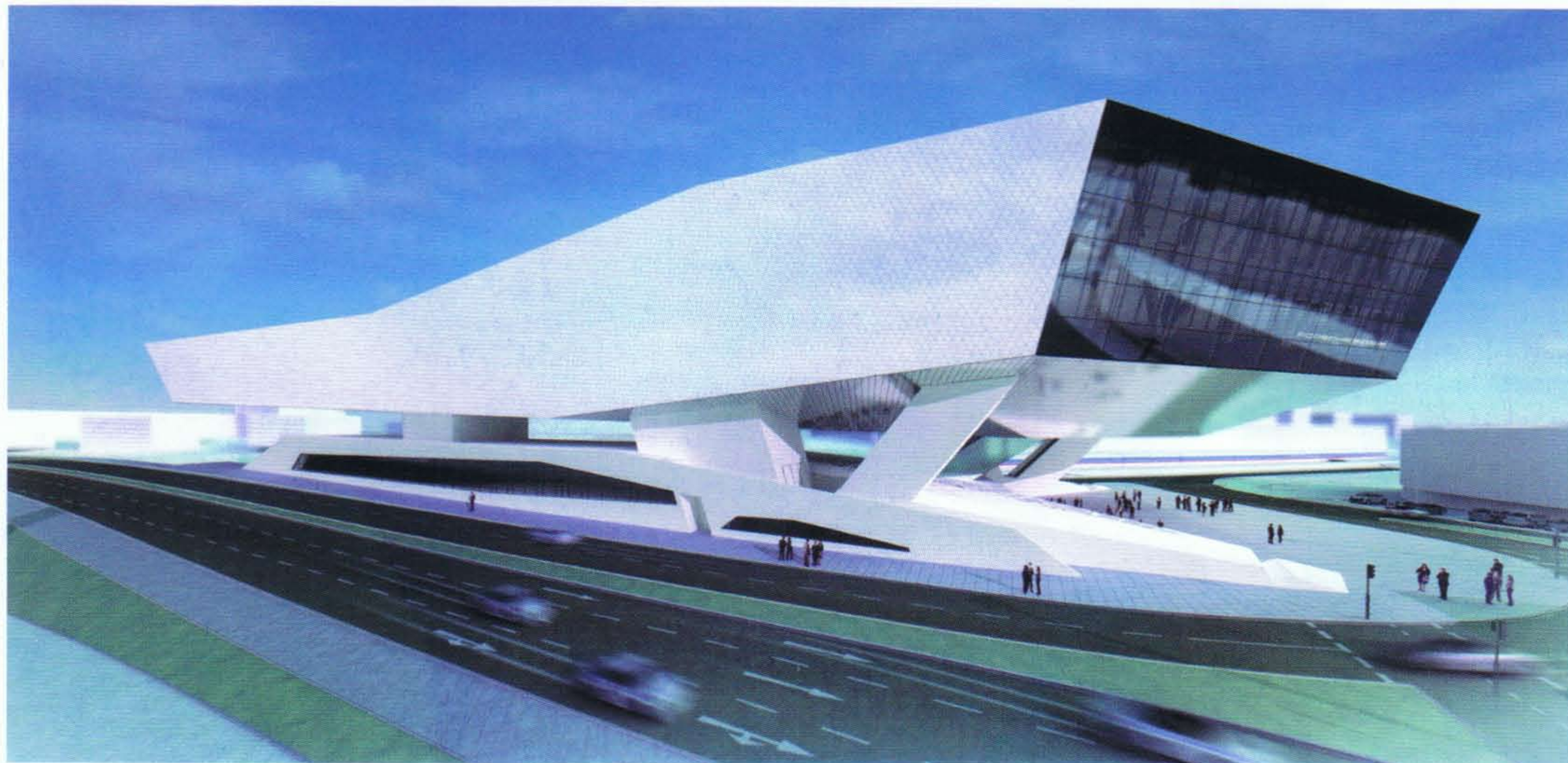


Porsche's place in history, and a watch with a precise sense of place.



A rendering of the Porsche Museum in Stuttgart, Germany (above), the IW Club at the Indian Wells Golf Resort (below left), and the Vogard 18kt Gold Edition world-time watch.

EXHIBITIONS OF SPEED ✱ In racing and in sales, German sports-car manufacturers are fierce competitors. So it is not surprising—after Mercedes-Benz opened a new museum in 2006 and BMW debuted one in 2008—that Porsche is opening a new **Porsche Museum** (www.porsche.com). The sharp-angled, aerodynamically shaped structure, which is located next to the Porsche factory in Stuttgart, Germany, was, at press time, scheduled for completion



in December. The museum will accommodate more than 80 historical vehicles, some of them, including the 909 Bergspyder, on display for the first time. The facility will also contain a Classic Workshop that services historical Porsches and allows visitors to view restoration experts at work. . . .

A FITTING ADDITION ✱ The new **IW Club** (www.indianwellsgolfresort.com)—a \$30 million, 53,000-square-foot, two-story clubhouse at the Indian Wells Golf Resort outside of Palm Springs, Calif.—features one of only nine Callaway Performance Centers in existence. In addition to offering Callaway club fittings, the center includes two high-tech indoor studios with launch monitors that can analyze your swing to determine its effect on the ball's launch angle, spin rate, and carry distance. The sandstone-and-glass clubhouse also features a nine-hole putting course, a golf shop, and dining venues. Indian Wells' two 18-hole courses, the Players and the Celebrity, both recently reopened after renovations. . . .

IN THE ZONES ✱ Vogard, a small-scale Swiss watch manufacturer, specializes in custom travel watches built for the demands of, say, Bostonians who recoil from dialing up a time-zone setting marked "New York." The \$32,200 **Vogard 18kt Gold Edition** (www.vogard.com) can be engraved with virtually any set of destinations, and it comes with a certificate guaranteeing that the company will not

reproduce your watch bezel. Past custom models built by Vogard include watches engraved with the names of vineyards, nightclubs, and even the names of one client's mistresses, who were scattered across the globe. ☐

CONTRIBUTORS

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