

911 Love: an interview with Arthur Kar

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05/01/2022 Cars and fashion are a combination that fascinates Arthur Karakoumouchian. It's what his fashion label, L'Art de L'Automobile, founded in 2017, is all about.

Born in Beirut and raised in Paris, the 39-year-old started working at a French Porsche Centre as a mechatronic technician when he was a teenager. He soon became self-employed and successfully traded sports cars that he had reconditioned himself. In the autumn of 2021, he debuted his newest creation: the 968 L'ART in a retro look from the 1990s – converted into a roadster together with Porsche.

What is love?
Love.

How are you?
Good, and you?

The Porsche 911 in three words?
Timeless, beautiful, fast.

Which simple things can make you happy?
Playing basketball and listening to hip-hop at the same time.

What would you never do in a 911?
Smoke.

What's your favourite road?
From Carmel-by-the-Sea to Big Sur in California.

What can distract you?
A faster car.

Three things you would take to a desert island?
A PlayStation 5, a Seabob-Jet and a basketball.

Is there a historical figure you admire?
Michael Jordan.

What on a 911 could you do without?
The PDK – I love manual gearshifts.

And what couldn't you?
The sound of the engine.

What music did you wake up to this morning?
R & B or hip-hop – it depends what mood I was in.

Your favourite film?
Grand Budapest Hotel by Wes Anderson. His films inspire me.

Your favourite book?
I don't really like books.

Where do you long to be?
In my Porsche Carrera GT.

Your most treasured possession?

A pair of original Air Jordan shoes.

Your secret?
That'll stay my secret.

The 911 moment of your life?
The first drive in a Porsche 965 Turbo Leichtbau.

Your best advice?
Believe in your dreams. Never give up.

What would no one expect of you?
I can rap.

MEDIA ENQUIRIES



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