Snoek- misschien wel de meest iconische Citroën. Na een leven lang verzamelen heeft Chris Bronkhorst al zijn kennis en documentatie gebundeld en het resultaat ligt nu voor ons: een naslagwerk van bijna 330 pagina's - Divine Design, Citroën DS & ID 1955-1975.

De opbouw van de inhoud is vrij klassiek: de scheppers worden in het zonnetje gezet, de introductie wordt belicht... Dan de verschillende modellen: van berline via break en Prestige tot cabriolet, om vervolgens als Darwin de evolutie van de Snoek te bekijken. Zoals u weet zijn er niet alleen DS'en in Frankrijk en België gebouwd, maar ook el-

elsewhere in Europe and even on other continents. Chris mentions most of them. A significant portion of the book deals with publicity, the brochures, because, as mentioned, the author owns a large collection of these. We would have covered some topics in more detail ourselves—we'll take page 300 of the book as an example. Here, the various Prestige brochures are shown in postage-stamp format, but we can't find any details about the differences between them. And yet, the separation between the front and back seats is clearly different. On the other hand, it's interesting to read about photographer Kees Pot, a relatively unknown artist who worked with Karel Suyling. The book is beautifully produced. The design is by Kees-Jan Smit, and the publisher is Thijs van der Zanden. For enthusiasts, the book is well worth it; the price is €47.50. You can order it via the website www.citrovisie.nl or <https://collidids.com>

ders in Europa en zelfs op andere continenten. Chris noemt de meeste. Een significant deel van het boek gaat over de publiciteit, de brochures, want zoals gezegd, de auteur bezit hiervan een grote verzameling. Zelf hadden we sommige zaken iets uitgebreider aangepakt - we nemen pagina 300 van het boek als voorbeeld. Hier worden op postzegelformaat de verschillende Prestige-brochures getoond, maar wat de onderlinge verschillen zijn kunnen we hier niet terugvinden. En dat terwijl de separatie tussen voor- en achterbank duidelijk anders is. Aan de andere kant is het wel leuk te lezen over fotograaf Kees Pot, een vrij onbekende grootheid die samenwerkte met Karel Suyling. De uitvoering van het boek is keurig. De vormgeving is van Kees-Jan Smit en uitgever is Thijs van der Zanden. Voor de liefhebber is het boek zeer de moeite waard, de prijs is 47,50 euro, bestellen kan via de website van www.citrovisie.nl of <https://collidids.com>.



Review

On October 11, 2023, our second regional evening of the '23-24 season took place again at Citrotech in Oldebroek. We were honored to be the first regional member of the ID/DS club to announce Chris Bronkhorst at our regional evening. He would be presenting his book, *Divine Design*, and specifically what had driven him to write it. He had already presented his book to about 100 people in Winterswijk, his hometown. Even in his youth, Chris was impressed by the design of our car. He moved five times to major cities, where he saw the DS glide by, and that image remained etched in his memory. At a young age, he already collected brochures, etc., and so the idea grew to perhaps one day write a book about the ID/DS, and now look at the result. Two years ago (2021), he finally decided to start writing a book. He had, however, wondered whether there should be another book about our cars, because three Dutch editions had already been published (1981, 1992 and 1996).

André Citroën was the driving force behind the launch of the DS project, but unfortunately, he didn't live to see its introduction in 1955. Bertoni, Le-fèbvre, Magès, and Boulanger deserve a mention for their design, engineering, and so on. The first model (sketches) of the DS resembled a hippopotamus, and gradually, after many sketches, the final shape emerged, as we know it today—"the first nose." What many DS owners probably don't know is why the trunk floor slopes upward from front to back. This is due to airflow, as with this shape, the rear of the DS is, as it were, "sucked down." The book covers many aspects, such as its introduction, design, graphic advertising, image makers, and brochures.

