

The ‘Style Porsche x Marc Fornes’ series: what links the worlds of architecture and car design?

22/01/2024 In a new four-part series for the Porsche Newsroom, New York-based architect and artist Marc Fornes and Vice President Style Porsche Michael Mauer explore the many parallels ahead of a very special moment in Porsche product history. Here the Porsche Newsroom presents episode four.

Following his sneak peek of the all-electric Macan at the Weissach Development Centre, architect and artist Marc Fornes returns to his New York studio to get to work on a striking new sculpture, bound for Singapore. The intricate engineering process involves great thought, problem solving and creativity. Together with his team, Fornes comes up with a complex, self-supporting 3D ‘puzzle’, composed of more than 6,000 individual pieces of ultra-thin aluminium.

The final part of the “Style Porsche x Marc Fornes” series looks at the process behind a piece of art that pushes the limits of form, structure and space – and that will take centre stage alongside the new Macan, at its world premiere in Singapore on Thursday, 25 January. In Marc Fornes’ words: “The

purpose of the collaboration is not to mimic the car but take the philosophy of the design of the car and transform it into the world of creating space."

Episode 3 – The Mission

Every mission needs a hero. In the third episode of the 'Style Porsche x Marc Fornes' mini-series, Marc Fornes travels to Germany to meet the star of this story – the electric Macan – and kicks off an exciting collaboration with Vice President Style Porsche Michael Mauer.

Michael Mauer welcomes New York-based architect and designer Marc Fornes to the Weissach Development Centre for a private viewing of the new all-electric Macan. Together they delve into the design of this milestone car, finding parallels in their respective crafts in terms of quality, precision, engineering and approach.

During the visit, Mauer presents a small detail – one that bridges functionality and aesthetics. It provides a link from car to sculpture, allowing Fornes to begin the process of designing his unique version of a 'two-car garage'. That is, after he has a rare opportunity to explore Porsche's rich heritage.

Episode 2 - The Artist

"You come into your car, drive and forget anything else": the second instalment of the 'Style Porsche x Marc Fornes' series looks at the work of New York-based architect and artist Marc Fornes / THEVERYMANY, a Porsche-driving designer who pushes the limits of form, structure and space.

In episode two of 'Style Porsche x Marc Fornes' – a mini-series that focuses on an exciting cooperation between Style Porsche and New York-based architect and artist Marc Fornes / THEVERYMANY – the spotlight is shone on Marc's fascinating performance architecture. His otherworldly, self-supporting and ultra-thin structures appear to defy the laws of physics.

Ahead of the results of this exciting collaboration being revealed, the Porsche collector discusses how his approach is driven by the same principles as the sports car manufacturer's designers, with the ultimate goal of creating unforgettable experiences.

Episode 1 – The Soul

The "Style Porsche x Marc Fornes" series tells the story of a collaboration between Style Porsche and New York-based architect and artist Marc Fornes / THEVERYMANY. Giving a glimpse behind the scenes as they embark together on an inspiring creative journey, the series looks at the many parallels between their creative philosophies in the quest to design an exciting work of art for a very special event and an important car.

In Episode One, Vice President Style Porsche Michael Mauer begins by presenting the Porsche design principles. Based on the three keywords ‘purpose’, ‘focus’ and ‘tension’, Mauer has developed a system to capture and visualise the soul and identity of the Porsche brand. He does so in a way that allows Porsche to remain true to its dynamic core even when the world around it is changing at an ever-increasing pace.

MEDIA ENQUIRIES



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Video

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