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The Cars Are the Stars

Porsche's chairman made it a matter of executive privilege. After reviewing around one hundred proposed names, Dr. Wendelin Wiedeking made a swift and sure decision: the exclusive restaurant in the new Porsche Museum will be named "Christophorus"! This may well make us the only customer magazine with its own culinary offshoot...

Thank you, Dr. Wiedeking.

The time has come. Welcome to Stuttgart, automotive city par excellence, which, thanks to the new museum on Zuffenhausen's Porscheplatz, now features an even more pronounced Porsche presence. Queries from all over the world—long before the Porsche Museum's opening on January 31—indicate a huge amount of interest in the architecture. The "Flieger" ("Flyer")—the seemingly weightless exhibition hall—extends in all directions on its three pillars. It is the most spectacular construction project in Porsche's history, and a remarkable piece of art that will attract admiration beyond the world of architects.



This worldwide attention is due primarily to the fact that around eighty vintage Porsche vehicles finally have a stage worthy of their stature. The old museum was bursting at the seams, whereas the new structure's 60,000 square feet of exhibition space enable the sports cars to truly shine. There is one special piece of stage management: the only splashes of color in this predominately white edifice are the cars themselves. They are the stars—for Porsche, and without a doubt for the visitors as well.

Just imagine the stories that underpin these cars' accomplishments. In this special museum issue, Klaus Bischof, the director of the Museum on Wheels, presents twelve remarkable vehicles. And Hubert Drescher, a master bodyworker from the Black Forest town of Hinterzarten, relates how he was commissioned by Porsche to reconstruct the Type 64—down to the old chassis number that he stamped into the aluminum with antique punch tools. This Berlin-Rome car is now awaiting visitors at the top of the escalator taking them on a 90-second ascent to the exhibition hall.

Porsche has constructed a place to honor the past—in a futuristic building. With this issue of *Christophorus*, we want to give you an initial glimpse into the newly housed history of the company—and to whet your appetite for more. And to be perfectly honest, we're doing that not only because the menu in the museum's restaurant carries the name Christophorus—in the same script that Ferry Porsche developed for our customer magazine back in 1952.

We are also doing this because Porsche and its proud tradition are taking yet another step into the future.

Karen Schulze
Editor-in-Chief