Chris also interviewed automotive journalist Gijs Berk for his book. He was the man who, in 1955, attended the unveiling of

Terugblik

Op 11 oktober 2023 vond onze tweede regio-avond van het seizoen '23-'24 weer plaats bij Citrotech in Oldebroek. Voor deze avond hadden wij de eer om als eerste regio van de ID/DS-club, Chris Bronkhorst te mogen aankondigen op onze regio-avond, waarbij hij zijn boek *Divine Design* zou komen presenteren en dan vooral wat hem gedreven had dit boek te schrijven. In Winterswijk, zijn woonplaats, had hij zijn boek voor circa 100 belangstellenden al een keer gepresenteerd. In zijn jeugdjaren was Chris al onder de indruk van de vorm van onze voiture. Hij is vijf keer verhuisd naar grote steden waar hij de DS voorbij zag glijden en dat beeld bleef in zijn geheugen gegrift. Op jonge leeftijd verzamelde hij al folders, et cetera en zo groeide de gedachte om misschien ooit een boek te gaan schrijven over de ID/DS en zie nu het resultaat. Twee jaar geleden (2021) hakte hij de knoop door om definitief te beginnen aan een boek. Wel had hij zich afgevraagd of er nog weer een boek over onze voitures zou moeten komen, want er waren inmiddels al drie Nederlandse uitgaven verschenen (1981, 1992 en 1996).

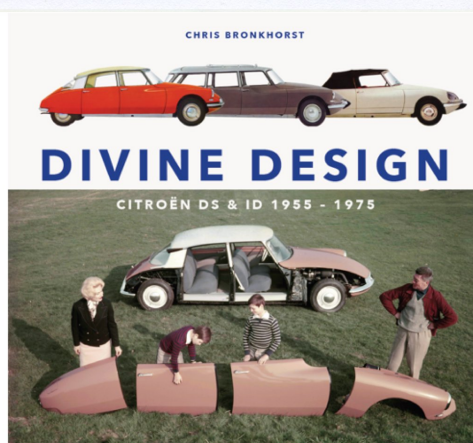
André Citroën was de grote animator voor het opstarten van het project DS, maar de introductie in 1955 heeft hij helaas niet mee kunnen maken. Voor het ontwerp, techniek, et cetera moeten Bertoni, Le-fèbvre, Magès en Boulanger niet onvermeld blijven. Het eerste model (schetsen) van de DS leek op een 'nijlpaard' en gaandeweg na vele schetsen, kwam de uiteindelijke vorm, zoals we die nu kennen 'de éérste neus' tot stand. Wat veel DS-bezitters waarschijnlijk niet weten, is waarom de kofferbakbodemplaat van voren naar achteren toe, omhoog loopt. Dat heeft te maken met de luchtverplaatsing, want bij deze vorm wordt de achterkant van de DS als het ware naar beneden 'gezogen'. In het boek komen vele facetten, zoals introductie, ontwerp, grafische publiciteit, beeldmakers, brochures ter sprake. Ook heeft Chris de auto-journalist Gijs Berk geïnterviewd voor zijn boek. Hij was de man die in 1955 bij de onthulling van de

the DS was present in Paris and, after 68 years, invited as a special guest speaker (age 92) to our regional evening among the 35 attendees. Gijs: "Chris has beautifully captured the period 1955-1975, even covering the clothing, food, and music of that era. With a foreword by former Public Relations man Erik Verhaest and design by our Kees-Jan Smit, it's a beautifully written and illustrated book that belongs in the bookshelf of every DS driver and enthusiast. Highly recommended. *La Bombe Citroën* no. 390, 09/19, includes a very nice article about the three early pioneers, Dick Verschoor, Bert

Blacqui re, and Chris Bronkhorst. In it, you can read about Chris's passion even in his younger years."

Afterwards, Chris and Gijs were thanked for their wonderful presentation and received a small gift from the board, along with a booklet from the ICCCR 1981 in Breda: the small pocket book *le petit Quizz* (which they didn't have yet!).

Afterwards one could view and/or purchase a copy of *Divine Design*.



