

PORSCHE'S 75-YEAR COLOR LEGACY TRANSFORMED INTO OPTICAL ART BY INTERNATIONALLY ACCLAIMED ARTIST HEIDI MRAZ

'All The Colors of The Rennbow' Art Series Unveiled at Porsche Tysons Corner's, 'The Driven Women' and Cayenne Reveal Event

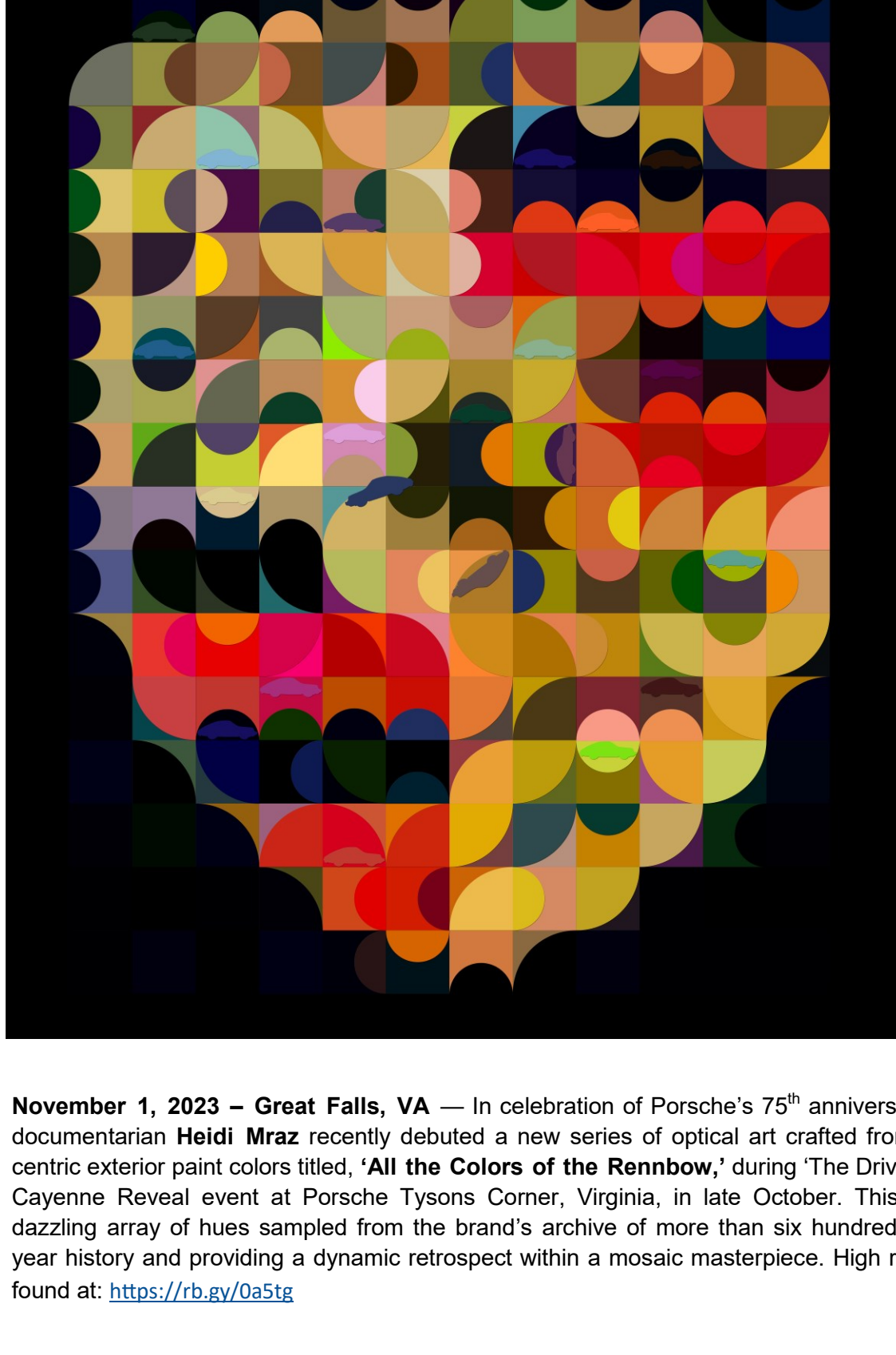


IMAGE: 'Rennbow Crest No. 2' is a stunning, new abstract piece from Heidi Mraz's 'All The Colors of The Rennbow' series that features seven decades of Porsche exterior paint colors.

