Focus on Passion

Lisbon, Portugal

As a photographer, says Fernando Guerra, you are the messenger of an object and its architect. He is an interesting man, who sees success as the result of unconditional dedication and regards courage as the willingness to pursue new directions. This attitude and his real passion for Porsche left us with no option but to get him to do a photoshoot of the new Panamera. And he did that in his favourite city, Lisbon. We accompanied him and got to see his fascinating work and his home city.

A child from the country of explorers.

Fernando Guerra was born in Lisbon, Portugal in 1970. In the country of explorers, where the people see themselves as descendants of such explorers and reflect this in their mentality. "It is inherent in us Portuguese to be courageous and make changes", he says, looking out somewhere towards the sea. "We are no longer going to discover India or Brazil. But maybe we'll discover new ways of doing things." A rolling stone gathers no moss. To keep it rolling: get out and do something. Experience things. And work hard.

"You won't conquer the world in one go. You have to start in your own backyard."

Change of scene.

Having completed his studies in architecture, Guerra left his beloved Portugal and went to work in Macau, where he lived for five years and gained a lot of experience and new impressions. Photography was ever-present in his life - even during his studies, he had a camera in his hand every day. But he knew that he wasn't going to spend the rest of his life in Macau. It wasn't just his yearning for home that he had to cope with, but also a certain 1973 Porsche 911 Targa, which was waiting patiently for him at home in his father's garage and which he drove along the rugged coastline of Portugal at night in his dreams. He moved back to Lisbon with his wife and children and accepted a professorship at a university there. His comfort zone, as he calls it, with a secure income and a structured lifestyle. But he doesn't feel really happy. And so he comes to a decision.

Courage to step into the unknown.

When you ask Guerra what it takes to get the job he is doing, he gives an honest answer. "Give up your friends, put people's noses out of joint. Because all that you will be doing is your job. It must become an obsession."

> "I wasn't trying to live up to anything or anyone, and that was the only way I could do something new."

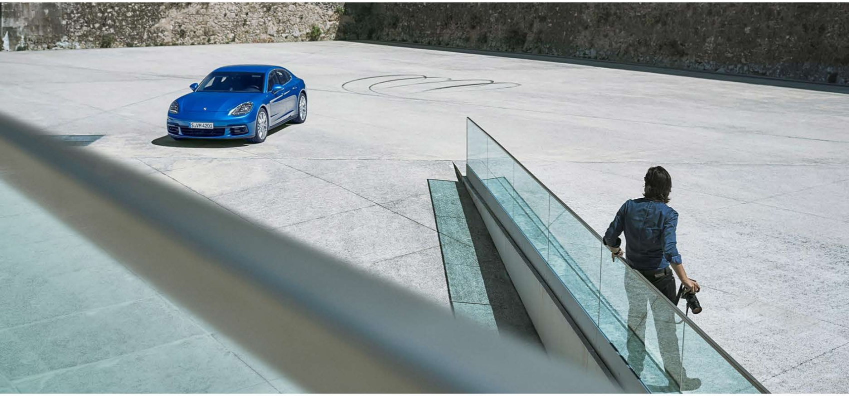
The new Panamera, the 'Lisboners' and the sea. Pictures that tell stories – true to Guerra's guiding principle.

Photography, his passion, fell by the wayside when he was working at the university. "There just wasn't any time for it", he recalls. "At some point, I just thought: I have to pack it all in and do what I love – see the world through a camera lens again." A risky step that took a lot of courage. The world was to become his office. His aim was to communicate architecture rather than create it. At a time when architectural photography was dull and formal, Guerra wanted to get ordinary people interested in it. And to do this, he took a new direction: he told stories. He revolutionised the industry – which suits him because he is not too keen on adhering to standard methods. He played with façades and people, letting the gardener water the plants and letting families fill a house with life. Success did not come overnight. It took a lot of hard work and perseverance. At first, his new approach was met with rejection and lack of understanding. "But the world has changed and so too has people's opinion of my work." His ideas now feature in many magazines. With regard to photography, he says: "I am so passionate about it that I will still be doing it in 5, 10, 15 years."

Fascinating combination. In Lisbon, historic and modern architecture meet.

"We have great architecture in Lisbon. The legislation and climate allow us to take a different approach to building than in other countries - much freer", says Guerra about his surroundings and his favourite city.

Fernando Guerra and Porsche: A life story.



"It's difficult to describe my relationship with Porsche. But it just feels right. It suits me and the person I am. I have worked towards having my own Porsche for a long time. And it's exactly as I imagined."

Guerra's Porsche 964 is over 25 years older than the new Panamera 4S. But it is undoubtedly the same DNA that Guerra skilfully captures in his photoshoot.

