



**Porsche 356 Registry  
Volume 48, Number 2  
July/August 2024**

**Earth-Wind-Steam-Fire  
Story/Photos by  
Sean Cridland**



**PORSCHE  
356  
REGISTRY**

Volume 48, Number 2  
July / August 2024





Above left: Gary Emory's race car was a big attention-getter. Above right: This '56 outlaw paid tribute to Brumos-style graphics.

# EARTH, WIND, STEAM AND FIRE

(Better Known as Air|Water)

By Sean Cridland

Born from the Luftgekühlt movement started by Le Mans winner Patrick Long back in 2014, Air|Water is the most recent incarnation of the Porsche community's most popular "cars and coffee" type event. For those new to the phenomenon, the first "Luft" was held at the Venice Beach, California, boutique Deus Ex Machina, with only 12 air-cooled Porsches and a close-knit group of friends with a deep appreciation of Porsche's original air-cooled concept. Soon after, Pikes Peak racer, photographer, and film director Jeff Zwart came on board as a creative consultant and the event continued to grow.

From its original roots, the event grew exponentially and reached beyond Southern California in both reputation and presence. Since its first "happening," there have been Luftgekühlt events in Chattanooga, the Goodwood Revival, Monterey, Indianapolis, Bicester Heritage, and more. Eventually the "water-pumper" crowd wanted in, and Long and Zwart were only too happy to oblige. Air|Water was born with a dedicated day at last year's event at Mare Island in the Bay Area before becoming its own standalone event in early May at the Orange County Fairgrounds in Costa Mesa, California.

Luftgekühlt, and now Air|Water, has grown to encompass hundreds of cars in its curated displays and a thousand or so Porsches driven in by enthusiastic spectators. Air|Water was rumored to have sold out at around 10,000 tickets.

Every nook, cranny, thoroughfare, rotunda, and barnyard at the fairgrounds held some unexpected treasure, yet friends managed to find each other despite the venue's large, 150-acre footprint. While our favorite 356s were scattered throughout the event, they were joined by every era of Porsche imaginable, including F1 and

sports-racing cars, Pikes Peak champions, Outlaws, super- and hypercars, campers, and legendary racers. Adding a special luster this year were the custom vendor and Broad Arrow auction areas.

If it sounds like the event has lost its spirit, think again. Long and Zwart must spend long hours studying the secret tomes of alchemy; even with throngs of people and hundreds of cars on hand, the event has retained its spirit of whimsy, automotive chic, and intimacy, albeit on a grand scale.

To say that there was something for everyone in the Porsche community would be a vast understatement. This writer prefers not to limit its description to air and water but would say that the event's organic power has harnessed the powers of earth, wind, steam, and fire. **356**



When the gates opened, Porsches of all vintages streamed into the event.



This lonely notchback kept the cows company.



Above left: The red number 59 was one of the more pristine racecar entries. Above right: As valuable as our cars are now, it's heartening to see some retain their competition status.

Above: There was something for everyone. Off-road cars had their own section.





This lady swore she had no connection to the Singer-reimagined DLS Porsche 911 that she happened to match perfectly and completely.



Not a barn find, this racer looked ready to go.

## SOCAL 356 SWAP MEET

The following morning, the SoCal 356 Club made up for the swap meet it lost to weather and scheduling during this year's Lit Meet weekend. Held at the EMPI Performance facility in Anaheim, this swap meet catered to hardcore enthusiasts. Though very well

attended, it had a distinctly more intimate feel. And just as we've come to expect at Porsche-themed swap meets, interesting items had no problem catching the eyes, and often the cash, of those in attendance.



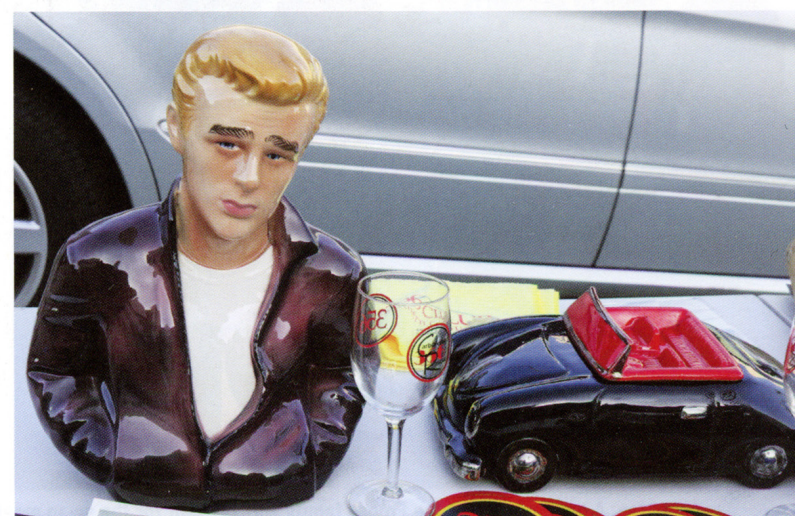
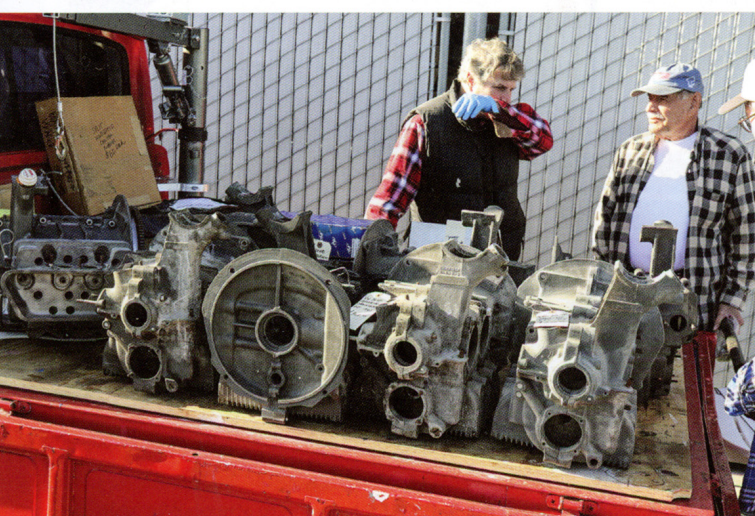
Above left: A good portion of the Emory family was present for the swap meet. Above right: A good portion of the SoCal 356 community attended as well.







The sunny spring weather was perfect for illuminating the rainbow of Porsche colors.



## Three decades of trusted Porsche service.

**SPEEDSPORT  
TUNING.NET**

*Providing comprehensive mechanical repair, restoration, and maintenance for all your 356 needs. Our vintage department is widely recognized for our expertise and excellence by discerning 4-cam owners worldwide.*

**SPEEDSPORT  
TUNING.NET**

203-730-0311 • [service@SpeedSportTuning.net](mailto:service@SpeedSportTuning.net)  
SpeedSportTuning.net • 52 Miry Brook Road, Danbury, CT 06810