

Heritage as an invitation

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Heritage does not begin with answers - but with questions. Anyone talking about tradition today is not just talking about the past. But about what we make of it. For us in the Porsche Heritage and Museum team, heritage is a movement that is shared.

The Porsche Heritage and Museum team is travelling to Iceland to find out what heritage means in other cultures. We see our contributions as a kind of sparring - a dialogue at eye level that enriches rather than instructs. No frontal lecture, no final version. We invite you to bring us into the conversation: as an interview partner, as a source of inspiration, as a counterpart with questions instead of ready-made answers.

Achim Stejskalbrings an eye for the big picture - and for how brand history is moulded into attitude. For him, heritage is not the museum behind glass, but the question: What do we tell - and how do we live what we tell?

Alexander E. Kleinopens up perspectives on the mechanics behind the methodology: How does heritage

work if it wants to be more than just a memory? He shows how attitude arises from lived history - and which processes characterise tradition in thinking and preservation.

Astrid Böttingerthinks origins in stories. She visualises how heritage is told, understood and communicated in the media. How do you talk about heritage without romanticising it? How do you turn history into stories that endure - and last?

Kuno Wernerstands for preservation with hands and attitude. He knows how automotive culture is not only documented, but also moved. And that patina is more than just paint.

Together, we see our role not as lecturers, but as questioners. As dialogue partners who are happy to be involved: in interviews, panels, talks in the passenger seat or next to a sports car. Heritage thrives on exchange. From respect for what was - and the courage to think about what should be preserved - and why.

MEDIA ENQUIRIES



Astrid Böttinger

Spokesperson Heritage and Porsche Museum
+49 (0) 170 / 911 2065
astrid.boettinger@porsche.de

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