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## North Carolina Museum of Art Presents *Porsche by Design: Seducing Speed* and Related Events

*Museum's First Design Exhibition Features 22 Porsche Cars  
Dating from the 1930s to Present Day*

**Raleigh, N.C.**—On October 12 the North Carolina Museum of Art (NCMA) opens its first-ever design exhibition, bringing together the largest and most diverse group of Porsche automobiles ever on display in a U.S. art museum. *Porsche by Design: Seducing Speed* features 22 automobiles that together trace the evolution of the singular Porsche design aesthetic from its inception in the 1930s through the present day. *Porsche by Design* is organized by guest curator Ken Gross, renowned automotive journalist and former director of the Petersen Automotive Museum in Los Angeles. The NCMA's Barbara Wiedemann is managing curator.

Beginning with the crisp minimalism of the 1938 Type 64 Berlin-Rom Racer—the oldest model featured in the exhibition—the cars on display show the evolution of the signature design principles that have long linked Porsche with beauty, artistry, technology, and innovation. Several cars provide stunning examples of the aerodynamic design that was the hallmark of the Formula One race cars of the 1960s, while others show the technical innovation and advancements that were introduced with contemporary models such as the 911 Carrera.



Highlights of *Porsche by Design* include:

- The 1938/9 Type 64 Berlin-Rom racer **designed by Porsche founder Dr. Ferdinand Porsche**; it is the precursor to all Porsche automobiles manufactured after 1948.
- A **handcrafted 1949 Gmünd coupe** designed by Dr. Porsche's son "Ferry" Porsche, one of about 50 aluminum-bodied sports cars from the first Porsche "factory," a converted sawmill in Gmünd, Austria.
- **Steve McQueen's iconic Porsche Speedster**, a Type 356 from 1958, synonymous with the late Golden Age in Hollywood, on loan to the Museum from his son Chad McQueen (pictured above).
- A rare Type 804 **Formula One race car**, one of only four of this model ever built, and the car that Dan Gurney raced to victory at the French Grand Prix.
- **Janis Joplin's psychedelic Porsche** Type 356C, on loan to the NCMA from the Rock and Roll Hall of Fame and Museum.
- A Porsche GT3 R **hybrid race car** prototype from 2010.

### Porsche Videos

To provide a more in-depth experience, the Museum has released a [series of 12 short-format videos](#) featuring interviews with Porsche collectors, historians, and enthusiasts, including Jay Leno, Derek Bell, Dan Neil, Harm Lagaaij, Ken Gross, and Robert Cumberford. The videos include archival images of the Porsche family, a close look at signature Porsche design details, and footage of historic car races.

(continued)

## **Juried Student Exhibition: *Accelerate!***

Over the summer, the NCMA invited college students to submit works of 2D and video art that explore the concept of speed and acceleration. The Museum received national and international submissions in a variety of mediums. Museum educators also worked with seven student artists from across the United States on a collaborative video project that embodies the theme of acceleration. The video project and juried works, including six videos and 12 2D works selected by NCMA educators and curators, will be on view in a college exhibition titled *Accelerate!* in conjunction with the *Porsche by Design* exhibition. The exhibition will be celebrated at the Museum's annual College Night event, taking place on October 25. To see the winning works of art that will be featured in the *Accelerate!* exhibition, please visit [ncmacollege.tumblr.com](http://ncmacollege.tumblr.com).

## **Car Meetups**

**Selected Saturdays, 8:30 am–1 pm**  
**Museum Park**  
**Free**

On four Saturdays during *Porsche by Design*, the Museum presents juried car shows along Blue Ridge Road, featuring Porsche, American, European, and art cars. The winning cars, selected by distinguished jurors including automotive reporters, museum directors, and car collectors, will be on view in a designated area. Coffee and drinks will be served, and health screenings will be available. The events also include family-friendly activities.

**Porsche Meetup**  
Saturday, October 12 (exhibition opening day)

**European Car Meetup**  
Saturday, October 19

**American Cars and Hot Rods Meetup**  
Saturday, November 9, honoring veterans

**Art Cars Meetup**  
Saturday, November 30

## **Film Series**

**NCMA Cinema: Car Crazy**  
**Select Fridays, 8 pm, September 20 through November 8**  
**East Building, Museum Auditorium**  
**\$5 Museum members, students; \$7 All others**

To accompany *Porsche by Design*, the Museum presents a fall series of films featuring automobiles, selected by film curator Laura Boyes. The series, which extends through and beyond the run of the exhibition, explores a variety of cars—crime cars, race cars, chauffeured cars, and working cars—and their roles in films across the decades. Films include *The French Connection*, *Car Wash*, and others.

