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WHEN A SIMPLY HUGE COLLECTION OF PORSCHE MEMORABILIA COMES UP FOR SALE, THE COLLECTORS AMONG US ARE DRAWN TO THE EVENT LIKE IRON FILINGS TO A MAGNET.



I'm the first one to admit that I have never consciously collected Porsche memorabilia or even the often-stunning scale models that have been made of the Stuttgart cars. But when I look around my bookshelves and in the loft, I realise (sometimes) that what my wife refers to as my inability to throw things away, might actually be closet collecting.

Hoarding small items that are all connected in some way is an intensely personal form of enjoyment. It is a habit that is rooted deep within the human psyche. I was never really into stamp collecting as a boy, but I did keep all the programmes from the many Brands Hatch race meetings I attended and (in my generation at least), who didn't want to have every aircraft ever flown by the Royal Air Force hanging from their bedroom ceiling? We've probably all collected something at one time or another and taken simple enjoyment from just looking at what we've brought together.

Porsche collecting takes on many forms, from those who are fortunate enough to be able to buy the special cars, to those who enjoy their focus on one particular, less financially demanding area. This might include searching for sales brochures, models or posters.

So when a simply huge collection of

Porsche memorabilia comes up for sale, the collectors among us are drawn to the event like iron filings to a magnet.

Swiss Porsche enthusiast Thomas Seydoux – or Milou as he is more widely known in Porsche circles – will need no introduction to those who follow the specialist forums. We featured Thomas' cars in the June 2010 issue, but he's decided it's time for a change. "It is time to move on," he says simply. The whole collection is to be sold at an auction to be held in Ladenburg, Germany on 12 May. And there's something here for anybody passionate about Porsches.

Thomas' fascination with Porsche began only some nine years ago when he bought a 1968 911L, following this by purchasing small items to complement the car. But from that starting point it all went out of control! He began to collect (with an obsessive passion) any item of Porsche interest dating from the company's beginnings in the 1940s through to the 1970s. It is undoubtedly the most important collection of Porsche automobilia to come on the market in recent times.

The cornerstones of Thomas' large collection are his cars – early 911s of course. There is no sign of the original Light Ivory 1968 911L that started it all, but the four cars on offer in the

auction are all special in their own way. They include an ex-Jo Siffert 2.4S Sportomatic, a '72 2.4S, a '70 2.2T Targa and an ex-André Wicky 1970 2.2S in full 2.3 S/T race trim.

The Targa for instance, has covered just 12,000km, while the Siffert car was a present from the factory and was fitted with a prototype 2.4-litre S engine. The original 2.2-litre engine and Sporto gearbox are being sold with the car and are still in their crates! The Wicky 2.2S was delivered new to Jo Siffert's Fribourg garage for conversion to twin spark 2.3-litre S/T spec. The mint light yellow 2.4S has just 81702km and was with its first owner until 2010.

The memorabilia collection is vast. As well as pieces of car trim that hint at the fun of owning and preserving an early Porsche, there's a fascinating group of colour and fabric charts from various early years (including an impressive collection of paint sticks). There's a perfect pair of Sport Recaro seats (reserve price €1400) and a '67 911S woodrim steering wheel (€420). If luggage is your thing, there's plenty to choose from, but a set of three original suitcases (€1800) for the 356B caught my eye.

There is a large collection of factory posters, books and marketing material,

including several iconic posters from the artistic surrealism of the early 1950s to the heavy metal 'ass kicking' work of the early 1970s (from €50). Both the posters and the assorted service and marketing documents reveal the real flair for artistry that the early Porsche people enjoyed. Items in this latter group also include original dealer signs and giveaway items like Porsche-written cigarette lighters, pendants and models. There's a big collection of Heuer timepieces, including wristwatches and stop watches for those who love to watch time pass.

While the reserve prices on all the items appear quite modest, I have no doubt that bidding will push the most desirable pieces much higher. Among these I spotted a 1969 sales brochure for the 917 (€320), a 1963 brochure for the 901 (€45), a brochure for the '73 RS (€330) and driver's manuals for the 911R, 906 and 907 race cars (from €700).

The auction catalogue itself is collectible – a hard back, full colour book running to 170 pages – and costs from £7 from Automobilia Auktion Ladenburg (autotechnikauktion.de).

This will be an auction that no self-respecting Porsche enthusiast will want to miss ○