



Porsche Design

It's about time

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- This book celebrates the 50 year legacy of Ferdinand Alexander Porsche, creator of Porsche 911 and founder of the lifestyle brand Porsche Design
- Text in English and German

In 1963, Professor Ferdinand Alexander Porsche created the Porsche 911, one of the most important automotive design objects in contemporary history. With his vision of taking the principles of Porsche beyond the limits of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Each product represents precision and perfection at a high level of technological innovation, and a unique symbiosis of intelligent function and inspired design. This book celebrates the legacy of F. A Porsche and the 50th anniversary of Porsche Design.

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