

# Porsche 356 Registry Magazine

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# Porsche 356 Registry



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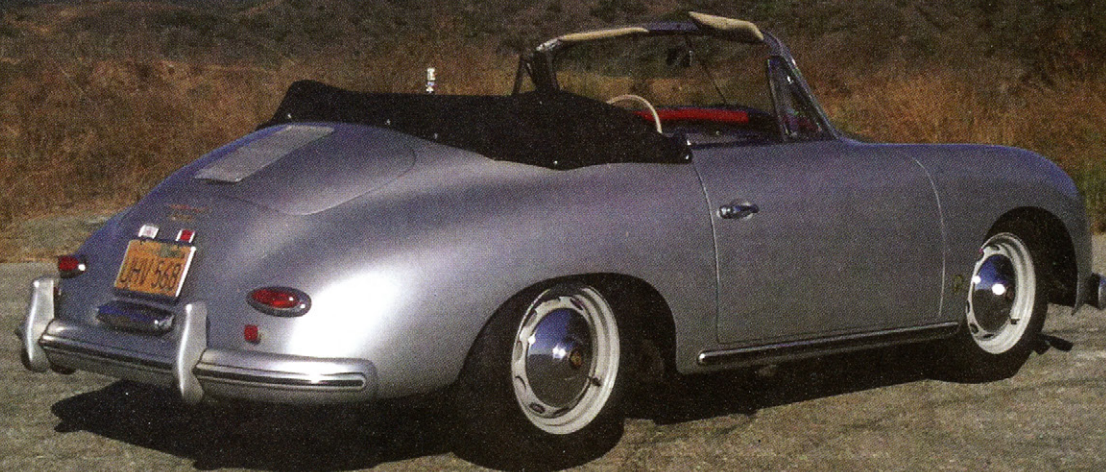


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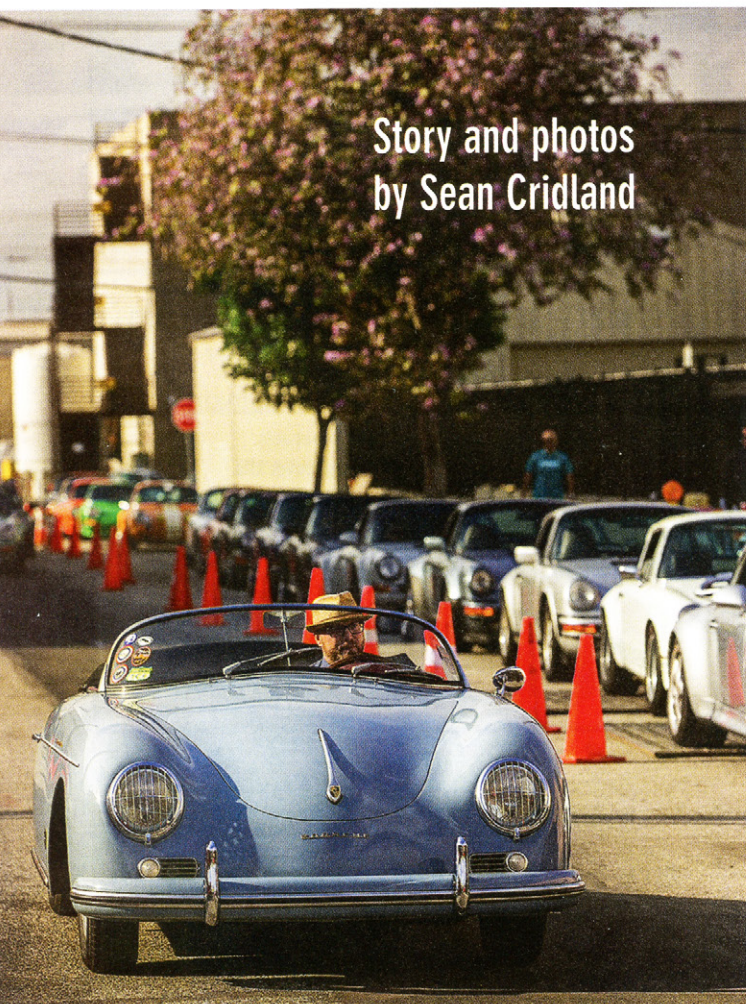
**Cover:** At the Luftgekühlt event, Sean Cridland captured Jack Croul's Abarth Carrera GTL # 1004.

