



Die Porsche
Kassette

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From Our Members

By Joe Keating

Seamor ...

Either You Get It or You Don't!

As I drive around town to restaurants, beachside shops and so forth, people all seem to have an opinion about this car. Named Seamor by my daughter Katie, this car leaves people with either a “wow that’s awesome” sentiment or a “what the hell were you thinking” feeling. There is no gray area. I’m okay with that. I created Seamor specifically for me and no one else. The joy that I’ve seen it bring so many others is a bonus I never expected.



The idea for Seamor started years ago, when I saw a photo of Janis Joplin’s 1965 Porsche 356C Cabriolet. Janis paid about \$3,500 to a Beverly Hills auto dealer in September 1968. Big Brother roadie Dave Richards created the psychedelic design, which includes an image of Janis and Big Brother on the front left fender. I never forgot about the photo. For years, I thought how cool it would be to do something like that with one of my cars. As we all know, thinking and doing are two totally different things. So Seamor resided mainly in the basement of my mind.



Fast forward to earlier this year. I was in a session with my spiritualist (that’s not a typo), yes, I said spiritualist. I was working through some things, some feelings and she (my spiritualist) said “your problem is you’ve got way too much pent up creativity.” She told me emphatically I had to find an outlet for my creativity. I started thinking about a quote I’d heard by Goethe.

“Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it!”

I took it literally. I dug out my photo of Janis’ Porsche and headed for a well-known sign shop in Palm Beach County. I asked if they could do it and they said they could. I made sure to let them know that this was an inspiration photo and that I did not want an exact copy. Ironically, one of the direction points I gave is the fact that I am not a huge Janis Joplin fan. Hence, you’ll notice the Beatles’ image on the car. The car is “wrapped” not painted. Therefore the graphic can be removed at any time. I don’t see that happening any time soon though.

When I first saw the completed car I was blown away. It so happened that this was the day of the 40th Anniversary of the Woodstock Music Festival. As much as I loved it, I was already mentally preparing for the ribbing I would take for the psychedelic little car. But, then a strange thing happened. Not a half mile out of the parking lot I started getting honks and thumbs up from people not old enough to drive *and* people who looked like they were too old to drive. During the first few days of driving Seamor a young woman pulled me over to tell me that Janis stole her mom’s boyfriend! She was smiling ear-to-ear recounting the story.

I knew then that although I “did” Seamor for me. This car was for everybody who got it. It spoke to a lot of people about not letting society or circumstances dictate your actions. It was a living example of how stepping out on a limb can and does bring great joy and fulfillment. So, I started looking at ways to expand Seamor’s presence. We launched a Facebook fan page. I didn’t know anything about social media. I give Seamor all the credit for getting me into the genre. Now, thanks to Seamor I’ve connected and reconnected with all sorts of people. As for Seamor, he has 109 fans (more than me) from across the United States. The number grows weekly. If you’d like to join the fan page visit www.facebook.com/seamor. Seamor has his own page and his own personality.

I learned recently of a person who decided to start their own business based on Seamor’s exhort to “Be bold. Dare the Universe to cooperate with you.” I just think that is as cool as it gets. The fact that this little car inspires people still awes me. What I thought was going to be a one time jolt of creativity release has turned into an ongoing creative endeavor.

On a monthly basis I find events and venues to visit with Seamor. Everywhere we go people seem to be excited and curious about the car. That’s not to say that everyone loves it. People either get it or they don’t. That’s okay.

Seamor began life as a 1965 Porsche 356 SC seal grey numbers matching correct car. As for me, life took yet another pleasant turn when “he” came to life.



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