

The Porsche Museum

Interview “Encountering Porsche Anew”

Achim Stejskal is the manager of the new Porsche Museum. “The building exudes incredible power,” he says during our interview. “And the museum is designed to be a place where history lives.”

By
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Do you recall your very first day of work at Porsche?

Yes, I remember my first day quite well—after all, it was only a few months ago. I stood in front of the museum for a while and took it all in. At that time it was still a construction site, but even then I sensed the incredible power that the building exudes.

You had come from Mercedes. What attracted you to this new challenge?

I now have the rare opportunity to accompany a second museum along the path to full operations, to open its doors and fill it with life. Above all, I am pleased to be able to put my previous museum experience into practice in a way that benefits Porsche.

But the Porsche Museum is very different from other automotive museums.

That's right. The new Porsche Museum is designed to show history as it lives. Nearly all of our historical vehicles are fully functional, and they participate in vintage races the world over. In order for this to continue, we have set up a museum workshop. Together with the historical archives, we are bringing the entire spectrum of historical and contemporary expertise together at a single central location.

What type of emotional relationship do you have to Porsche?

I grew up right outside Stuttgart, and so I have had a love of cars since my childhood. We used to play Autoquartett (“Go Fish”) with a car theme, and I always wanted to get the Porsches.

Could you reveal a very important figure, namely, the number of people you expect to visit the museum every year?

We anticipate welcoming well over 200,000 visitors a year. But we are also well prepared for more. After all, Porsche is known for its ability to perform. Also, multiple visits are always worthwhile, because we'll be changing the exhibits. New chances to view rare vehicles will come up all the time. Even Porsche experts will encounter our brand with new eyes, because our museum holds some 400 vehicles.

Do you have a favorite place in the museum already?

The exhibit with the plastic body of the 908 is very well done. The car hangs from the ceiling, and is illuminated from the inside. The 956 installation, which seems to be hovering in the air headfirst, is also impressive. ◀

Biographical information:

Achim Stejskal, born in 1973, has been the manager of the new Porsche Museum since July 1, 2008. After studying history and geography, he joined DaimlerChrysler in 1999, handling a number of different responsibilities related to vintage vehicles for the Stuttgart-based group. In 2006 he was appointed head of the commercial operations and shop management department, and shortly thereafter became the deputy manager of the Mercedes-Benz Museum.