**This page:** Jim Alton's 356A at Newman Point on Glendora Mountain Road north of Los Angeles.



# Luftgekühlt 3

Story and photos  
by Sean Cridland



**A**s a factory Porsche racing driver with wins at Le Mans, Daytona, Sebring and many others, Patrick Long has been to lots of Porsche-themed events in his professional life - enough that you might think on his days off he'd take the opportunity to hole up somewhere remote and tropical. But a car-guy is a car-guy, and Long's Southern California upbringing runs deep. When he's not flying off to a race track, he's more than likely showing up at Cars and Coffee events in his hot-rod, air-cooled 911 somewhere in the Los Angeles area.

Friend and fellow enthusiast Howie Idelson has similar deep roots in the automotive world. As a designer and creative director for companies as diverse as Nike, Audi, Red Bull, and Troy Lee Designs, Idelson's expertise comes from his sharp eye for color, marketing and branding. Having met as kids during their karting days, Long and Idelson are life-long friends who decided to put their heads together for an event of their own that would manifest their own visions of a what SoCal Porsche enthusiasm entails.



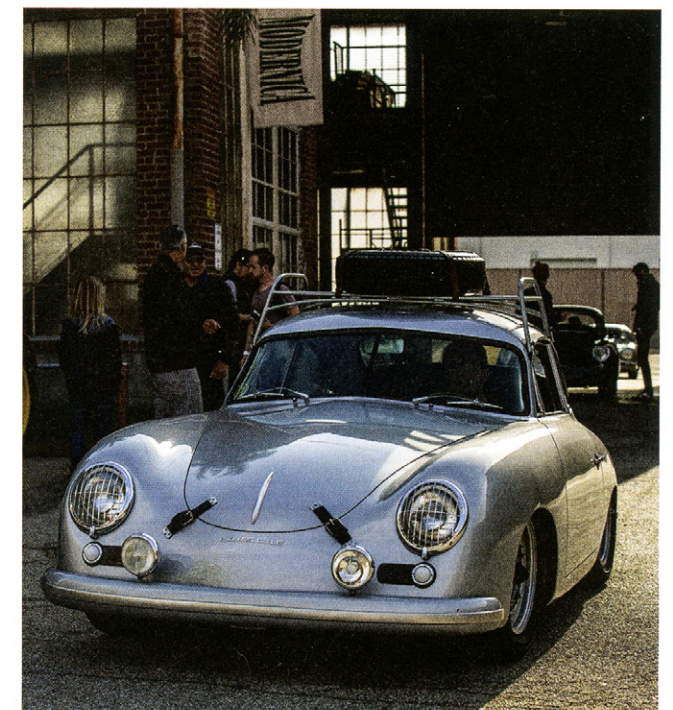
**Top right:** Patrick Long himself was directing traffic and greeting entrants. Significant Porsches were curated for display beforehand, and early registrants could park on site. There were many concours cars on hand but not a white glove in sight. Rats and outlaws were welcomed and encouraged, among the scores of 356s present, which ran the gamut from Gmünd to C.



## The concept

Springing from their memories of going to every kind of car event that they could find, from the Pomona Swap Meet to the sprint car races to their Porsche professional experience, Long and Idelson wanted something specifically Porsche yet spiritually California. It had to be something just a little different than the usual park, stand-around, and recite technical or historical fact. Concours... no. Cars and coffee... almost, but not really that either.

Though many of us look to books for our historical knowledge and many more are turning to the internet to fill out that picture, Long took a decidedly more tactile and first-hand approach. Why not just invite the people with the cars to come tell their stories to one another in a live, dynamic setting? Whether the story was the most original holy of holies - a Gmünd - or an ultra-modern Singer or anything in between, Long wanted the event and the people there to tell the Porsche story from one end to the other, or maybe better put: from the center to all points of the circle. They decided to reach back to Porsche's roots, to the era of Porsche BW (Before Water, front engine cars notwithstanding) to limit the event to cars before 1999, from Gmünd up through the 993.

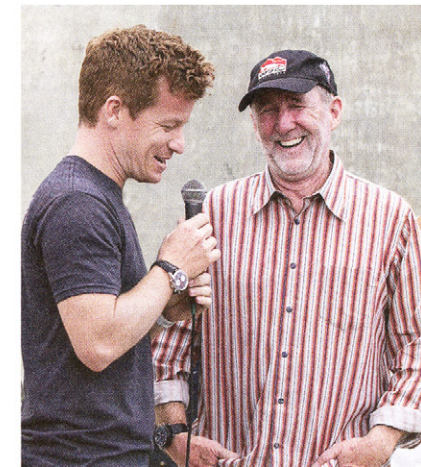


Kids were admitted free and many a budding air-cooled enthusiast was able to get up close and personal with Porsche history.



