

AUTOMOTIVE

Porsche celebrates creative forces behind Vision Gran Turismo concept car

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The Porsche Vision Gran Turismo will appear in Gran Turismo 7, launching in March 2022. Image credit: Porsche

By KATIE TAMOLA

German automaker Porsche is illuminating the passions behind its creative minds in a new short.

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In a vignette highlighting the thought and design processes behind the Vision Gran Turismo in the upcoming Gran Turismo video game, offering a glimpse into the minds of those who crafted the vehicle. The short film traces the entire design process, from inspiration and personal hobbies of the team, to the specific and emotional factors that went into its creation.

"This ad is unique because it comes from the perspective of multiple designers," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "While typical sports car ads focus on performance, this ad highlights the design process and how it contributes to Porsche's driving dynamics."

You dream it, you drive it

The vignette opens with stunning visuals of the Porsche Vision, which will be featured in Gran Turismo. It is the first concept from the automaker created specifically for a computer game.

The shot then cuts to a long table, filled with designers working diligently on models.

"Vision GT feels a bit like hanging out with five friends in your garage and just building a car together," says Fabian Schmlz, exterior designer, at the beginning of the film.

The design team talks about translating different inspirations to their work

The video illustrates the team hard at work designing the Porsche Vision, with additional footage of them engaged with their beloved hobbies such as ceramics, photography and drawing.

Mr. Schmlz continues talking about how he can get inspiration from anywhere.

"Ceramics, which I work on in my spare time, is one such inspiration for me," he says. "I've always enjoyed shaping objects, and now I've been able to integrate that into my day job."

He continues discussing how he loves the feeling of creation ceramics gives to him, and how that translates to his work with Porsche.

Another member of the team, visualization specialist Pegah Vaezzadeh, discusses his longstanding love for photography and how he has also translated this love to his work.

Interior designer Salar Vakili then talks about his love for drawing, and how sometimes not thinking about cars, and instead drawing people, can be immensely inspiring in his work.

The core of the video relies on experts talking about their personal hobbies and how their inspirations come together to bring disparate strengths to the Porsche design team.

"Of course, it was very important that we put together a very committed team," says teamleader Doeke De Walle. "And we believe it's important to bring together a diverse group of people from different backgrounds and with different mindsets."

Towards the end of the film, Mr. Schmlz describes his excitement about playing the car he helped design in Gran Turismo, and how he believes cars are becoming more intelligent, but that the emotional aspect of creation cannot be discredited.



Porsche sports cars have appeared in the Gran Turismo ' game series since 2017. Image credit: Porsche

At the film's end, the team can be seen happily testing the vehicle inside the video game.

Consumers will be able to drive what is being lauded the sports car of the future in Gran Turismo 7 in March 2022.

Porsche continues to get artistic

Over the year, Porsche has continuously released thoughtful, artistic campaigns that stray from simply presenting a product and foray into celebrating creation.

Earlier this month, Porsche dedicated a campaign to those who are turning their dreams into realities.

A continuation of its global Dreamers campaign ([see story](#)), "One of Us" follows the stories of various characters who are dedicated to their crafts and will stop at nothing to achieve their dreams. Founded on the idea that everything begins with a dream, Porsche hopes to relate to a variety of passions, from music and social justice to tennis and surfing ([see story](#)).

In September, Porsche presented one of its vehicles as the ultimate canvas in a new campaign starring acclaimed South African artist Nelson Makamo.

In a short film, Mr. Makamo discusses how his upbringing in his township has continuously influenced his art. The campaign shares the artist's previous work and inspirations before he ultimately puts a colorful twist on a Porsche 911 ([see story](#)).

With its new campaign surrounding the design of the Porsche Vision, the automaker melds its thoughtful dedication to craftsmanship with a futuristic celebration of art and design.

"Porsche has a strong brand identity largely in part to the fact that its timeless designs have remained largely unchanged," Ms. Blackley said.

"Even when Porsche is designing the sports car of the future, it takes cues from its iconic past design elements that have helped Porsche shape the performance car industry."

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