Guerra has two great passions in life: photography and Porsche. And he discovered both at the same time, when he was 16 years old. Ever since, they have become closely entwined and go hand-in-hand. In the mid-80s, Porsche brought the 959 to the market, thus arousing young Fernando's interest in cars – and in Porsche, in particular, for the first time because he had eyes for no other car in his father's garage. "In some way, the 959 has a shape that I always look for in my cars." Many design elements that he also sees in the new Panamera. Guerra's father, who is with his son for the photoshoot, is an avid collector. Fernando practically grew up between cars. But the portfolio did not include a Porsche at the start. He has fond memories of how, when he was 21, he convinced his father to buy his first Porsche, the 1973 911 Targa. It is the car that was waiting for him during his time in Macau and was always ready to drive when he arrived home over the holidays. He still has it today - the first of 4 Porsche models he sees in his garage when he comes home from a trip. It took 30 years to fulfil this dream, which started with a picture cut out of a magazine and stuck over his desk showing the 911 Targa (993 model). "I never seriously expected to own it. It was more of a dream." Guerra is not a car collector. He is an enthusiast. With the 911 Targa (993 model), he fulfilled his great dream - it is parked next to the 1973 911 Targa. He also has a Porsche 911 (964 model) and a Porsche 928. "It's the shapes - I can't stop looking at them", he says. "Even on bad days, I see them and think to myself: Life is not treating me too badly…"

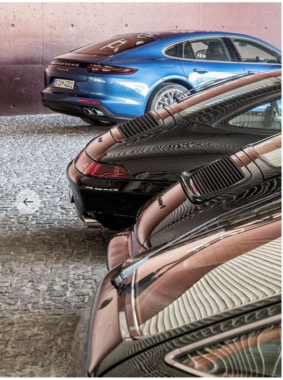
Guerra dreams big, but tries not to set goals that are too ambitious. Doing that puts obstacles in your way. He simply enjoys the highlights. Taking photographs for Porsche is a very special experience for him. "You cannot plan something like that. You can only work hard for it." Time to make dreams come true.

It is no coincidence that we are meeting the photographer in Lisbon. In the city that gives him an air of lightness and to which he still prefers to return every time after travelling. Lisbon, like the country itself, is not particularly large. It takes 20 minutes to get from the centre to the beautiful beaches nearby. "You don't have to pick a highlight", he enthuses. "Because you can just have it all." For the photoshoot, he takes us to some special places. You see at first glance how good he feels here – both Guerra and the Panamera.

Impressive Panamera.

Shapes, colours, light and perspective. Guerra captures a fascinating interplay in urban Lisbon.

"It is clearly a Porsche", Guerra declares, beaming. "When I first saw the new Panamera, I couldn't help but smile. The contours are really breathtaking." He admires the design that incorporates all the Gran Turismo elements he so loves. A very special highlight for him is the rear of the vehicle with its light panel, which gives the Panamera an identity – particularly at night. "It's not often that you meet a car that still has personality on the road when it's dark." Guerra also brings his own models to the photoshoot. "The Panamera is very muscular and very beautiful. And if you put it next to the 911, one can immediately see that they are a family."



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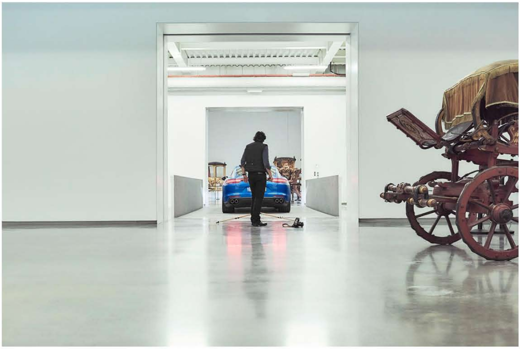
Like from a family album: The new Panamera forms part of Guerra's Porsche collection covering four decades. Never were tradition and future so close as when Fernando Guerra captured it in front of the National Coach Museum in Lisbon.

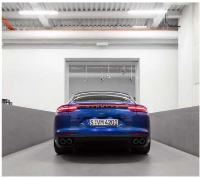
The mission: capture the Panamera – a chance of a lifetime.

When you look at Guerra working on the set, he is like a dancer who mastered his choreography decades ago, but still allows himself to be guided once again by his intuition with every step. "For 30 years, I have made things look as good as possible", laughs Guerra. And he admits: the more beautiful the subject, the easier it is for him. "So it was extremely easy to take good photos with the new Panamera." He chose the location where he first wanted to shoot the 4-seater Sports Car himself: a museum that houses antique carriages and coaches. A simple, functional building that fascinates Guerra for precisely that reason. He draws a comparison to the Panamera: "Everything on the car looks as if it would serve a purpose. Every line makes sense." He believes that Porsche has dared to take a huge step away from the old Panamera to the new Panamera. "I know that such a step took great courage and I have great respect for what Porsche has done."



