

AUTOMOTIVE

## Porsche explores Canary Islands alongside local artist in 'Sunday Drives' video series

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*Pop artist Diego Izquierdo gives readers a native's view of Tenerife as he winds round the bends of Teide National Park in his Porsche 944. Image Credit: Porsche*

By MARYBETH CONNAUGHTON

German automaker Porsche takes a ride with a local artist through his native lands, as part of the latest vignette of its "Sunday Drives" series.

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The "Sunday Drives" Newsroom series was born of a desire to discover the world's most beautiful driving roads through the eyes of Porsche people, in an era where restrictions limited the opportunities for global road trips. Its latest edition involves an avid fan of luxury automobiles, who lends the brand a uniquely intimate tour of his town.

"Porsche is an iconic brand and their owners are true car enthusiasts who follow the brand and its history," said Lauren Fix, an automotive expert and analyst. "Showcasing an artist as one who has been inspired by the style, design and beauty is how you stay engaged with your owners and fans."

"It is a car that literally has it all," said Diego Izquierdo, artist and star of Porsche's latest Sunday Drives series drop, in a statement.

"An incredible look, two additional seats and a large storage space," he said. "But the handling is also fantastic and the level of grip great, so it loves to take on Tenerife's curves."

Driven to create

A pop art creator whose works revolve mainly around classic cars, Mr. Izquierdo was born and bred in Tenerife, the largest of all Canary islands.

Campaign materials outline that Mr. Izquierdo lives and works in Tenerife, the largest island in the archipelago of Gran Canaria, off the northwest coast of Africa.



*The artist began expressing himself as a teenager, starting with spray paint. Image credit: Porsche*

Since 2007, he has been using recycled materials to create paintings, collages and sculptures in the vein of artists such as Andy Warhol, Claes Oldenburg and Peter Blake. These works depict classic cars, and of late, Porsche models in particular.

Last year, Mr. Izquierdo traded his BMW Mini for a transaxle model Porsche 944.

He drives the latter car on a daily basis and recently, as part of his profile, took readers along for his favorite ride.

In his **Porsche** piece, Mr. Izquierdo describes the drive through Teide National Park. He starts in the city of La Laguna, a world heritage site 1,640 feet above sea level.

Climbing nearly another 5,000 feet he reaches the park which boasts the third-highest volcanic structure on earth.

Mr. Izquierdo sings the praises of the scenery found along the 36-mile, environmentally protected zone.

He recommends the town of La Esperanza as a good place to have coffee and chocolate-covered churros.

Betty's Terrace restaurant, he says, is a nice place to eat it rests just under the beginning of the park's canopy.

Montana Grande, Ortuno, and Pico de las Flores are all points within the 115,000-acre park that offer expansive views of the ocean.



*Mr. Izquierdo recently became the proud owner of an unusual transaxle model from Porsche. Image credit: Porsche*

Another point of destination is a large rock wall named La Tarta, 'which translates to the cake,' befitting its layers of varying colors.

The high mountain pass of Puerto de Izana, offers an observation deck, though the artist warns against the precarious drive back. Another option for viewing is the Teide Observatory.

Eventually, he switches from one roadway to go south on another. Along the way is the El Portillo visitor center where one can learn about the volcano and the species that make their home around it.

Perhaps the highlight of the trip is the island of Minas de San Jose, which resembles a moonscape. Rounding out the escape are the La Ruleta viewpoint and the hotel Parador de Canadas del Teide, another pleasant place to enjoy another coffee.

Above and beyond

Whatever occasion brings him through the park, Mr. Izquierdo shares that he is almost sure to meet other Porsche

drivers en route.

"I love this route for its variety of landscapes and the excellent road quality," Mr. Izquierdo said, in a series post.

"I try to escape and travel it whenever I can, either alone or with a small group of friends," he said. "[It is] a very special moment for Canarians, going up to Teide to see the snow for the first time, so it is a route full of memories for me."

"Whether with family, friends or even going solo, it will always be my favorite."

Porsche's connection to the art world remains strong, whether touring a foreign land or launching an installation stateside.

Aiming to target affluent art collectors, the company brought "The Art of Dreams," a sensory experience from Scottish artist Chris Labrooy, to Art Basel just a few short weeks ago ([see story](#)).

The automaker also displays its knack for storytelling quite frequently. Last month, Porsche lent these skills to an important cause, helping to reframe the representation of specially-abled individuals.

Over time, the brand has showcased its mission to make cars that are inclusive of all abilities and preferences, whether one is a collector such as Mr. Izquierdo above, or a paraplegic seeking custom accommodation, as was the case with Oliver Lam-Watson, a fencing Paralympics medalist at the center of Porsche's November narrative ([see story](#)).

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