November 1, 2023 – Great Falls, VA — In celebration of Porsche's 75th anniversary, American artist and documentarian **Heidi Mraz** recently debuted a new series of optical art crafted from a palette of Porsche-centric exterior paint colors titled, **'All the Colors of the Rennbow,'** during 'The Driven Women' and Porsche Cayenne Reveal event at Porsche Tysons Corner, Virginia, in late October. This new series features a dazzling array of hues sampled from the brand's archive of more than six hundred colors, spanning its 75 year history and providing a dynamic retrospect within a mosaic masterpiece. High resolution photos can be found at: <https://rb.gv/0a5tg>

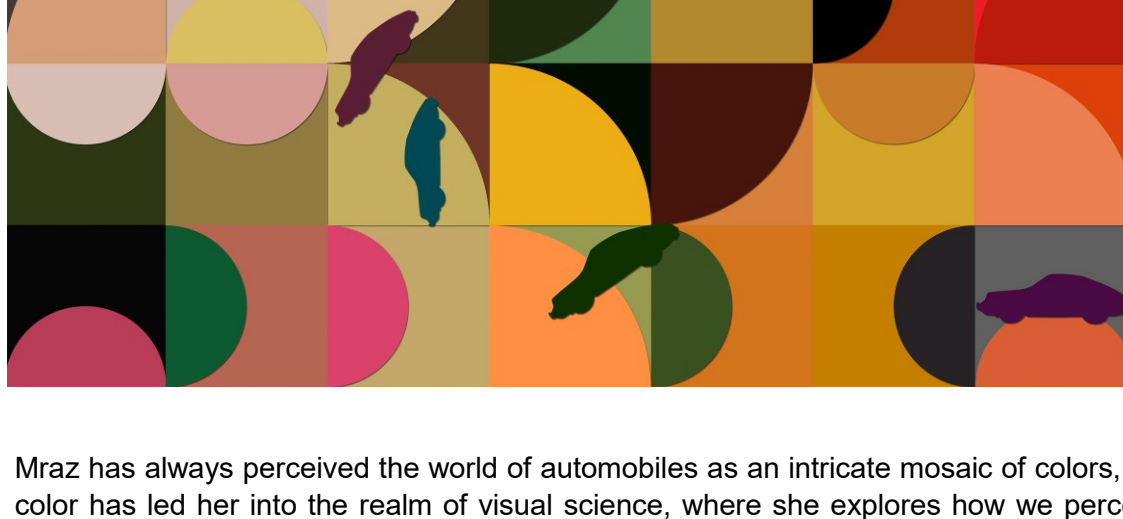


IMAGE: Detail of 'Rennbow Crest No. 1' art by Heidi Mraz. The crest's horse is rendered using 911 silhouettes and a mosaic of color blocks in Porsche exterior paint colors.

Mraz has always perceived the world of automobiles as an intricate mosaic of colors, and her fascination with color has led her into the realm of visual science, where she explores how we perceive color, contrast, and shapes. "Porsche's spectrum of hues is vast, I wanted to honor their color legacy in an unforgettable way by incorporating color theory and the science of seeing into my art," Mraz explains.

