

Experience Porsche at the ‘Curvistan’ pop-up

07/12/2021 Stefan Bogner, the man behind Curves Magazine, has opened a pop-up in Munich that promises to be a meeting place for petrolheads and Porsche lovers in the run up to Christmas.

A pop-up store, created to mark 10 years of the popular Curves Magazine, has opened in Munich. Described by its creator, Stefan Bogner, as “a pop-up store, gallery, event space, and hangout all in one”, Curvistan is currently exhibiting the newly unveiled Porsche Vision Gran Turismo design study.

The first three weeks of the pop-up were all about lap times, with watches like the TAG Heuer Monaco on display alongside Steve McQueen's Porsche 908/48 racer.

But the Porsche community is ultimately taking centre stage: from nods to Luftgekühlt in California and the GP Ice Race in Zell am See as well as Renndrive in Thailand, Curvistan celebrates the brand's global family feel in style.

The appearance of the Porsche Vision Gran Turismo concept study at the pop-up is a world-first. With

this design study – created for the Gran Turismo 7 game – Porsche is looking far into the future. While it is a concept of a virtual racing car, a real-life model was built in Weissach as part of its development. “The Porsche Vision Gran Turismo shows what an all-electric racing car could look like in 10 or 15 years,” says Porsche chief designer Michael Mauer.

The exclusive concept was presented to the public just one day before it was unveiled at Curvistan, and will remain there until 11 December. As a two-seater that is compact and agile with an ideal power-to-weight ratio, the virtual racing car corresponds to the brand values that distinguished the Porsche 356 Le Mans Coupé and the Porsche 908 Bergspyder in years gone by.

Once the design study leaves its temporary exhibition space the pop-up will, for the remainder of its time in Munich, offer visitors a virtual journey courtesy of the Curvistan Hangout. There, Bogner will recount tales from 10 years of Curves and share some of his favourite driving routes and stories.

Info

The Curvistan pop-up store at Corneliusstrasse 2 in Munich is open from Tuesday to Saturday (11:00-20:00) until 24 December 2021. The project is supported by Porsche Germany, TAG Heuer and the design brand Fritz Hansen.

MEDIA ENQUIRIES



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