

AUTOMOTIVE

Porsche promotes collaboration in fashion photography series

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The Porsche 911 and Mission E were featured in a new photography series. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is offering a unique and pared-down look at two of its sports cars through a series shot by a famed photographer.

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In honor of its 70th anniversary, the brand enlisted Peter Lindbergh to photograph the 911 sports car and the Mission E, Porsche's first fully electric vehicle. While the 911 is an iconic representation of Porsche's past and present, the Mission E is representative of the automaker's future.

"Porsche has its own spirit," said Lauren Fix, automotive expert, the **Car Coach**, Lancaster, NY. "To capture that requires someone who understands the brand and has the talent to do so."

Ms. Fix is not affiliated with Porsche, but agreed to comment as an industry expert. **Porsche** was reached for comment.

Porsche photography

Mr. Lindbergh is a fashion photographer recognized for his cinematic, black-and-white images.

In his shots for Porsche, the automaker's Mission E and 911 sports car are pictured alongside the cliffs on a beach in Ault, France. The crashing waves in the background add a sense of drama and power.



Fashion photographer Peter Lindbergh captured the Porsche Mission E. Image credit: Porsche

Reflecting Mr. Lindbergh's fashion sensibilities, two young women dressed in gowns and coats model alongside the Porsches.

The series is part of the Porsche Talent Project, which pairs established creatives with younger artists. German artist Skander Khilf shadowed Mr. Lindbergh and was able to create his own images during the shoot.

Documenting the photo shoot, a behind-the-scenes video, also filmed in black and white, was released.

Porsche enlisted photographer Peter Lindbergh for its mentorship initiative, the Porsche Talent Project

While Mr. Lindbergh's photographs capture the entirety of the scene from the cars, to the models, to the cliffs, the short film shows the 911 and Mission E in finer detail.

For instance, the crew is seen removing the tarp on the Mission E and adding the rims. The 911 is also pictured arriving and departing from the set.

Talent appreciation

Through the Porsche Talent Project and other marketing initiatives, Porsche is building a reputation as an automaker that supports the arts.

Previously, the Porsche Talent Project gave six up-and-coming designers the opportunity to design their own scarf with German clothing label lala Berlin.

Last winter, Porsche partnered with two unlikely candidates, *Rolling Stone* magazine and rock guitarist Dave Navarro, for an electric vehicle promotion.

To celebrate the auto company's new line of E-performance models, it partnered with *Rolling Stone* and Mr. Navarro for a short film that combined a raucous live rock performance with a coordinated light show on the back of a Porsche ([see story](#)).

Porsche has also launched an online hub that brings together photography, film and history.

The 9:11 Magazine by Porsche is the automaker's digital version of a magazine, with various docu-style videos for all things related to the automaker.

Named after its iconic 911 vehicle, the magazine's video episodes are all timed roughly around 9 minutes and 11 seconds ([see story](#)).

"[Porsche] supports entrepreneurial spirit and creative excellence," Ms. Fix said. "They typically work with emerging talents and superior talents like Peter Lindbergh."