

By  
Victoria Bitter

Photos by  
Frank M. Orel, Bruce B.

There are many different dates to mark in red in your calendar. One surely is October 15, when Porsche will start delivering its new calendar collection. Three 2009 wall calendars stand ready to present the future in the mirror of the past in a very unusual way. And if you can't decide which one of the trips through Porsche history to take, feel free to choose all three. After all, you probably have at least four walls at home. Advance orders are being taken now.

Fascination

# Time Travel

Raw beauty: The historical Type 64 meets today's 911, and they follow the same line



**Past and future**, the twin poles of Porsche's history and its continuing development, also represent the principle behind all the calendars. They move ahead from month to month, as today's future becomes tomorrow's past. The credo of the Porsche wall calendar collection in 2009, as always, is not to forget either pole and thus to make each calendar more than just a place to write appointments.

The future raises questions, but the present has to answer them. Porsche is meeting the challenges of emissions reduction with intelligent solutions, expertise, and passion, and with the experi-

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**Wallpaper in motion:**

**The product calendar *Answers* (top) and the design calendar *Affinities* take you on a trip through the past, present, and future**



ence that a successful past teaches. The official product calendar *Answers—The Engineers of Efficiency* celebrates this endeavor. It shows in detail the technical solutions that Porsche engineers employ to maintain and even increase performance and driving fun while simultaneously achieving significant reductions in fuel consumption. The twelve pages present the brilliance of technical innovation in impressive artistic fashion. VarioCam Plus, aluminum door design, hybrid-drive technology, low rolling resistance tires, and Porsche's variable turbine turbocharger geometry—each of these becomes a larger-than-life backdrop for one of the current Porsche cars. Thus, a 911 Turbo is shown driving through the side panel of its own door, while a Cayenne inspects the microchip technology that helps control it, and the new 911 Carrera 4S takes a trip through the Porsche double-clutch transmission (PDK). The calendar gives a playful image on paper of what in reality are very serious matters.

Family visits can be pleasant—especially at the Weissach Design Studio. Porsche's designers have invited a very special guest from yesteryear to visit its descendants: the Type 64 that Professor Ferdinand Porsche created in 1938. The calendar is called *Affinities*, and it brings together twelve sketches and interpretations. "This is the car that introduced the Porsche form," chief designer Michael Mauer explains. After seeing the authentically rebuilt raw body of the Type 64, the designers had found the motif for the tenth calendar from the Weissach studio. The cross-fertilization between the forerunner and the current models comes to life in the drawings. It's an encounter that will unfortunately forever remain a dream in the real world.

For Frank M. Orel, who was once again asked to create this year's historical calendar, the Type 64 is simply the "original type." The calendar creation *Mathematics 2009—Game of Numbers* has its attractive spiral binding in the middle and comes in a slipcase, so that it can serve as an art book in any Porsche library after having performed its duty on the wall. In a playful mathematical manner, the designers stress their theory that the Type 64, with its fascinating lines, already carries all the genes that to this day make a Porsche what it is. This calendar contains more pages than the year has months—and for a good reason. As in the product calendar, the visual interpretation is augmented by background information. The Porsche genetic code can be deciphered via the Type 64 just like the mathematical formulas in the historical calendar. And such concepts as exponents, multipliers, and coefficients take on a whole new meaning.

The new calendar era at Porsche has already begun. To be up to date in January 2009, order now. After all, being ahead of one's time is a Porsche tradition. ◀