Right: Howie Idelson and Patrick Long.

Bottom right: ANDIAL co-founders Dieter Inzenhofer (L) and Alwin Springer



Jeff Zwart's Gmünd coupe (below) was the earliest featured air-cooled Porsche at the event. With Patrick Long he discussed the teamwork required to produce the 911 rally car that was auctioned for charity.



### The Place

And the location? Not a mall or grocery parking lot, but not a golf course either. More urban, even industrial, with a touch of grunge and a dash of edge. Quotidian, average, and convention prohibited; mirth, zest and brio abetted. Mix the German engineer with a little hipster, some wall-mural graffiti and some surf-punk and you're almost there. What they came up with was *Luftgekühlt*, a uniquely SoCal celebration of Porsche air-cooled cars.

Long is emphatic that the event not happen unless the venue was right. In many respects, he says, the venue sets the mood, the tone, maybe even the beat for a Porsche driven be-bop, street-rap, grunge opera chorus of conversations. Aside from just talking about cars, he wants to introduce his gear-head friends to an entirely new culture, whether it be the street world or the cosmos of couture design and vice versa. He sees it as a fusion of ancestries, an interface of traditions; a cross-pollination of influences that creates a hyper hybrid people show.

The first such was at *Deus Ex Machina* in Venice in 2014 with about forty cars and some music, not too early in the morning. The next was at the Bandito Brothers' La Cienega film production location in 2015 with more edge, more music and more food; a collection of friends moved toward a gathering and eventually an event of about 150 cars. Although emphatically low-key for the first couple of iterations, word got out. For 2016, they'd need a bigger venue that still had the swagger. Modernica, maker of modern-design furniture and located in the Vernon section of Los Angeles, offered the proper stance, aura and cool - not to mention size.

### The people, the cars

Many of the usual Porsche enthusiast suspects were there, along with a few head-turners from stage, screen, and race-track, but all of it was decidedly relaxed. It wasn't about celebrity; it blossomed from individuality and expression. Rather than perfect restorations holding center-stage, it was more fun to marvel at the wide variety of outlaw 356s or the multi-colored 911s you might see on an R Gruppe canyon-blast. Faded out paint and rust were equally at home intermixed with wild mashes of '70s Easter-egg colors matched with plaid and paisley.

### The result

Threatening weather only seemed to add to the urgency, expectation and impetuous free-spiritedness of the day. From the moment you drove up to see Patrick Long himself directing traffic, you knew it would be a day to remember and one you thanked yourself for not missing.

Long himself makes a point of calling it "an event, not a show" since it's loosely designed to be a social gathering of like-minded friends, more than a display of cars. Though it looked almost effortless, he's quick to point out that it takes a sizeable group of friends and volunteers to make it happen. Jeff Zwart was instrumental in finding the venue and conceptualizing the rally-style 911 that Rod Emory, Joey Seeley and a number of other noteworthy individuals, companies and brands contributed to for a fantastically built 911 rally car to be sold at the charity auction. The winning price of \$275,000 was the result of a spirited bidding war that had the crowd alternately swooning and cheering. The beneficiary was The Autumn Leaves Project, a charity dedicated to funding pancreatic cancer research.

Though the day seemed almost effortless, Long says pulling it off was on the scale of a Le Mans victory, both in terms of preparation, dedication, quick-thinking and follow-up.

While many of us think of the air-cooled era as only yesterday, it has been nearly twenty years since the last 993 was built and for Long, that air-cooled era was a part of Porsche lore that - as a Gen X-er - he wanted to become more familiar and intimate with. On his weekends off from flying around the world to race, you'll find him tooling around to various R Gruppe or Cars and Coffee events in his own vintage 911.

### The size

Though exact figures weren't in at the time of this writing, interested observers guess that over 350 cars were on site with another hundred or so parked on the streets outside the gate. How many visitors were there? Enough that you would hear later about certain friends being there, but you never ran into them because you were busy meeting and talking to everyone within arm's reach - and that was enough. What's the perfect size for a party? Not so many that you feel like you're at a stadium, but just enough that you couldn't talk to everyone... In other words: it was just right.

### The next

Where will it go for the future? Fans are already asking for a *Luftgekühlt* on the East Coast and maybe even one in Europe, though it will depend largely on the busy schedules of Long and Idelson, who both have full-time careers and young families. Also needed is a largely volunteer staff and perhaps most importantly, the right chemistry: the perfect mash-up of venue, people and cars. After all, *Luftgekühlt* is more than just a date on a calendar. Its short history has shown it to be a perfect confluence of how, where and when, a distinct moment in time.

