



Number 1 and many more:
Passion Porsche tells the story of the sports cars in the museum

Book Launch

Passion in Two Volumes

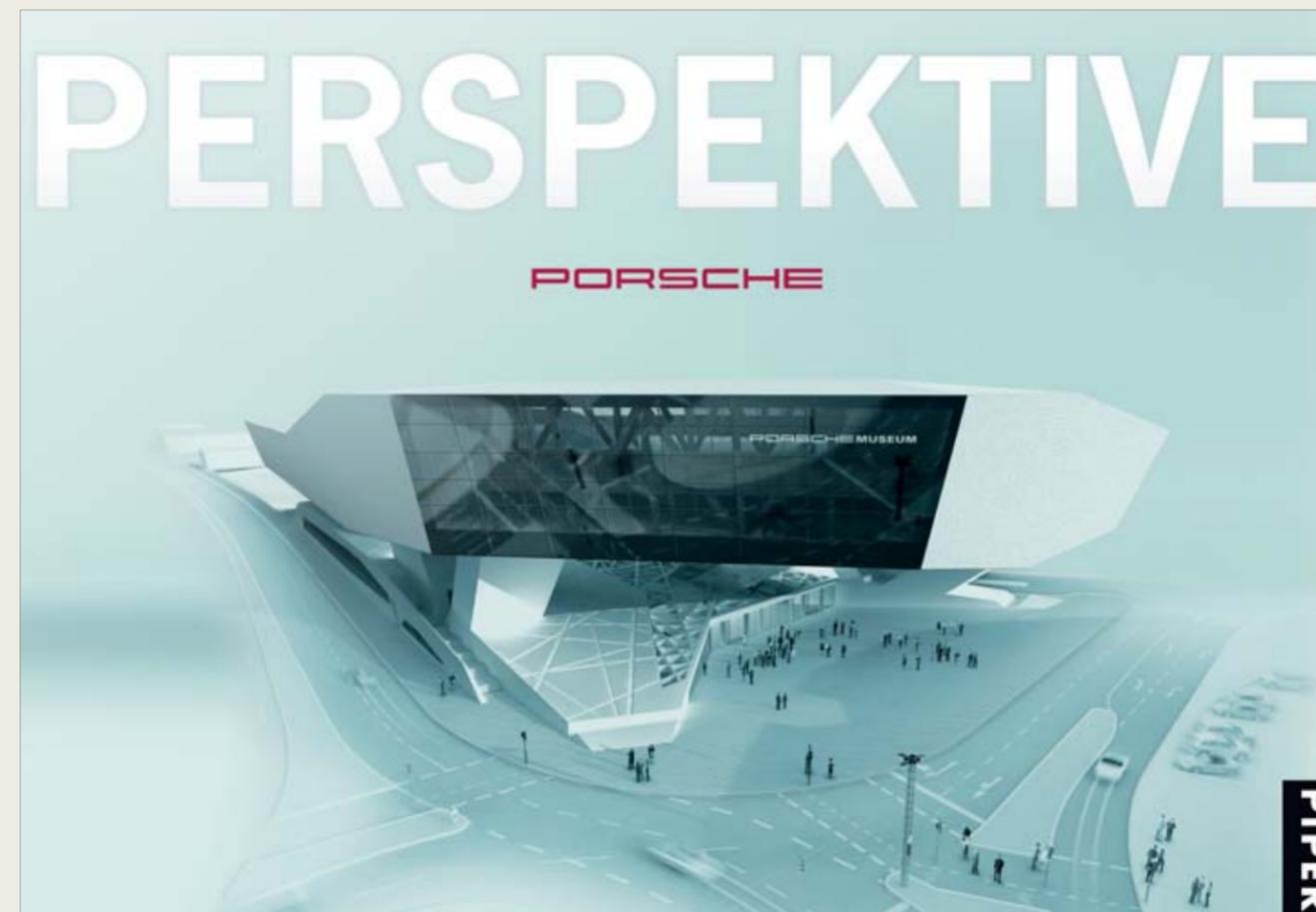
Just in time for the opening of the new Porsche Museum, the company has published two richly illustrated and highly engaging books: the volume *Passion Porsche* tells the sports-car manufacturer's history, while the architectural volume *Perspektive Porsche* tells the history of the Porsche Museum.

The suspended state so brilliantly realized in the Porsche Museum can only be described but not duplicated by the official museum books: the double-volume set in its slipcase requires a solid few inches of shelf space in your bookcase. The twin volumes of *Passion Porsche* and *Perspektive Porsche* add up to about

400 pages. The landscape format books measure 13.5 x 9.5 inches, with the wide format doing justice to the spectacular automobiles and edifices featured inside.

The thrilling sports cars from Porsche are linked to an exciting company history—reason enough for the new Porsche Museum. Porsche's history contains fascinating individual stories. Every vehicle has its own history, and quite a few have very special histories. All are told in the new museum and accompanying volume.

Passion Porsche guides the reader through the building's exhibits and Porsche history. Yet it is more than a museum guide. It's conceived more as a gallery, as an inspiration. Of course, one can



New building at Porscheplatz:
 The architectural volume tells the inside story of how the museum came into being

have wonderful arguments about which of the cars in the exhibits and in the book are the most beautiful. Or what other car should absolutely have been included in the exhibition.

Porsche's revered engineering and automotive tradition is a precious legacy of values that deserve enough space to be appreciated—and, like the sports cars, in their own spectacular setting. In the new Porsche Museum one thing becomes obvious at first glance: the design works! *Perspektive Porsche* tells the dynamic story of how the museum came into being—not just by chronicling the events but also by delving into what guided the architects in their choices. You might wonder, for instance, what links the Eiffel Tower to Porscheplatz...

The architectural volume relates a different perspective of Porsche history. It's much more than a historical review. In the new museum, tradition comes alive more than ever before. The daring and successful architectural stroke expresses this philosophy aesthetically, and the book reflects it. The appeal of Porsche becomes spatially and sensually perceptible. Exciting inside and out. And, again, this applies to the museum as well as to the book.

Superb illustrations and stimulating copy complement each other: ten authors and four photographers have worked for two years to create this luxurious edition. The team has used a blend of journalistic detachment and intimate familiarity with the museum and its exhibits. The approach not only captures the fascination of the new Porsche Museum but also conveys entirely new perspectives on the company, its environment, and its products.

Passion Porsche
Perspektive Porsche

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