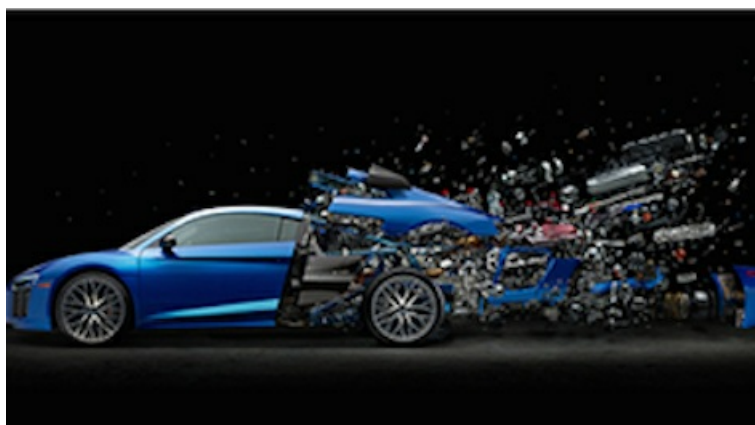


AUTOMOTIVE

Audi slows down V10 engine for a one-of-a-kind look

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Audi's new poster for a special anniversary. Image credit: Audi

By STAFF REPORTS

German automaker Audi is going in the opposite direction than its normal campaigns, focusing on slowing down rather than speeding.

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Audi has commissioned artist Fabian Oefner for a special piece to celebrate 10 years of its V10 engine in the Audi R8. The special photograph available in poster-form features all the parts of the V10 as if it had been blown apart.

Slowing it down

In a short video detailing the process of the Audi-commissioned piece, the automaker and the photographer explain Mr. Oefner photographed each part of the engine for the photo. He tells viewers that essentially the poster is the slowest high-speed image captured.

"The thing that we call reality, what is it after all?" Mr. Oefner says in the film. "That is what I'm trying to find out. It is a really just a question about what is real.

"What you actually need to do is imagine this photograph in your mind," he said. "It is not really about cars. It is about a moment that never really existed.

"It is basically the slowest high-speed photograph ever created."

Audi's short film for the slowest art

The artist also explains that while many viewers will think the image is fake, he knows that a small percentage will take a long enough look to realize the intricacy of the moment.

Audi is touting the image as "the slowest art we've ever built."

The R8 Disintegration Poster is available on the automaker's Web site for \$24.95.

In another short, the German automaker Audi personified its new RS5 Sportback, showcasing the car's sporty yet stylish appeal.

In "Dressed to Perform," a woman seamlessly transitions from a boxing gym to a night on the town. Rather than outlining the car's specifications, the commercial instead makes a comparison between the car and the woman to pique consumers' interest in the model ([see story](#)).

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