

A SNEAK PEEK OF "DREAM CARS: INNOVATIVE DESIGN, VISIONARY IDEAS"

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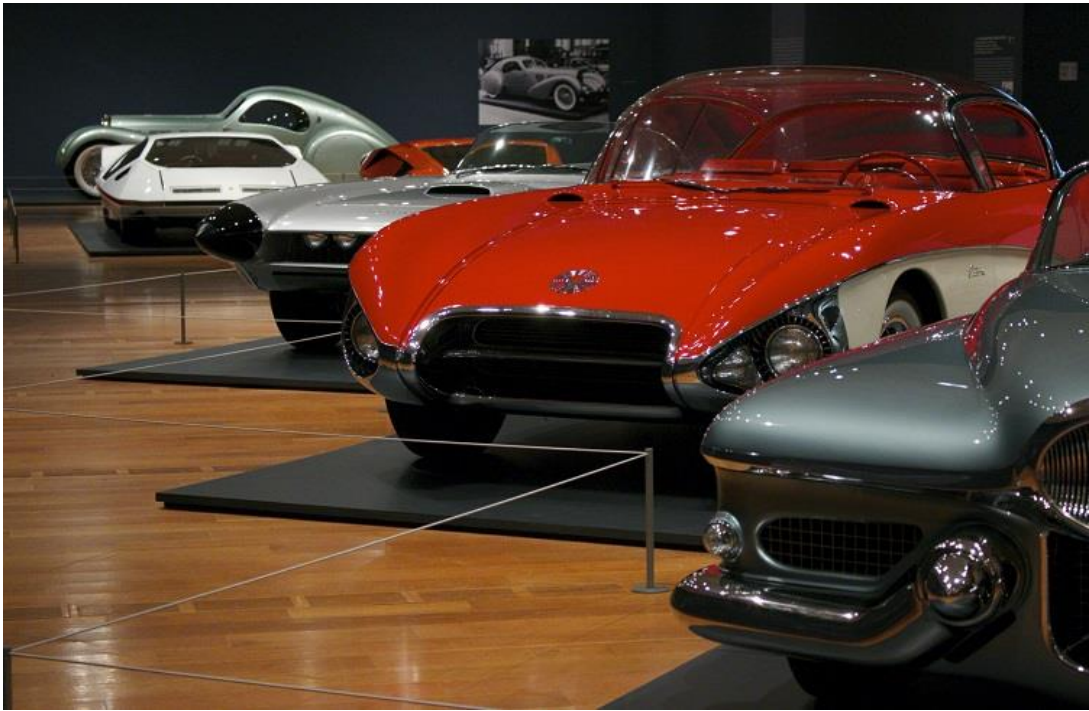
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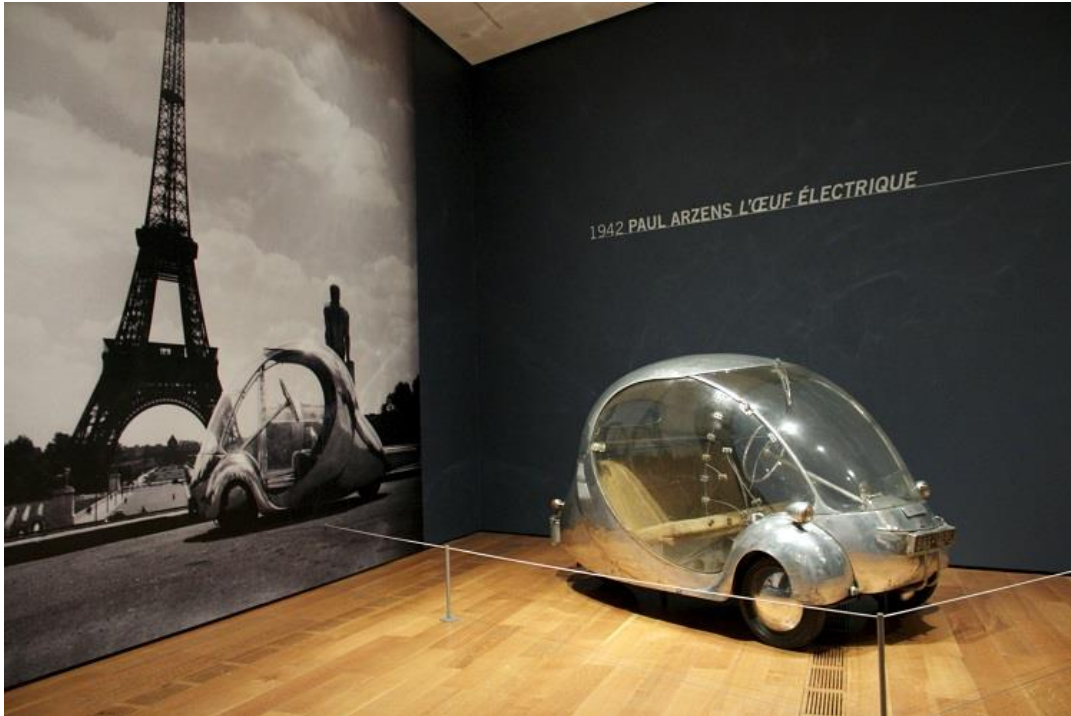


