



Porsche Model Cars

70 Years of Sports Car History

Jörg Walz

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- A unique take on the history of Porsche - all photographs are of highly detailed miniatures in 1:43 scale, each one taken with an iPhone, and each uploaded to Instagram with the hashtag #PorschePur

#PorschePur ... That's the hashtag that marked the start of this project. From the 356 to the 911 GT2 RS, from Porsche no. 1 to the Panamera Turbo S E-Hybrid Executive, from Le Mans to the Nürburgring, from the Rallye Monte Carlo to Dakar, from James Dean and Hans Herrmann to Mark Webber and Neel Jani – this book retraces the rich and varied history of the Porsche brand and its models. Included in this book are all the sports car models as well as the race cars with which the brand has earned its laurels in sporting competitions. The visual story is told by means of unique photography of highly detailed miniatures in 1:43 scale, photographed in the actual surroundings be it at the Nürburgring, in Hong Kong, Los Angeles, Paris or any other place on earth. The camera used in all cases is an iPhone. The photos and the fascinating text were originated by long-standing motoring journalist, book author and communications professional Jörg Walz. His 'Instagram car park' has grown to become a unique automotive museum with space for more than 1,000 cars. A large proportion of this collection is showcased here in this unique book.