

Take a Look The Future from Above

We zoom in closer. Europe, Germany, Stuttgart, Zuffenhausen, Porscheplatz. Welcome from above the new Porsche Museum. The dynamically shaped, monolithic structure in unadulterated white lies below us, appearing to float above the ground. It stands out—from every point of view. A futuristic edifice. Across the street are the Porsche headquarters (in photo below), and diagonally opposite the new 911s roll off the assembly line at the Werk 1 plant. The future is taking shape here—and yet this most spectacular building is supposed to house the past? One thing is clear: any company that gives its history a home like this has nothing to hide. On the contrary. Past and future united in such harmony are only rarely found in this world. We continue our search. Porscheplatz, Zuffenhausen, Stuttgart, Germany, Europe...

Photo by
Uli Jooss

