



PORSCHE

Press Release

July 18, 2018

Sports car manufacturer gives artists opportunity to collaborate with photographer to the stars

Peter Lindbergh photographs Porsche models

Stuttgart. The “70 years of Porsche sports car” anniversary made it all possible: Peter Lindbergh, known for his fashion photography and his images of well-known subjects, has done Porsche the honour of making the concept study of the first fully electric Porsche, the Mission E, and the iconic 911 sports car the subjects of a new series of photographs. The location for this very special interpretation of the Porsche anniversary was a beach in Ault, northern France. “For me, Porsche has always expressed something unique, something personal. And always without any claim to perfection. The result is a unique kind of poetry”, says Lindbergh.

It was not just the subjects that made this shoot such an extraordinary project, for Lindbergh and for Porsche: The photographic series was created as part of the “Porsche Talent Project” that was launched by the sports car manufacturer last year with the aim of giving young artists the opportunity to collaborate with the greats from the field. Skander Khlif, a young artist from Munich, shadowed Lindbergh on the shoot, and had the opportunity to produce his own images under the guidance of the photographer to the stars. Lindbergh enjoys being a mentor, but rarely gets the opportunity. “We are delighted that we were able to secure Peter Lindbergh for the ‘Porsche Talent Project’. His images offer a unique interpretation of a story, and his methods are completely inspiring. Seeing him work with the young photographer reaffirms our commitment to offering aspiring artists a unique experience that will help them to progress in their careers”, says Bastian Schramm, Director Marketing Porsche Deutschland.

This is not the first success for the “Porsche Talent Project”, which at the end of 2017 gave talented young people the opportunity to work with Berlin-based designer clothing label “lala Berlin” on the company’s “triangle scarf” and produce their own take on this famous accessory. Working in co-operation with Porsche, networking site Talenthouse selected six finalists from a pool of more than 50,000 artists.

The “Porsche Talent Project” is just the latest chapter in the Stuttgart-based automotive manufacturer’s ongoing history of involvement in culture and the arts. Among the events supported by Porsche are the Leipzig Opera Ball and the Ludwigsburg Festival. Porsche also has long-standing co-operations with internationally renowned institutions such as the Leipzig Gewandhaus Orchestra and the Stuttgart Ballet.

Images in the Porsche Newsroom (newsroom.porsche.com) and in the Porsche press database (presse.porsche.de).