



MOTION



Timeless Functionality. Porsche's aesthetic principles are evident in both their products, including the Nespresso Siemens by Porsche Design (above), as well as the Porsche Design boutiques worldwide (right).

Design Drive

When Ferdinand Alexander Porsche founded a design studio in Stuttgart in 1972 he decreed: "Good design shall be honest." More than 30 years have passed since then and it might well be this honesty that has been propelling the brand with the speed of a 911 until today. Over the past three decades, Porsche Design's aesthetic principles – functionality, understatement, timeless design – have been applied to sundry products, from eyewear for Carrera, watches for IWC, chairs for Poltrona Frau and Ycami to cameras for Fuji, grand pianos for Bösendorfer, and a bathroom line for Grohe/Keramag. The city of Vienna is even graced by tramways in the well-defined look of the internationally renowned design studio. Thus, in addition to the products for Porsche Design, the studio is also responsible for high-class industrial design. "Porsche Design is primarily aimed at design-oriented men who are enthusiastic about technology

and have an affinity for luxury," says Roland Heiler, managing director of the Porsche Design Group.

The designers themselves are used to putting the pedal to the metal. Classic accessories such as watches, eyewear, writing implements and leatherware have long been part of Porsche Design's portfolio. However, the future will also see Porsche Design move into the sectors fashion, habitation, leisure time, travel and business. To wit: golf clubs, tennis rackets and shoes for the "Men's Sport" line, which will focus on technology, material, performance and speed; "Men's Travel" will see an extension of its present luggage selection to include hardcase suitcases by Rimowa; and the "Men's Home" line will be boosted by the work of new design partners Poggenpohl, Wittmann and Zumtobel, while already existing cooperations will be expanded. Thus the kitchenware series, a collaboration with Siemens,

Design in the Fast Lane

From the very start, Porsche has committed itself to engineering luxury – for a male clientele. N Magazine brings you closer to the champion of understated functionality in industrial design.

was augmented by a new highlight, the "Nespresso Siemens by Porsche Design" in summer.

This extension of the Nespresso coffee machine family perfectly reflects Porsche Design's predilection for understated design, and dispenses with unnecessary gimmicks that need a complicated explanation. And yet it is a far cry from run-of-the-mill coffee machines. Behind its user-friendly handling stands the "easy-to-use-principle", a concern of both Nespresso and Porsche Design, which helps to make life easier. The machine's operation is as simple as it gets, the way to perfect coffee as smooth as it is self-explanatory and quick. The machine's features are

characteristically male, both as concerns the surfaces – 3 mm thick brushed aluminium – that evoke robustness and authenticity and the motion sensor-controlled visor that slides sideways automatically and uncovers the capsule holder, complete with illumination of the Nespresso capsules inserted. A man's dream come true – and one willingly displayed by its proud owner. "We have established that kitchens and kitchen equipment are increasingly often bought by men. Premium machines such as the "Nespresso Siemens by Porsche Design" are a case in point. These days they aren't locked away in cupboards but are considered part of the interior decoration," says Roland Heiler. The interior design of

the Porsche Design Stores was developed by Italian architect Matteo Thun. As of now, there are already stores in Osaka, Tokyo, Kuala Lumpur, Berlin, Dubai, New York, Los Angeles, London, and Florence. The store concept: Italian fashion architecture meets innovative high-tech presentation, all under Porsche Design's self-descriptive motto: "Engineers of Luxury".

Given all this appetite for expansion, will there eventually be anything like Porsche Design for Women? Not in the foreseeable future. It is in the form of an exclusive men's accessory brand that Porsche Design sees its major chance for establishing itself in the market – there simply is no comparable brand around.