POP-UP MUSEUM – CARS – THE POWER OF LESS

Mobilizing the past

Project: Future of the Past – [Link]
Project: Future of Mobility – [Link]
Project: JANUS Initiative – [Link]

With the extraordinary Mark Gessler of the Historic Vehicle Association of America

in the presentation of a pop-up museum of automotive history. Three cars sat in an exhibition for a week in Manhattan in the run up to Christmas.

Story – the Power of Less.

We took the case for the significance of the history of automotive experience to a center-stage event at the Detroit Motor Show in January 2017.

Gordon Murray’s concept car.

Follow the commentary on the Revs Program at Stanford – [Link – mshanks.com/Revs-at-Stanford] [Link – mshanks.com/tag/revs-institute]