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Lebanese designers remodel 1968 Porsche

Restoring a car like this one meant restoring history, given that the vehicle was one of 444 in the world.

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The current state of the remodeled 1968 911 L Porsche. (Annahar Photo/Carla Richa)



BEIRUT: "A car for discovery" is what the 1968 Porsche 911 L represents, according to Lebanese industrial designer Karim Chaya.



Porsche Centre Lebanon, after collaborating with four Lebanese designers, unveiled the remodeled 1968 Porsche 911 L on Sept 21 at Maison Rabih Keyrouz's boutique in Beirut.



As part of the Beirut Design Fair, it's on display until Sept 23.



After finding the vehicle in South Lebanon, Porsche Centre Lebanon Chairman and General Manager Raphael Assad decided to group different designers to bring it back to life while also adding a distinctly Lebanese touch.

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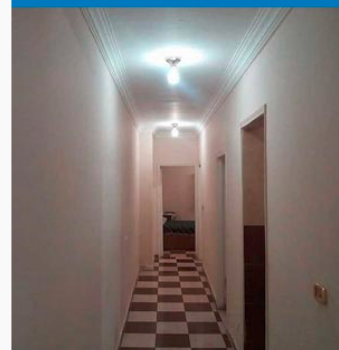


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Chaya led the project, codenamed Bahamama, by remodeling the interior and exterior of the Porsche. Collaborating with leather designer Johnny Farah, they both worked on the seating customization with vegetable tanned leather.

Being an industrial designer, it was his first attempt at restoring a car this way. "I've done it before to my cars but never like this," he said, "and I'd do it again in a blink of an eye."

Restoring a car like this one meant restoring history, given that the vehicle was one of 444 in the world. Bshara Atallah, known as Instayelo, explained the importance of this event. "It was a way of preserving the memories and stories of this car and creating new ones as well," he told Annahar.

While the remodeling was taking place, Keyrouz worked on an attire that goes well with the car. By using the same pattern of the car's indoor fabric, he designed a coat, a jacket, pants, and knitwear. "It's the perfect outfit to wear while driving this car," he said.

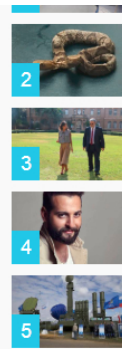
However, the car wasn't the only thing on display. Since Keyrouz's boutique was open, so were his collections, where people had the chance to shop as well. The store next door, IF, was open to the public, displaying collections by different designers.



Outside of the stores was food provided by both Keyrouz Bakery, and Souk el Tayeb's farmer kitchen Tawlet, as well as refreshing drinks by Bar Nationale.

"It's a new concept and Rabih did an amazing job, like always," said Salim Azzam, a Lebanese designer.

The car is currently in perfect condition and drivable. "It's in a state ready to travel to far places," Chaya told Annahar.



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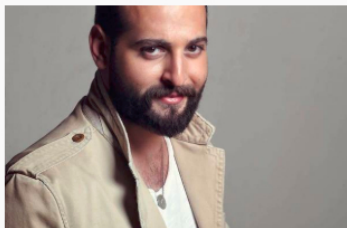
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