DS in Parijs aanwezig was  n na 68 jaar als speciale gastspreker (92 jaar oud) op onze regio-avond tussen de 35 belangstellenden uitgenodigd. Gijs: "Chris heeft het tijdsbeeld in de periode 1955 – 1975 goed weergegeven, zelfs kleding, eten en muziek uit die periode komen voorbij." Met een voorwoord van de vroegere Public Relations-man Erik Verhaest en de vormgeving door 'onze' Kees-Jan Smit, is het een prachtig tekstueel en ge llustreerd boek geworden dat bij iedere DS-rijder en liefhebber thuis in de boekenkast hoort. Een aanrader dus. In *La Bombe Citro n* nr. 390, van 09/19 staat een heel leuk artikel over de drie pioniers van het eerste uur Dick Verschoor, Bert Blacqui re en Chris Bronkhorst. Hierin lees je de be-vlogenheid van Chris al in z'n jonge jaren.

Na afloop werden Chris en Gijs bedankt voor hun mooie presentatie en ontvingen zij namens het bestuur een presentje en een boekje van de ICCCR 1981 in Breda + het kleine pocketboekje *le petit Quizz* (die hadden ze nog niet!).

Daarna kon men een exemplaar *Divine Design* in-zien en/of kopen.

Reviews

Divine Design is a must have for any Citroën DS enthusiast!

The book, by author Chris Bronkhorst, is unique in several ways that makes it a unique addition to my DS book collection. First is the in-depth focus on DS publicity and brochures and the worldwide image this created for the DS. Based on Chris's extensive collection of brochures from around the world, seeing it in this light offers a unique perspective. The quality of print - which is now also available in French and in English - is exceptional, and Chris's knowledge of the media design and print is exceptional!

Another aspect I loved about the book was how Chris put the DS into the context of its time, and details it received unique to the many countries it was sold in.

To the Citroënista who would like to add a unique DS book to their collection, with a focus on worldwide production, image and publicity, this book is a must have!

Mark Krahn, Canada

Hello Chris,

The only word for your book is: amazing!

As soon as I have read the pages, I will tell you what I think of it in all friendship.

Hello Chris,

I have started reading the pages of Gastonides; I find your book very interesting, with many things I did not know yet.

Bravo!!

Piero

Hi Chris,

This is a great book.

Autobooks Aerobooks, Burbank CA

Hello Chris,

It took me no effort to discover that the enthusiasm with which you described your book proved to be more than justified after just a few pages. The entire work exudes your respect and admiration for the DS's (!) history and proud end result. I enjoyed spending several hours reading and browsing through it. It is an exclusive and vivid account, written in a clear style. For this "outsider", certain technical details proved to be reasonably accessible. The richly illustrated attention that the car has received over the years also made it an enjoyable read, as did the anecdotes and jokes – for those in the know.

Your respect for the passion of all the creators, which resulted in a technically and, above all, ethically impressive and unprecedented result, is palpable throughout.

Here and there I found a nice allegory, and I would like to end with that:

The D.S. is like the unforgettable impression of a swimmer who seemed to float and flash through the water.

With kind regards,

Jaap Boehlé

Hi Chris, what a beautiful book! Lots of fresh photos and an abundance of brochures.
DELICIOUS!

Also informative, with humour here and there and especially buckets full of love for the goddess!

I say mission accomplished, beautifully designed too, give Kees-Jan another feather in my cap (barcode on the back, great)

Bookmark ribbons, good paper, a nice sans serif font...

Totally hip with those QR codes too (but I haven't tried them yet).

You guessed it: I'm very happy with it!

11 mei om 08:48

H Chris - I received your beautiful book today! What a wonderful work you have completed. I will really treasure turning every page. Congratulations on such an excellent result!



I LOVE the book. And yes I have recommended and will recommend on social media too! It's a gem!

Chris

The books arrived yesterday in perfect condition
I just started paging through one that will be my sample book for display at the upcoming show in mid June
Very impressive

Thank you
Paul

Dear Chris,

You have given me a 'divine' King's Day. Wednesday afternoon there was a thick package in my mailbox containing your beautiful book 'Devine Design'. So I read that on Thursday.

What a wonderfully versatile description of these iconic Citroëns. All aspects are addressed. The technique, the functions of the hydropneumatic system, the design, the production and assembly in different countries, the publicity, the stylish sales brochures, which are now 'collector items', the evolution of the models and the range.