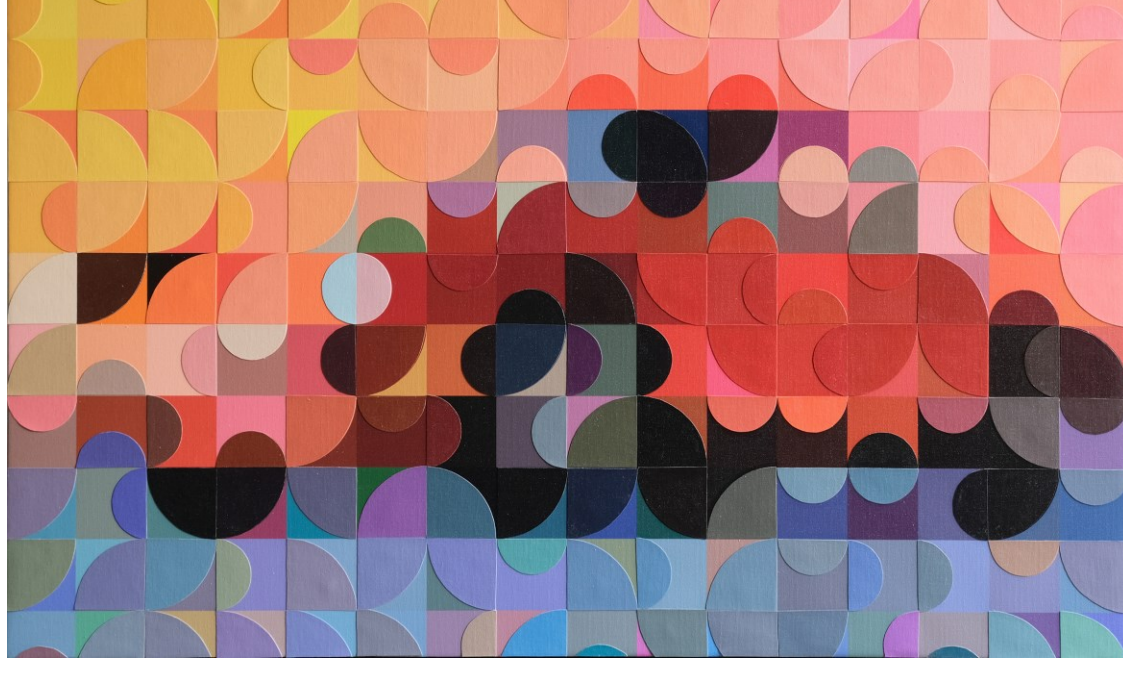


IMAGE: To see 'Abstracted Porsche 911' more clearly, view thru a cell phone wide-angle camera or step back from the image.

'All the Colors of the Rennbow' is a dynamic experiential series that depicts Porsche sports cars and their iconic crest at the threshold of recognition by using the brand's own color palette. When viewed at close range the art appears solely as a colorful geometric abstraction, but from a distance, or viewed through a convex mirror or cell phone an optical transformation occurs and the colors shift as a hidden image is revealed. This revelation happens when the viewer optically blends the colors of a reduced image in their mind's eye.

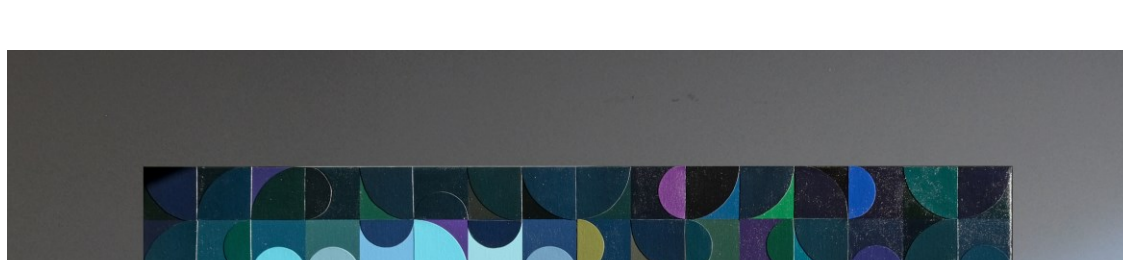


IMAGE: 'Abstracted Porsche 917' optically transforms from a geometric abstraction into a race car in the mirror balls' reduced reflection of the art.

For each multi-layered 30"x40" to 48"x60" sized canvas, Mraz distills her palette down to 400-600 colorful laser-cut geometric shapes and 911 silhouettes for added detail. Creating these optical illusions is no easy task, explains Mraz. "It takes hours of experimenting with hundreds of colors to give viewers that 'ah-ha' moment of discovery."

