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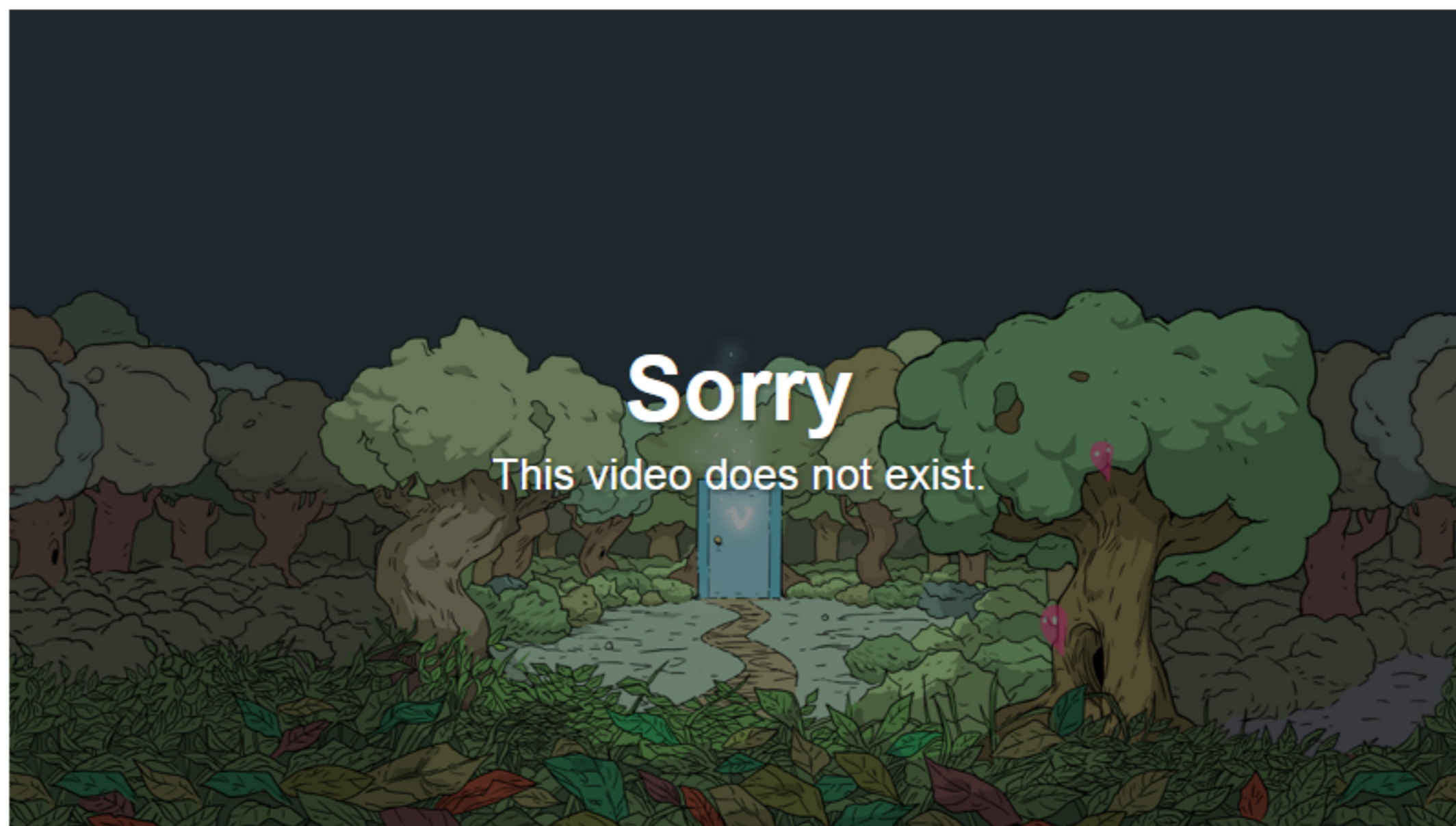
VIDEO TAKES US BEHIND THE SCENES AT THE FILMING OF "THE PORSCHE DESIGN DNA"

4/19/2015 10:40 EST FILED TO: VIDEOS BY: SEAN CRIDLAND COMMENT

Recently, Porsche released one of their typically slick videos – titled "The Porsche Design DNA" – describing their 21st century emphasis on design commonality across the brand's several models, with the 911 still remaining its spiritual touchstone. Always well directed, shot, and edited and with music that evokes reverence and awe, the short film captures every Porscheophile's attention, as much for inspiring the dream of ownership as for providing information about the design of the cars. Really, that's what it's all about anyway...isn't it? Though we may not learn anything new, as enthusiasts we just can't move our eyes away. See for yourself.



