

AUTOMOTIVE

Porsche helps photographer capture sight of a lifetime in dreamy film

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Porsche and Marcus Valeur go on a road trip to find the Northern Lights. Image credit: Porsche

By KATIE TAMOLA

German automaker Porsche is sharing a stunning visual journey of a photographer with a dream in a new short film.

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In a 20-minute cinematic triumph, Porsche accompanies Norwegian photographer Marcus Valeur in his quest to photograph the Northern Lights. The short film tracks the arduous efforts of Mr. Valeur and his companion, filmmaker and editor Patrik Westli, as they travel across Norway in a meaningful journey of more than 1,240 miles.

"Cinematic efforts like this help Porsche widen its audience," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "Marcus Valeur makes entertaining videos about adventures, and his audience is likely different than the typical Porsche demographic."

Capturing Aurora Borealis

The film opens with Mr. Valeur discussing his experiences with Aurora Borealis, also known as the Northern Lights. He experienced the natural marvel when he was younger, and thus, a dream was born.

"I still remember the first time I saw it it was the most magical moment I've ever had," he says. "Ever since then it's been a dream of mine to capture it, and now, it's finally time."

The journey is not easy, but it is worth it

From the beginning of the journey. Mr. Valeur and Mr. Westli face unexpected challenges ranging from inclement weather, unpredictable ferry scheduling and more. The pair continues driving in the Porsche Taycan 4 Cross Turismo, steadfast in their journey.

The pair face rain and snow, but to capture the lights, Mr. Valeur needs the sky to be completely dark and free of any clouds.

They make stops for lodging in various places and to consult maps and GPS devices for location scouting. Mr. Valeur takes in the refined beauty of the traditional Norwegian buildings that they encounter.

As they continue their journey, the pair continues to face harsh weather conditions. Although frustrating because the

Northern Lights seem just out of reach, Mr. Valeur's sentiments reflect the Porsche spirit of dedication to adventure. The photographer is on a journey with Porsche, and although success feels just outside of his grasp, he makes no plans to give up. Mr. Valeur discusses how despite the weather being less than ideal, the surrounding environment was so stunning that he was still able to capture great photos.

Although day two does not allow for photographing, the men explore, map out and identify a window of time when they may be able to capture their desired subject on day three. Ultimately, they are unsuccessful.

Day four arrives the pair's last chance.

"We needed a miracle, and that's exactly what we got," Mr. Valeur says.

For the first time during the trip, there are clear skies.



In a new Porsche vignette, dreams come true. Image credit: Porsche

That night, Mr. Valeur captures his dream, in more senses than one. After photographing the Northern Lights and with a parked Porsche in the peripheral, he holds his hands up above his head triumphantly.

The entire journey serves symbolic as the inherent core of Porsche, an ode to adventure.

Although it was not easy or direct, the adventure unfolded exactly as they intended, with no one abandoning their goal. The pair captured natural beauty, with Porsche serving as an integral part of their success.

Cinematic campaigns/strong>

Porsche continues producing short films that go beyond a simple showcase of vehicles. These campaigns center humans and entities that are important to them, with Porsche automobiles often acting as best supporting characters.

Earlier this month, Porsche celebrated La Carrera Panamericana with a cinematic campaign.

In a suspenseful and moving short film, Porsche paints a vivid illustration of the heart and work that encompass the La Carrera Panamericana, a seven-day race. From flashbacks to races in years past to testimonials about the emotional component of the event, the vignette is an inviting celebration of this race ([see story](#)).

Last year, Porsche dedicated another marketing push to those who are turning their dreams into realities.

A continuation of its global Dreamers campaign, "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](#)).

"Porsche exemplifies excellence, which this [Northern Lights] video achieves," Ms. Blackley said. "The concept of Porsche was built on a dream, and this is the latest example of a Porsche ad that empowers its audience to chase their dreams."