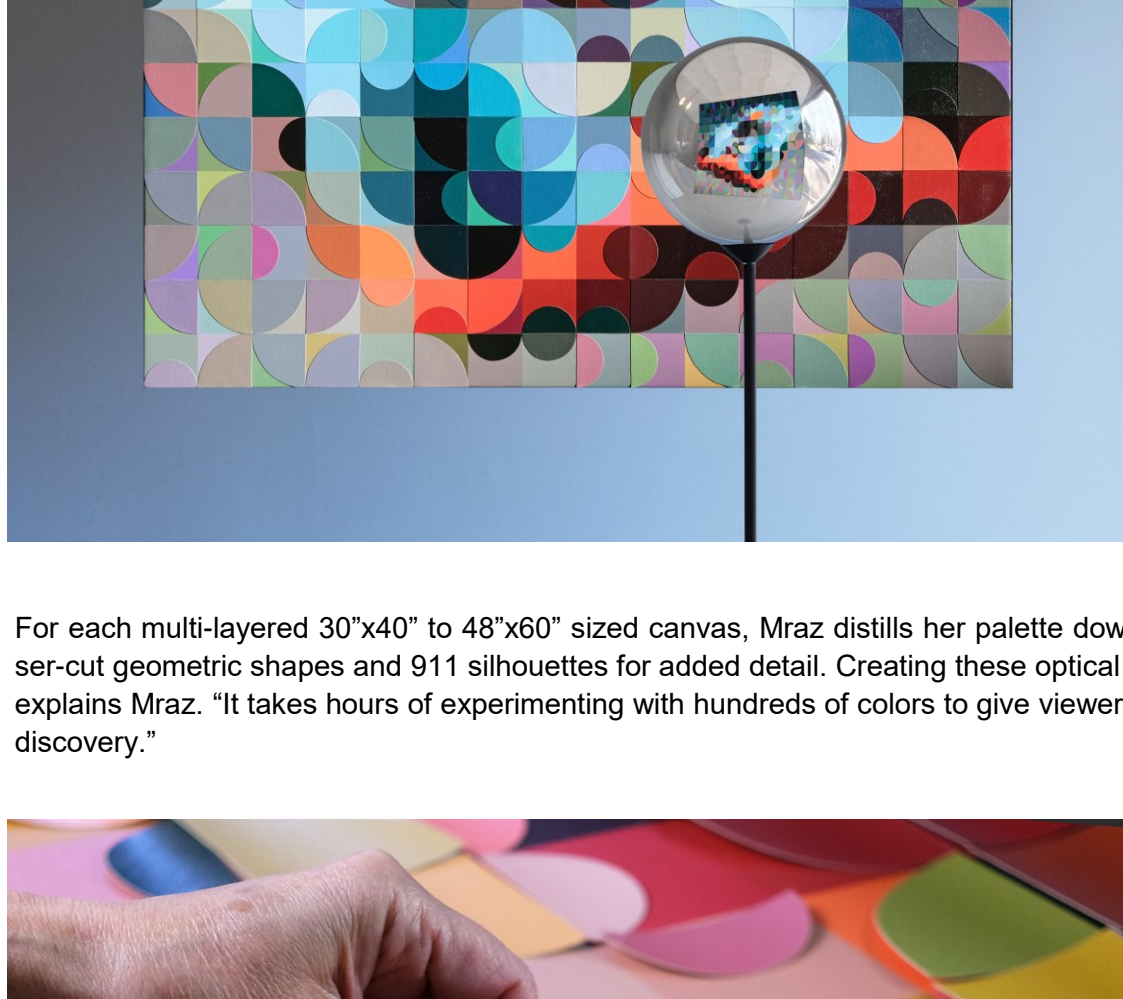


IMAGE: Colorful shapes are meticulously placed to optically blend into new colors in the viewer's mind revealing a previously unseen image.