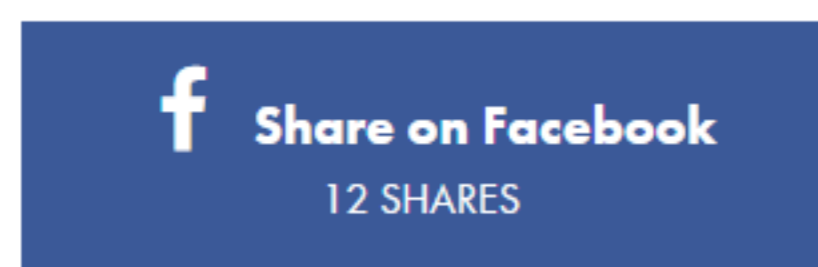
Perhaps more interesting is another recently released video which is the "making of" the previously mentioned piece. Those of us reading and contributing to FLATSIXES.com have already professed our love for the marque, and what we're looking for is something more tangible, the inner workings, what goes on "behind the curtain," so to speak. We want to know more than just "why" Porsches are made the way they are, we want to know how. And the same goes for the commercial short films we drool over. How do they make the Porsches seem less like masterpieces of engineering and more like ethereal spirits gliding over the pavement, making their drivers into mysterious, almost mythical heroes? How do they manage to get those impossible camera angles with silky blurring of backgrounds and the cars in perfect focus? How many people does it take? What kind of equipment do they use? The video below gives us that insight.

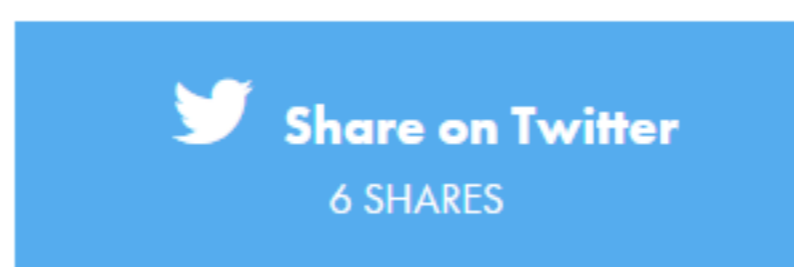






PORSCHE Design DNA Making Of from STAUD STUDIOS on Vimeo.

While mostly a "commercial" for the studio that shot the original short film for Porsche it's still fun to watch. In fact, if they haven't started doing a "making of" for every film, the good people at Porsche marketing should be considering it. We love the eye candy, but as Porsche lovers we want to see what makes it tick.... And besides, after watching "the making of" we'll watch the main video over again. And over and over and over again.

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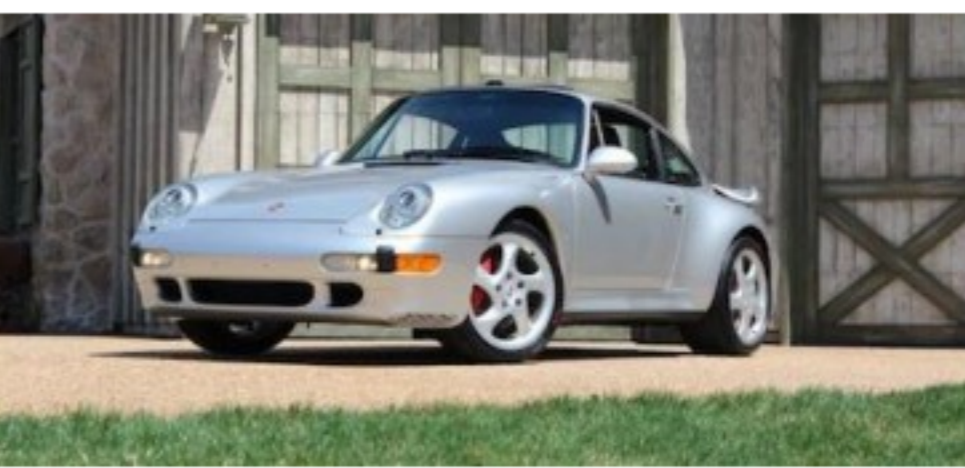
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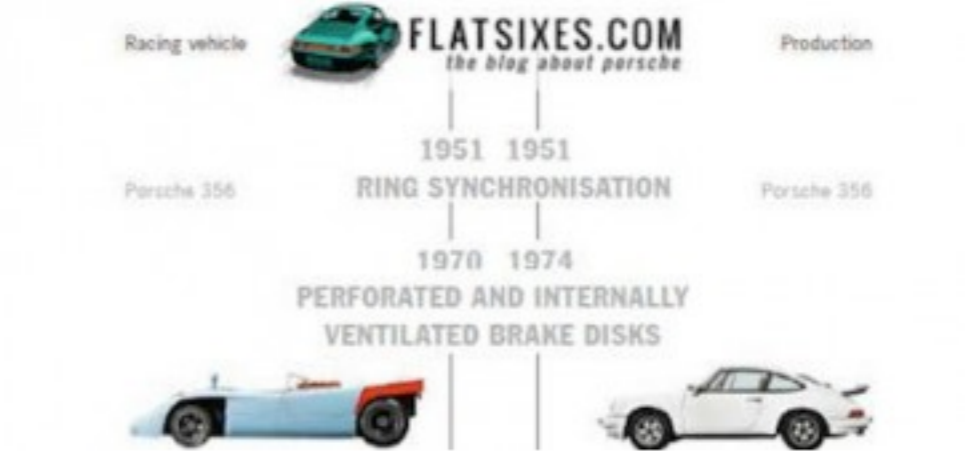
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