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Time travel at the construction fence

The Volkswagen Group Forum in Berlin gets a new face. During the reconstruction, Porsche has taken the passers-by on a little journey through time.



It began in 1963 with a leaflet. It was the first time that Porsche did advertising for the 911 then. This was followed by a range of very different ad campaigns – from laid back to flashy, conventional to courageous. They were always a sign of their time; they shed light on technical progress, showed social and political influences. And they do so to this very day. More in the picture gallery (left column). This was apparent now once more in Berlin, at the corner of Friedrichstrasse/Unter den Linden, on a 60-metre long construction fence. Porsche ads from the past 50 years took the passers-by on a trip in time until the end of January – an average of up to 5,500 people per hour.



Volkswagen Group Forum in Berlin

Meanwhile, behind the fence, the construction work in the former Automobile Forum is in full swing. Since September 2013, the presentation areas, covering 10,000 square metres, are in the process of being remodelled. At the end of April, the Volkswagen Group Forum will open with a new name and concept: for the first time, Volkswagen Group will present all of its brands as well as the Financial Services AG there. Temporary exhibitions with lectures, discussions as well as cultural events are also planned. Since its opening in 1999, the Forum has attracted more than ten million visitors.

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