While I'm fairly well versed in the DS/ID's illustrious history, I still learned a lot from it.

I find the chapter 'Metaphors' very special and creative, including the funny illustrations. It is also very nice that you paid a lot of attention to the successes in rallies and Economy runs of Maus Gatsonides (my first 'boss' in the period when he built the Gatford (later Gatso) sports cars in his garage in Heemstede).

As a motorsport enthusiast, I think it is a pity that it is not said in more detail that Citroën also achieved numerous impressive victories with the DS in important international rallies such as the Monte Carlo, the Liège -Sofia - Liège Marathon, the East African Safari, etc., even though it is briefly mentioned on page 165.

The DS drivers Toivonen & Mikander even won the Monte Carlo Rally in 1966. For a car that was mainly praised for its comfort and not for its engine performance. Naturally, this resulted in a lot of positive publicity.

Of course I also understand that you had to keep the text of your book limited and therefore mainly geared it to the topics that appeal to your Dutch target group the most. And I think you've succeeded admirably.

In the colophon I saw that the sympathetic Citroën enthusiast Kees-Jan Smit from Spaarndam has taken care of the layout. Its fresh and lively design also deserves a sincere compliment.

Many thanks again for sending us from Devine Design. I have really enjoyed it.

Sincerely,

Gijs

Hi Chris,

Thank you for a very nice surprise.

First and foremost - the book is excellent!

Now, naturally my Dutch does not do justice to the writing, so I have had Liska read and translate me parts of it. All the parts have been informative and well thought out.

Beyond excellent writing, it is also exceptionally well laid out - just a a pleasure just to look & touch and flip the pages.

Despite my lack of Dutch fluency, I can pick quite well the outline from the similar words to Swedish&German and the pictures provide supporting evidence. Thus, it is clearly an amazingly wide-ranging treatment and underlies years of in-depth passion. I did not know much about DS before, but now I think it is one of the best cars ever.

Most importantly I am so happy for you personally that all these years of work paid off so handsomely. It is truly an accomplishment - a definitive treatise on the topic. And I am not stating these to be nice - it really is a wonderful book. Now the only thing to wait for is the English edition.

Therefore: Congratulations!

Fondly,

Marko

Dear Chris,

Yes, thanks. Received today.

Just flipped through the whole thing. Impressive!

But also a bit overwhelming.

The text of some brochure prints is just barely legible. Although of course not cf your intention, it does attract the attention of the viewer and invites you to read.

Beautiful image of the time and particularly interesting for those who are (also) interested in graphic design.

I still look surprised (and a little happy) from a Citroën DS or ID on the road.

Your book provides an insight into the artistic world of car design. What craftsmanship!

Sincerely, Suzanne

Hi Chris,

what an INSANE GORGEOUS MONUMENT this has become!!! The beauty, care, completeness and your boundless love for this car radiate from every page. A pleasure to read for me as a technical nitwit, and undoubtedly also for the totally initiated and everything in between. A treasure from a time capsule too because on almost every page my thoughts were back to my own childhood, holidays in France, browsing through a Paris-Match. Enjoy your well-earned rest, now that it is finished. And be shamelessly proud of this true opus magnus!!!

Regards, Betty

Jan Kok:

Just flicked through the purchased book today and read a bit here and there. Really impressed by all those beautiful photos, texts and formatting! Didn't know there were still so many new ID/DS issues left unsaid. And that after 25 years of DS driving. The book will have to be saved until my birthday....

Jan de Lange:

Last week, your new book dropped on our doorstep with a huge bang. It barely fit through the letterbox. Thank you! It turned out very nicely. What an enormous amount of material! I don't think another book on the DS/ID will ever need to be written now.



Harry

August 21, 2025 12:18 pm

Beautiful book , it's a encyclopedia for me
, I read it several times

↳ Reply



Dinker Pai

August 21, 2025 7:49 pm

Amazing work by Chris! This was his
passion and it shines through every page!

↳ Reply



Jorn Fokkens

August 22, 2025 4:34 am

The book helps you love these cars even
more!!

