Integrale, and F355 make up this dream fleet of '90s nirvana Photography by Keiron Berndt | Sep 27, 2021

Next time you see a blockbuster car commercial, the kind with a fishtailing muscle car, intense music, and sweeping helicopter shots that look straight out of a Michael Bay movie, there's a good chance that

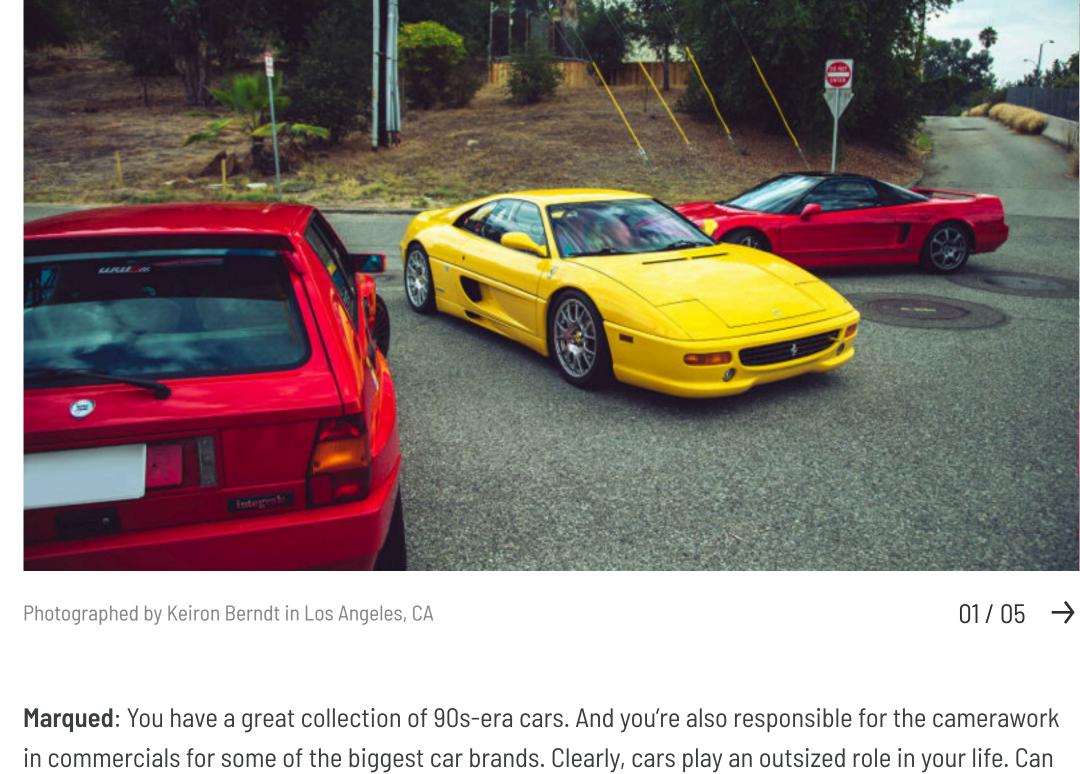
仚

LOG IN

commercial was shot by <u>Miguel de Olaso</u>. A filmmaker and director of photography, Miguel is the go-to creator of heart-pounding, high-budget vehicular action sequences and a craftsmen of his own exquisite short films. Professional success in Miguel's field requires something more than just expertise in camerawork and lighting. You've got to have a vision for the details and how those pieces fit into the whole; you've got to

have an innate sense for curve and color and motion; and you've got to truly understand your subject.

Miguel's mastery of these attributes is not only illustrated by his professional portfolio but evidenced by his choice in cars. His collection is a catalogue of '90s icons, most purchased just before the marketdriving masses floated their values into the stratosphere.



you tell me where your automotive passion comes from?

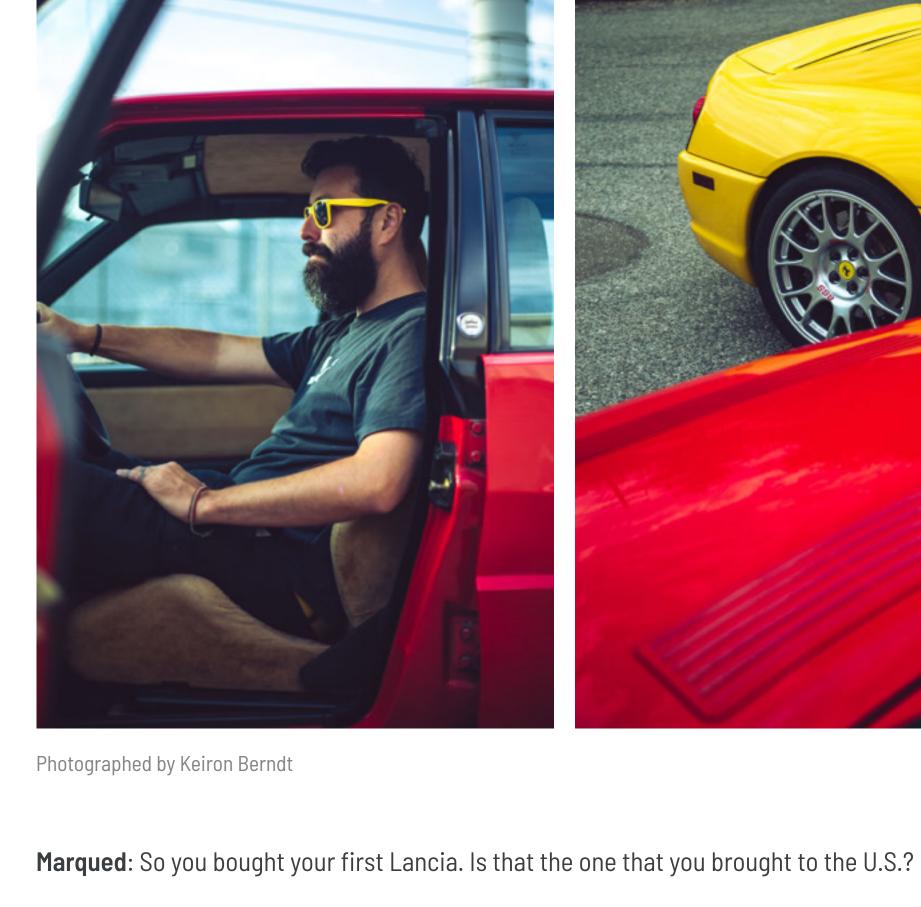
Miguel de Olaso: I grew up in Madrid. Then I lived for a bit in Austria and Poland. I'm a director of photography. I am also a filmmaker on my own, but I mostly do car commercials. I found a niche there because I like cars and I can shoot stuff. So it goes easily together.

