

# PORSCHE DESIGN

## PRESS RELEASE

50Y Porsche Design. The anniversary coffee table book.

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### Porsche Design – It's about time

#### **The Porsche Design success story: an illustrated book to mark the anniversary**

**Stuttgart.** The name Porsche embodies luxury like no other. This applies not only to the iconic sports cars from Zuffenhausen, but also to the wide range of products from the Porsche Design brand. Whether it's watches, such as the world's first matte black timepiece – the legendary Orfina Chronograph I, refined writing instruments or tobacco pipes reminiscent of the cylinders of an air-cooled engine, the designs from the studio of Professor Ferdinand Alexander Porsche break the mold.

The book accompanying the 50th anniversary of Porsche Design takes you deep into the world of this exclusive lifestyle brand. High quality and illustrated, it is not a sterile design bible, but rather a creative and inspiring journey through the company's history. The company history from 1972 until today. The book revisits iconic design classics such as Porsche watches, glasses and accessories and has been exquisitely put together.

Porsche Design yesterday, today and in the future: a design history driven by the vision of making the Porsche legend known beyond the frontiers of the automobile. Founded in 1972 by Ferdinand Alexander Porsche, the company became famous above all for the prowess of its technical innovations and pared-back product design. The philosophy and design language of its founder still shape the Porsche Design products created at Studio F. A. Porsche in Zell am See today. This finely crafted anniversary book traces the eventful history

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of the brand, from its founding to the present, while offering a tantalizing glimpse of the future. Join us on an exclusive journey through 50 years of Porsche Design history.

Bilingual edition: German / English

ISBN: 978-3-667-12247-6

1st Edition 2022

Hardback

240 pages

250 photos and illustrations

Price: 50.00 euros

Format: 21.6 cm x 28.6 cm

### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

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Media contact:

**Porsche Lifestyle Group**

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Angélique Kreichgauer  
Head of Public Relations  
Mobile +49 152 3 911 6242  
Email [angelique.kreichgauer@porsche-design.de](mailto:angelique.kreichgauer@porsche-design.de)

Media contact:  
**M&C Saatchi Sport & Entertainment**  
Clara Richter  
PR Manager  
Mobile +49 (0) 152 377 596 43  
Email [clara.richter@mcsaatchi.de](mailto:clara.richter@mcsaatchi.de)