Porsche executives, employees and honored guests enjoyed an evening at the High Museum of Art on Thursday to unveil the museum's upcoming exhibit, "Dream Cars: Innovative Design, Visionary Ideas."

The exhibit features 17 concept cars from across Europe and the United States and will officially open at the High Museum on May 21 and show until September 7, 2014. The concept cars, also known as experimental or "dream" cars from the 1930s to the 21st century, pushed the limits of imagination for automobile design. In the past, concept cars were not used for customers to purchase, but rather as an experiment to showcase innovations in automobile designs for decades to come.







“Dream Cars” examines the idea of concept cars through five themes: individual makers, the impact of styling, visionary designers, the design process, and the influence of automobile fairs.

Porsche is the presenting sponsor for the exhibit. On Thursday evening, Porsche executives and employees mingled with other guests at the exclusive VIP reception at the High Museum over hors d’oeuvres and cocktails. Guests were also treated to music from PCNA’s very own Andy Noble. Guests from Delta Airlines, also a contributing sponsor, Auto Trader, Manheim and countless others were led on tours by guides from the High Museum to get a first look at the masterworks by automotive leaders Porsche, Ferrari, Bugatti, General Motors, and Ford among others.

The exhibit also pairs conceptual drawings, patents and scale models with realized cars, demonstrating how their experimental designs advanced ideas of progress and transformed the automobile industry for the future.

Porsche displayed the silver liquid metal 2010 918 Spyder concept car, one of the main attractions at the exhibit. Porsche developed the Spyder concept car as part of its experiments with how the brand could address consumer interest in green technology, environmental impact and high performance.



Other eye catching concept cars included a silver 2001 BMW Gina Light Visionary Model whose seats felt like skin, as well as a 1935 Bugatti Type 57S displaying a sleek aerodynamic design.



During the VIP reception, guests listened to remarks from Michael E. Shapiro, the High Museum Director, Delta Airlines CEO Richard Anderson and of course, Detlev von Platen.

“You’ll see a lot of features in the cars that we grew up with,” Anderson said. “It’s very cool. It’s a very unique way for an art museum to bring very interesting and unusual exhibits that have very unique design elements.”





Anderson thanked Detlev and Porsche for helping him drive his dream car—a Porsche 911. Detlev said that the 918 Spyder concept car was three years in the making and that participating in the exhibit was a “no-brainer” for Porsche.

“Who else would be more qualified than a company that knows a thing or two about dream cars,” Detlev said. He also added that car design involves a lot of elements, starting with having a vision.

“Car design has a lot to do with having a vision, being creative, even bold and dreaming big,” von Platen said. “At the same time, good design uses a design language that clearly reflects the brand and it adheres to the principle of ‘form follows function’ rather than showing off some styling gimmicks. It is timeless and doesn’t follow fashion trends that are currently en vogue.”