To create this phenomenon Mraz must meticulously place large blocks of individually colored shapes, in just the right combination, to make adjacent colors blend from a distance into new unseen colors and shapes in the viewer's own mind. This perceived blending of colors, called optical mixing, makes Mraz's dynamic art an incredibly personal and transformative experience.



IMAGE: Daniel Rodriguez, Managing Director, Porsche Tysons Corner with Artist Heidi Mraz during her art unveiling at 'The Driven Women' event in Virginia. Photo by Alec Cosing.

"When I first saw Heidi's art I was blown away," says Daniel Rodriguez, Managing Director of Porsche in Virginia. "It's incredible how hundreds of colors can shift from an abstraction into a three-colored Porsche logo. We were thrilled to host her unveiling at our event and our guests were equally as amazed."



IMAGE: Maria Clark discovers the hidden images in Mraz's vibrant 'Rennbow' art series with the help of a convex mirror at 'The Driven Women' event at Porsche Tysons Corner. Photo by Alec Cosing.

According to Rodriguez, a line to view the art grew as astonished guests pulled other people over to take a look. Mraz added, "It was fun pointing out colors like Miami Blue, Chartreuse, Rubystar, and Lizard Green while guests had no idea they were actually looking at a Porsche crest until I handed them a convex mirror."



IMAGE: Mraz has a vast collection of Porsche paint color samples and uses them in the making of her 'All The Colors of The Rennbow' art series.

If distance is the key to unlocking the image, it is precisely placed color that drives the change. For the past decade Mraz has collected and catalogued thousands of color swatches by photographing color on paint at major international car events and visiting Porsche dealerships. In addition, she has collected sample paint chips, and colorful pages cut and scanned from auction catalogs, books, magazines, and the Porsche Club of America's, Rennbow.org site.



IMAGE: 'Rennbow GT3' in Speed Yellow on right with matching 'Rennbow Speed Lines' sampled from Porsche exterior paint color swatches on left.

Why so many color swatches? Mraz explains, "Consider that a single exterior paint color can reveal a multitude of shades and tints, depending on the light, the environment, the paint's reflective properties, and the car's shape. And I can never have too many color choices."

