

Arthur Kar visits the Porsche Museum

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27/07/2019 The Paris-based brand “L'art de l'automobile” combines the fashion world with the love of the automobile. Arthur Kar, who first worked on Porsche vehicles as a mechanic at the tender age of 16, founded the company just a few years ago.

For Arthur Kar, vehicles are a form of art. The 36-year-old fashion designer and car aficionado is the spiritual father of the “L'art de l'automobile” label. The translation is: “The Art of Automobile.” The way in which people perceive and consume art is what he wants to create equally for automobiles.

The vehicles from Stuttgart-Zuffenhausen play an important role for him. At the age of 16, he first came into contact with Porsche as a mechanic. His idea of art was influenced by the pop culture of the early 2000s - including influences from the NBA and MTV.

Years later Kar was able to afford his own Porsche. His first one was a black 996 Turbo. "The most important thing, however, is the unique experience and how the vehicle fits into the driver's

environment", explains Kar. Accordingly, in addition to a current 911 derivative, the Carrera GT or 911 R, there are also off-road vehicles and historic Volkswagens in the possession of Kar, who stores his vehicles in an inconspicuous garage in the heart of Paris next to his creative office.

Arthur Kar now found further inspiration in the Porsche Museum exhibition. There, he is interested in historical racing cars as well as prototypes of production vehicles. The displayed Carrera GT, however, generates the greatest interest. The Porsche enthusiast quickly discovers that it is the vehicle with the number 0001, the first Carrera GT ever built. "The combination of unique performance paired with timeless design makes this vehicle something very special," says Kar.

In a video for Hypebeast he tells his story from mechanic to Porsche driver.

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