He is particularly proud of the pictures, which he always only looks at one or two days later. He is a master of his craft. He knows that the composition and light are perfect. Yet he is anxious again every time. He is not one to rest on his laurels. He believes that a photographer is only ever as good as his last photo. "Every photoshoot is new - it is like the first time every time. And you only have one window of opportunity, one chance." He is even more delighted to have captured the Panamera exactly as he wants to show it: impressive and imposing. With all its power, its lines and the excellent work the designers and engineers have done to transfer the Porsche DNA into a much larger shape.

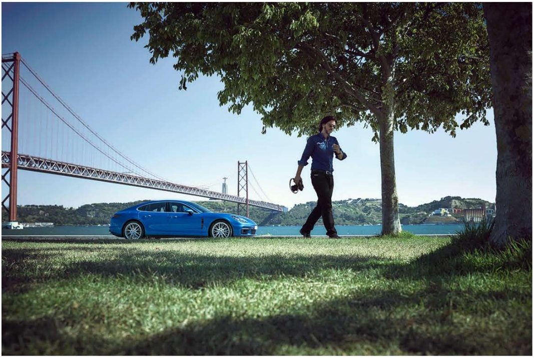
Fernando Guerra draws inspiration from the aura of the museum. He gets the ideas for the photos from his curiosity during the shoot.



A change in perspective: from the set to the road.

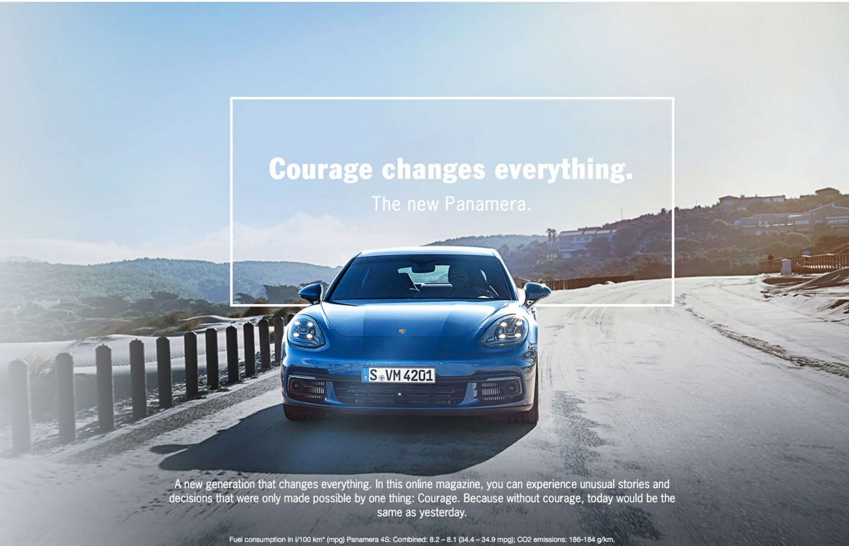
> "The Panamera is a bit like a revelation. It gets better with every mile!"

After work, it's time to relax: Guerra gets behind the wheel for a drive in the new Panamera 4S. He is a bit overawed at first because the Panamera is so much bigger than his other Porsche models. After just a few minutes, he forgets about the size and sees it for what it really is: a family-friendly Sports Car. And an incredible driving machine. "You don't expect that when you see it", he admits. And you're blown away: "I really want to just keep driving. You feel the family tie to my own models, the DNA that first made me a Porsche fan." For him, the Panamera is much more than a car for long journeys. The pleasure continues even on rolling country roads. "It has the same handling as a small Sports Car. And has an amazing degree of sportiness and comfort that is simply unrivalled." This combination is reflected in all areas, from the design and performance to the interior. The skill, he says, is in integrating new things without relinquishing the good old values. "And Porsche has totally succeeded in doing this with the new Panamera."



"People only like changes if it is a change for the better.
Like the Panamera."

Fernando Guerra



Courage changes everything.
The new Panamera.
S VM 4201

A new generation that changes everything. In this online magazine, you can experience unusual stories and decisions that were only made possible by one thing: Courage. Because without courage, today would be the same as yesterday.

Fuel consumption in l/100 km* (mpg) Panamera 4S: Combined: 8.2 – 8.1 (34.4 – 34.9 mpg); CO2 emissions: 186-184 g/km.