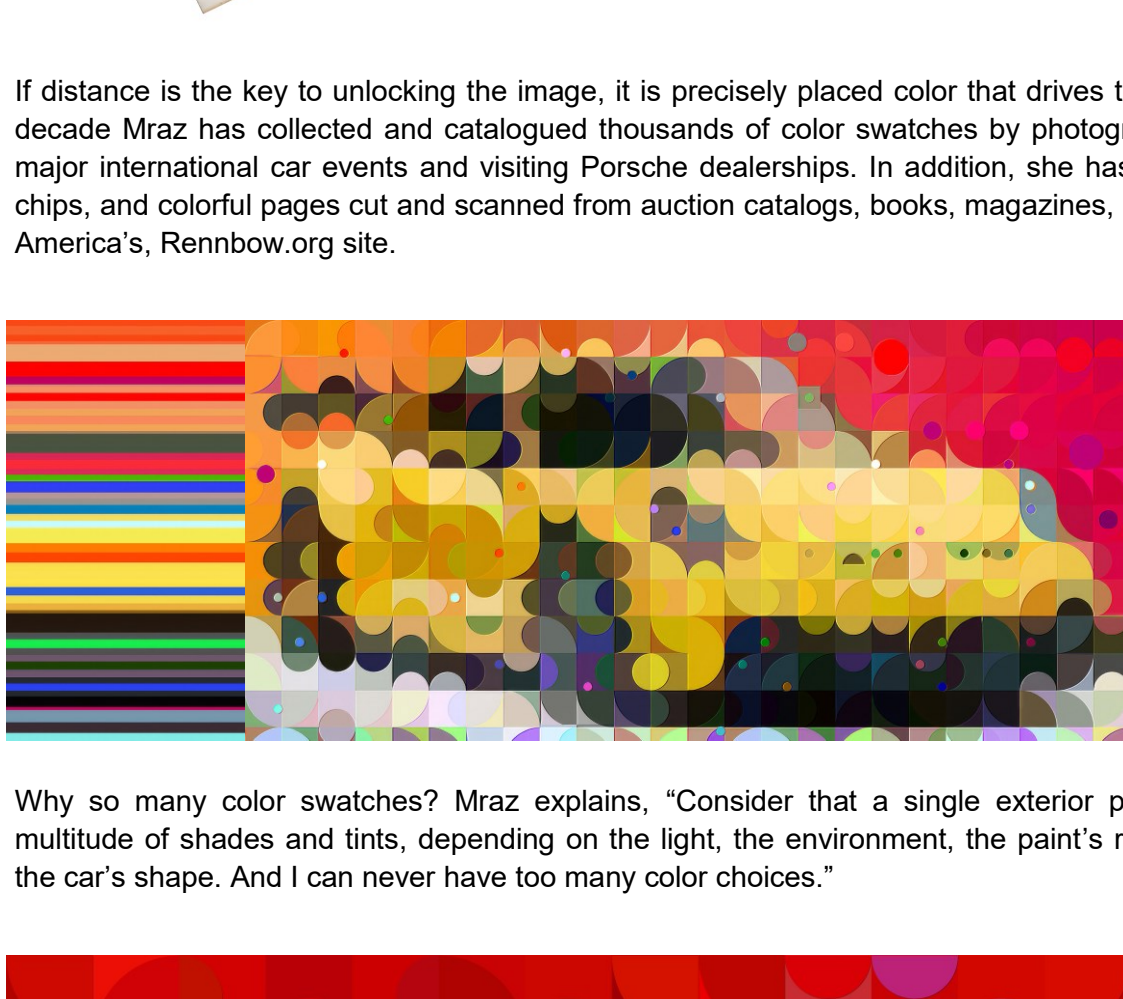


IMAGE: Mraz's vivid, 'Rennbow Crest No. 1' featuring Guards Red, both honors and documents 75 years of Porsche color legacy through her art.

The result of Mraz's efforts to document the Rennbow spectrum is both a dynamic retrospect and a mosaic masterpiece that transforms years of Porsche color history into a modern work of art that pays homage to the past while looking to the future.

MRAZ'S ORIGINAL ARTWORK IS FOR SALE. LIMITED-EDITION PRINTS ARE AVAILABLE.

ABOUT HEIDI MRAZ

Represented in both corporate and private collections, Heidi Mraz's artwork is collected and exhibited internationally. Her clients include some of the world's foremost automotive collectors, brands, and museums. Celebrated as a leading artist in the automotive world, Mraz was invited to exhibit at Sotheby's London, by The Royal Automobile Club during London Motor Week 2022. Also in 2022, she unveiled "Move. Earth.", a tribute to the modern-day version of Steve McQueen's Baja Boot, and in 2021, she unveiled "Aerodynamics by Entomology" and "Shaped by the Wind" honoring Porsche's 917 and 906, respectively. In 2019, she unveiled "Beneath the Surface: Bugatti of Lake Maggiore," an assemblage inspired by the Mullin Automotive Museum's famed "Lady of the Lake" Bugatti that had been submerged underwater for 75 years. A member of the Guild of Motoring Artists, Heidi is also an Artist Pro Tem for the prestigious Torpedo Factory Art Center in Virginia. She has been the official poster artist for Pinehurst Concours d'Elegance in North Carolina and for the Art in Motion Concours in New York and was commissioned to paint the winning cars of the Amelia Island and Pebble Beach Concours d'Elegance. Heidi is a consulting curator for The White Collection in San Francisco and has judged several major American concours. Currently in production, a feature-length documentary entitled "AUTOMOTIVE ARTIFACTS" chronicles the behind-the-scenes work of Heidi's history-inspired assemblages. Heidi Mraz Fine Art is based in the artist's hometown of Great Falls, Virginia. www.HeidiMraz.com.

ABOUT PORSCHE TYSONS

Porsche Tysons Corner is a part of Penske Automotive Group, headquartered in Bloomfield Hills, MI. Porsche Tysons Corner is one of 10 Porsche dealerships owned by Penske Automotive Group.

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