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» At the end of the rainbow: the 1960s and 70s visibly left their mark on Porsche's paintwork shades—and the bolder shades, with their quirky names (like aubergine, Irish green, and Gulf blue), are highly sought after today.

crosses the Finishing line in second place. Veronique Branquinho was only one year old when the film was released at the cinemas.

The Porsche as a fashion and design icon is reduced to its austere, almost rigoristic modernism, which appears to have as little historical foundation as the idea of the bauhaus design school as the epitome of white modernity. Just as the apartment blocks in the city of Dessau (the home of bauhaus) and many other residential landscapes from the classical modernist period were often extremely colorful (see the Papageiensiedlung—Parrot Estate—in Berlin), Porsche, in the context of its defined forms, was experimental when it came to materials and colors. For the director of the Porsche archive, Dieter Landenberger, the houndstooth seat covers in the classic 911 are “more sixties” than any of the Porsche's other style elements. In the late 1960s and early 1970s Porsche paid its tribute to the zeitgeist with bold, adventurous colors such as viper green, Indian red, or blood orange, designed, in an almost programmatic action, to banish the everyday gray from the German middle classes. The Carrera RS was delivered in white, while the lettering on the sides and rims was finished in blue, red, and green tones. In the capital cities of elegance from Hamburg and Milan to Paris, the colorful aspect of the Porsche myth had little impact.

In 1974, when Porsche became the first manufacturer to replace chrome with matt black, this high-tech reductionism quickly established a precedent, and other premium manufacturers followed suit. The matt, technical look not only went well with the watches, pipes, and bags that Ferdinand Alexander Porsche designed for his label Porsche-Design, it also complemented that somewhat restrained distinction that the German and European upper classes cultivated out of fear of social envy. While the garish colors of the 911 old-timers are now much sought after, the majority of Porsche customers preferred a more limited paintwork canon for their “daily drivers.” Even though Porsche's extras program, alongside the many serial options, provided customers with every possible freedom, the mainstream of 911 customers remained beholden to convention.

