

AUTOMOTIVE

Porsche presents design insights in 'Unseen' series

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The Porsche 911 Street concept car. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is sharing glimpses of unreleased concept cars in an expansive multichannel effort that gives insights into the marque's past, present and future.

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The automaker released the tome Porsche Unleashed last month, and has been promoting the hardcover book through editorial and video features in 9:11 Magazine as well as social media. In the latest iteration of the Porsche Unseen project, the automaker debuted a video series delving deeper into design studies.

Porsche Unseen

The first video release is centered on concept cars such as the Porsche 919 Street and Porsche Vision Spyder which never made it into production. Chief designer Michael Mauer narrates the short.

"Future is really just a word; it is the description of a period of time that lies ahead of us and where nothing is determined yet," Mr. Mauer explains. "And it's an opportunity to design that space."

Chief designer Michael Mauer explains the Porsche design process

Archival footage shows the development of the concept cars, from the clay model to the testing track. Mr. Maurer philosophizes on the importance of creating physical models, rather than relying on digital models, to get a true feel for the vehicles.

There is also an element of creativity and experimentation in the process, which is unencumbered by specific end goals or parameters.

As Mr. Maurer explains, the Vision Turismo was inspired by the idea of turning the 918 Spyder into a four-seater. Eventually, the Vision Turismo and the Porsche Vision "Renndienst," which translates to racing service, both informed the development and design of the all-electric Mission E which itself became the Taycan.

"That was one of the happy accidents, so to speak, that two projects started completely independently of each other, had nothing to do with each other in terms of inspiration, and then one element was transferred to another," Mr.

Maurer says.

Through the ambitious design process, as well as the resources Porsche has at its disposal, Mr. Maurer believes he can find answers for questions that have yet to be asked.

"Dealing so intensively with this future is a key to long-term success," Mr. Maurer says.

A glimpse at the Porsche archives

Another video in the Porsche Unseen series shares a brief look at other concepts, categorized as hypercars, spin-offs of existing models and "little rebels."

The hardcover Porsche Unseen is published by Delius Klasing Verlag and is available online and in the Porsche Museum shop. Spanning more than 300 pages, it features photographs by Stefan Bogner and text by Jan Karl Baedeker.

Pushing Porsche

Porsche has worked to build a stronger community around its brand and love for its vehicles with its twist on the automotive magazine.

Launched in 2017, 9:11 Magazine by Porsche is the automaker's video version of a magazine. The online hub created by Porsche acts a digital magazine with various docu-style videos for all things related to the automaker ([see story](#)).

Many of the marketing efforts from Porsche center on emotion and passion for the design and engineering process.

Last year, Porsche looked to drive attention towards its all-electric Taycan by focusing on an intangible element of the model's appeal.

A short film, titled "Soul," follows as a young girl ponders about the nature of the soul, pointing to the idea that the Taycan also has depth. As Porsche enters the electric car category, the marque has been positioning its Taycan alongside its other sports cars, speaking to its existing audience of fans by communicating that nothing has changed ([see story](#)).

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