## **Related Events**

### **Special Events**

**THE Porsche Party**  
**Thursday, October 10, 7 pm**  
**\$200 Members, \$250 Nonmembers**

To celebrate the opening of *Porsche by Design*, the NCMA hosts a black tie event featuring signature “Carrera” cocktails, a full bar, heavy hors d’oeuvres, and live entertainment. Guests can view the exhibition before it opens on October 12.

**Porsche Member Preview Day**  
**Friday, October 11, 10 am–9 pm**  
**East Building only**  
**Free for members; closed to the public**

An exclusive opportunity for current Museum members to experience the *Porsche by Design* exhibition before it opens to the public, shop in the Exhibition Store, and eat at the Porsche Biergarten, the special exhibition café.

**Members Opening Reception**  
**Saturday, October 12, 7 pm**  
**\$60 Members, \$85 Nonmembers**

To mark the opening of *Porsche by Design*, the NCMA invites members to attend an evening reception featuring light hors d'oeuvres, beer and wine, and live music.

**Volunteer Fund-raiser with Jeff Zwart: "The Art of Filming and Racing Porsche Cars"**  
**Sunday, October 13, 11 am and 2 pm**  
**\$50 Members, \$60 Nonmembers**

Seven-time Pike Peak Hill Climb champion Jeff Zwart shares highlights from his exhilarating career, which included photographing cars for *Road & Track* magazine and creating commercials for Porsche, BMW, and Mercedes-Benz. A reception with beer, wine, and light snacks follows each session. Exhibition catalogues are available for purchase and signing during the reception.

**The Porsche Biergarten hosts Local Craft Beer and Wurst Partei (Sausage Party)**  
**Wednesday, October 23, 6:30 pm**  
**\$45**

Local North Carolina beer crafters join Iris chef Andy Hicks for a beer and sausage tasting in the Porsche Biergarten, the special exhibition café. *Porsche by Design* is open for extended viewing hours during this event.

**Workshop: Design Your Own Car**  
**Saturday, October 26 or Saturday, November 23, 10 am– 3 pm**  
**\$80 Members, \$95 Nonmembers**

Bong Il Jin, associate professor of industrial design at N.C. State University, leads a design workshop for experienced and novice car enthusiasts, age 16 and up. Attendees originate an automotive concept design and then create a miniature concept car to take home.

**Connoisseurs Dining after Dark: "Porsche: Hot Wheels"**  
**Friday, November 1, 6:30 pm**  
**\$33 Connoisseurs, \$47 All others**

Eric Gaard and the Museum's exhibition design team explain the planning and creation of *Porsche by Design*, including its delivery, installation, and lighting.

Designed for those age 40 and over, this event features a lecture, tour, and buffet-style dinner, which includes a glass of wine.

**Zoë S. Webster Flower Fund**  
**Hands-On Floral Design and Wine**  
**Wednesday, November 6, 2 pm**  
**\$55 Members, \$70 Nonmembers**

Steve Taras of the Watered Garden Florist discusses how to interpret floral themes that may seem unusual or difficult, such as incorporating automotive elements, which Taras accomplished for *Porsche by Design*. The event includes a floral arrangement workshop, a tour of the exhibition, and light snacks and wine tasting from Trefethen Family Vineyards.

**Drawing by Design**  
**Fridays, November 8, 15, 22, 6:30–8 pm**  
**\$10 Members, \$15 Nonmembers**

Museum visitors are invited to spend an evening drawing in the galleries, guided by a professional artist.

**"Hoods Up" Member Mondays**  
**November 18 and December 9**  
**10 am–9 pm (last ticket for 8 pm)**  
**Free for members; closed to the public**

Member-exclusive days when members can take a close look at the Porsche engine, considered one of the highest accomplishments of modern automotive engineering. The Exhibition Store and special exhibition café will be open, and there will be giveaways and special activities throughout the day. Members need to obtain a ticket, and admission is considered part of their member benefits. Guests may accompany members but must purchase a ticket or membership.

**Rockabilly Retro Friday with Screening of *Le Mans***

**Friday, November 22, 5:30 pm**

**Free**

This retro-themed event features a free screening of the cult racing film *Le Mans*, starring Steve McQueen, whose own 1958 Porsche Type 356 Speedster 1600 Super is included in the *Porsche by Design* exhibition. Wine, beer, and food will be available for purchase.

**Perfect Finish: Trefethen Wine Dinner at Iris**

**Special guest Lorenzo Trefethen, Trefethen Family Vineyards**

**Saturday, November 30, 6:30 pm**

**\$125 Members, \$150 Nonmembers**

Three courses prepared by Iris chef Andy Hicks and thoughtfully paired with wines from the award-winning Trefethen collection. *Porsche by Design* will be on view following the dinner.

**Documentary Screening: *The Porsche Way***

**Saturday, January 11, 11 am**

**Free for members, \$5 Nonmembers**

This documentary from the Porsche Museum in Stuttgart surveys the defining elements of the world-renowned automaker from its early connections to Volkswagen to its role today as a manufacturer of premier luxury vehicles. Exhibition co-curator Barbara Wiedemann introduces the film. (The film runs 2.5 hours and includes a 15-minute refreshment break.)

**Lectures**

**"Forever Timely: Porsche's Innovative Design" with guest curator Ken Gross**

**Sunday, September 29, 2:30 pm**

**Free; ticket from Museum Box Office required**

Automotive journalist Ken Gross discusses, starting with the 1938 Type 64, how Porsche's design and engineering produced contemporary cars that embodied the latest trends in streamlining, engineering, suspension, and engine technology.

**"Peacocks and Porsches"**

**Saturday, October 5, 2:30 pm**

**Free; ticket from Museum Box Office required**

Dr. Jill Sundie, assistant professor of marketing at Arizona State University, discusses how prestige brands such as Porsche can generate emotions such as admiration and inspiration.

**Lunch and Lecture: Exhibition Design 101**

**Friday, November 1, 11 am**

**\$25 Members, \$35 Nonmembers (includes discounted admission to the exhibition)**

Exhibition designers and a lighting expert share how they integrate their areas of expertise to enhance visitors' *Porsche by Design* experiences.

**Humber Lecture**

**Porsche's Story: A Historical Context**

**Sunday, November 24, 2:30 pm**

**Free; ticket from Museum Box Office required**

Porsche's history is grounded in modernist design and had associations with welfare policies advocated by the Nazi government. Konrad H. Jarausch, Lurcy Professor of European Civilization at UNC-Chapel Hill, discusses the proliferation of sports cars during the "economic miracle." A reception follows the lecture.

## **Concerts**

**Chamber Museum Concert**  
**Ciampi Quartet, featuring Alan Ware**  
***Virtuosic Craftsmanship, Made in Germany***  
**Sunday, November 10, 3 pm**  
**\$12 Members, \$14 Nonmembers**

Inspired by Porsche, this program features music by the great 20th-century German composer Paul Hindemith, a contemporary of Ferdinand Porsche.

**Chamber Museum Concert**  
**Quercus Quartet**  
***Playlist for Porsche: Midcentury European Masters***  
**Sunday, January 12, 3 pm**  
**\$12 Members, \$14 Nonmembers**

A program that reflects the power, propulsion, and innovation of the Porsche sports car during the evolution from its early roots.

## **Kids, Families, and Students**

**Fall Family Day: Design-a-thon**  
**Sunday, October 20, 1–4 pm**  
**Fun for all ages**  
**Free**

Kids and families are invited to explore design disciplines including automotive design, fashion and accessory design, graphic design, interior design, and architecture through demonstrations, tours, art workshops, and idea/solution labs. Meet local artists and designers and experiment with materials.

**2013 College Night**  
**Friday, October 25, 7 pm**  
**Free with college ID**

An evening of art, live performances, and free admission to *Porsche by Design: Seducing Speed* for college students from across the state.

**Family Fun Saturday: Transportation Innovation**  
**Saturday, November 9, 10 am–noon**  
**Families with children ages 5-11**  
**\$3 Members, \$5 Nonmembers**

Kids and families explore transportation in art and make a fanciful machine built for speed.

**Holiday Family Fun**  
**Friday, December 20, 5:30pm**  
**Free**

This family holiday event features planes, trains, and automobiles.

## **Seniors**

**Senior Sampler: Oh, the Places You've Been!**  
**Tuesdays, November 19, Session I: 10 am–12:30 pm; Session II (repeat): 1:30–4 pm**  
**\$20 Members, \$25 Nonmembers**

Participants of this gallery tour and workshop explore at the art of transportation through the ages, including a selection of cars from *Porsche by Design*, and create a pop-up travel book.

**Senior Sampler: From Cranes to Carreras**  
**Tuesday, January 14, 1:30–4 pm**  
**\$20 Members, \$25 Nonmembers**

Participants of this gallery tour and workshop explore aerodynamic design in nature and art and how form and shape influence function. A studio experience featuring a mixed-media sculpture project follows the gallery discussion.

### **Book Club Discussions**

#### **NCMA Book Club Discussions**

**Saturdays, October 5 and December 7, 11 am**

**\$10 Members, \$13 Nonmembers (includes a light lunch)**

October 5: *Reluctant Accomplice* by Konrad H. Jarausch

December 7: *The Lost Spyder* by C. S. Michael

### **Tours**

#### **Docent and Self-Guided Tours**

Docent-led and self-guided group tours of *Porsche by Design: Seducing Speed* begin October 22 for a maximum of 60 participants. A limited number of tour-and-lunch packages as well as specialized tours of the exhibition led by members of the Porsche Club of America are also available. Reservations are required for all tours; please submit requests at least four weeks in advance.

#### **Student Tours**

K-12 student groups of 10 to 60 can enjoy a free tour and free admission to the exhibition.

- For adult groups, including tours and tour-lunch packages, contact Christine Molesky at (919) 664-6785 or [christine.molesky@ncdcr.gov](mailto:christine.molesky@ncdcr.gov).
- For student opportunities contact Jen Coon at (919) 664-6820 or [jcoon@ncartmuseum.org](mailto:jcoon@ncartmuseum.org).

#### **Friday Night Sound Bites**

**Fridays, 6 pm and 7 pm**

**Free. No reservations necessary; meet at West Building Information Desk.**

During these themed tours, a Museum docent leads a casual, in-depth exploration of a single work of art in the Museum's permanent collection. To accompany *Porsche by Design*, the tours feature themes such as "Material Innovation" and "Evolution of Form."

### **Porsche Raffle**

Visitors to the Museum can enter to win a 2014 Porsche Cayman S. Tickets are \$100, and a total of 2,500 tickets will be sold. The winner will be announced at the NCMA Raffle on January 20, 2014. More information and guidelines on entering will be available at [www.ncartmuseum.org](http://www.ncartmuseum.org).

### **Exhibition Hours**

Tuesday–Thursday 10 am–5 pm

Friday 10 am–9 pm

Saturday–Sunday 10 am–5 pm

Closed Monday

### **About the Exhibition**

Organized by the North Carolina Museum of Art. Support for *Porsche by Design: Seducing Speed* is provided by Porsche Cars North America. Sponsors also include Jiffy Lube; Performance Porsche; Quintiles; Wells Fargo, The Private Bank; and Peter Millar. Media support is provided by Capitol Broadcasting Company. This exhibition is made possible, in part, by the North Carolina Department of Cultural Resources; the North Carolina Museum of Art Foundation, Inc.; and the William R. Kenan Jr. Endowment for Educational Exhibitions.

### **Photo Caption**

Porsche Type 356 Speedster 1600 Super, 1958, Collection of Chad McQueen, Photograph © 2013 Peter Harholdt

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**About the North Carolina Museum of Art**

The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from ancient Egypt to the present, making the institution one of the premier art museums in the South. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through site-specific works of environmental art. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts.

The Museum opened West Building, home to the permanent collection in 2010. The North Carolina Museum of Art, Lawrence J. Wheeler, director, is located at 2110 Blue Ridge Road in Raleigh. It is the art museum of the State of North Carolina, Pat McCrory, governor, and an agency of the Department of Cultural Resources, Susan Kluttz, secretary.