

9:11 Magazine: the aesthetics of a one-off

23/06/2022 An absolute one-off in Episode 22: a 356 thought to be lost to history reappears and a unique 911 is created in a secret transatlantic project. In addition, Alfredo Häberli talks about the poetry of design.

The discovery of the Porsche 5006

In January 2013, Thomas König and Oliver Schmidt, founders of the Prototyp museum in Hamburg, discover an old Porsche in a backyard. It is the oldest maintained Porsche 356 produced in Germany. What follows is a years-long odyssey. The mission: to restore the rarity to its original condition. Nine years later the goal has been achieved!

The birth of the Porsche 911 Classic Club Coupe

At Porsche Club of America (PCA) a daring plan is hatched in 2019. They want to create a one-off that

is like no other. Together with Porsche Classic they band together to form a transatlantic secret project and construct, on the basis of the 911, type 996, the 911 Classic Club Coupe in the PCA design. It is the birth of something absolutely unique – in the most sporty design ever of a type 996.

The poetry of the design

The Swiss designer and Porsche aficionado Alfredo Häberli takes the 9:11 Magazine with him on a journey of discovery to his hometown of Zurich. On a detour to his studio, we discover how the catchphrase 'Precision meets poetry' goes to the heart of his design language – in the same way as the design of his Porsche 911, built in 1976.

9:11 Magazine

At the 9:11 Magazine the sports car manufacturer presents entertaining and interesting facts and stories from the world of Porsche. The spectrum ranges from heritage themes and product introductions to background reports and thrilling motorsport stories. The 9:11 Magazine complements the Porsche customer magazine Christophorus and the audio format 9:11. Porsche. Podcast and is in German and English. Additional footage material is available for journalistic purposes.

Video

https://newstv.porsche.com/porschevideos/215887_en_3000000.mp4
https://newstv.porsche.com/porschevideos/215888_en_3000000.mp4
https://newstv.porsche.com/porschevideos/215890_en_3000000.mp4
https://newstv.porsche.com/porschevideos/215889_en_3000000.mp4

Link Collection

Link to this article
https://newsroom.porsche.com/en_AU/2022/company/porsche-911-magazine-episode-22-one-offs-designer-alfredo-haeberli-356-5006-automuseum-prototyp-hamburg-911-classic-club-coupe-porsche-club-america-28838.html

Media Package
https://pmdb.porsche.de/newsroomzips/16199250-70b5-42ef-ac2e-d99c63d403e8.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart