



## **The designers of the LEGO Technic Porsche 911 GT3 RS Andrew Woodman and Uwe Wabra are talking about their dream project – from the idea to the complete model.**

### **What was the idea behind this project?**

*Andrew Woodman, Senior Design Manager, LEGO Technic:*

As a lover of design and high-performance cars, it was a dream to make the Porsche 911 our first model. When we started to collect ideas for this new LEGO Technic model, we realized that we wanted to create more than just a great building experience. It should be all over special. We knew that we needed a partner with the perfect vehicle that was both highly desirable and a true icon. So we reached out to Porsche.

### **How did the cooperation with Porsche run?**

*Andrew Woodman, Senior Design Manager, LEGO Technic:*

The cooperation with Porsche was fantastic. The employees are incredibly passionate for the Porsche brand and showed huge interest in our LEGO Technic model.

From our very first meeting it was clear that Porsche shared the same passion for the vision of this concept and together we decided upon using the current 911 GT3 RS as the first vehicle in this LEGO Technic series.

### **How much time did the whole process take and what were the particular development steps?**

*Andrew Woodman, Senior Design Manager, LEGO Technic:*

The whole process took almost two ages: From the development of initial design ideas concerning the concept in winter 2013 to the final approval of the model by Porsche in fall 2015.

*Uwe Wabra, Senior Designer, LEGO Technic:*

When we started our initial drafts in 2013, the Porsche 911 GT3 RS project remained top secret. Therefore I had to build the first LEGO version using photos of the camouflaged prototype of the original from the internet. The first LEGO prototype was ready in a matter of weeks.

*Andrew Woodman, Senior Design Manager, LEGO Technic:*

We presented the result of the first model to the design team of the 911 GT3 RS at Porsche and discussed the basic technical functionalities as well as the shape of the body. On the basis of this feedback we designed the next model and simultaneously started with the development of the wheels rims which are an important part of the legendary design of the car. Afterwards we visited the Porsche Development Center in Weissach as well as the Porsche GT workshop area. During intensive working phases we worked out the elements and details of the car and perfected them. The final step was the approval by Porsche.

### **Did you experience a special moment during the development phase?**

*Andrew Woodman, Senior Design Manager, LEGO Technic:*

During our visit at the Porsche GT workshop area we could see a preproduction 911 GT3 RS complete and finished in lava orange. This was the first time we saw the car in color – all the others had been black which made it difficult to see the proportions and details of the car.

### **How many persons were involved in the development process?**

*Andrew Woodman, Senior Design Manager, LEGO Technic:*

Several persons participated in the development of this model: Among others, a graphic designer started working on the required decorations and stickers. In the meantime model designers worked further on the styling and on the development of particular components, for example the gearbox.

### **What were the challenges during the development of the LEGO Technic Porsche 911 GT3 RS?**

*Andrew Woodman, Senior Design Manager, LEGO Technic:*

One of the biggest challenges for us laid in designing an element that works on the 911 GT3 RS, but also in general with all others LEGO Technic elements. Furthermore something that could work in our system for years to come.

*Uwe Wabra, Senior Designer, LEGO Technic:*

It was important to integrate as many of the advanced technical functionalities from the real 911 GT3 RS as we could. The steering and suspension were difficult enough, but our biggest challenge was the creation of the functioning double-clutch transmission with gearshift paddles.

### **About the designers:**

Andrew Woodman is Senior Design Manager at LEGO Technic and working for the LEGO Group since 2003. The design lover has a passion for all kinds of vehicles, yachts and architecture. He passes on this passion and knowledge for design by lecturing at colleges hopefully inspiring and motivating others to become interested in his profession.

Uwe Wabra is Senior Designer in the LEGO Technic department. He has been working for the LEGO Group for already ten years. Uwe has a huge passion for all things automotive as a glance in his garage reveals. It really is an eclectic collection of cars, bikes and trucks, consisting of originals as well as models, which is spread all over his house.

**About LEGO Group:**

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