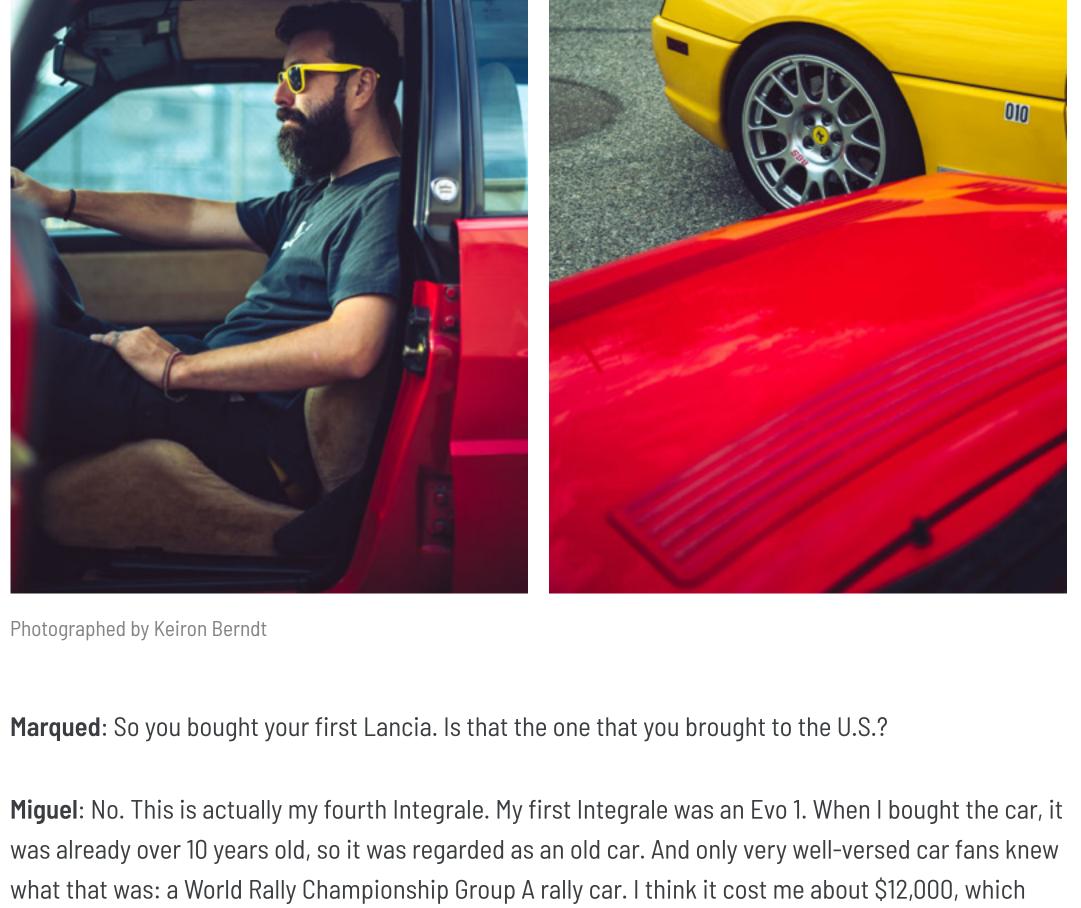
fascination: it's a mix of engineering and design. I've been really into that since I was a kid. When I was finally able to get a driver's license, I got my own car, but it didn't take long for me to think one wasn't enough. I thought, "I have my daily driver, but what if I get a more sporty car?" So I saved up

I've been fascinated by cars since I was very, very young. At that age, you don't even know how to drive,

or even what driving really means, but you think, "Oh my God, I'd love to drive these." There's that

for a very long time and I got my first Lancia Delta Integrale when I was 20 or 21. And that was like a dream come true. Unlike most cars around me, it was a car that was not supposed to just drive you around town, it's something extra. And I don't think that was well understood in Spain back in the day. It's a decent economy, but it's not so strong that everyone can afford to have two cars. Having cars as a hobby is more common in Spain now, but not back then.



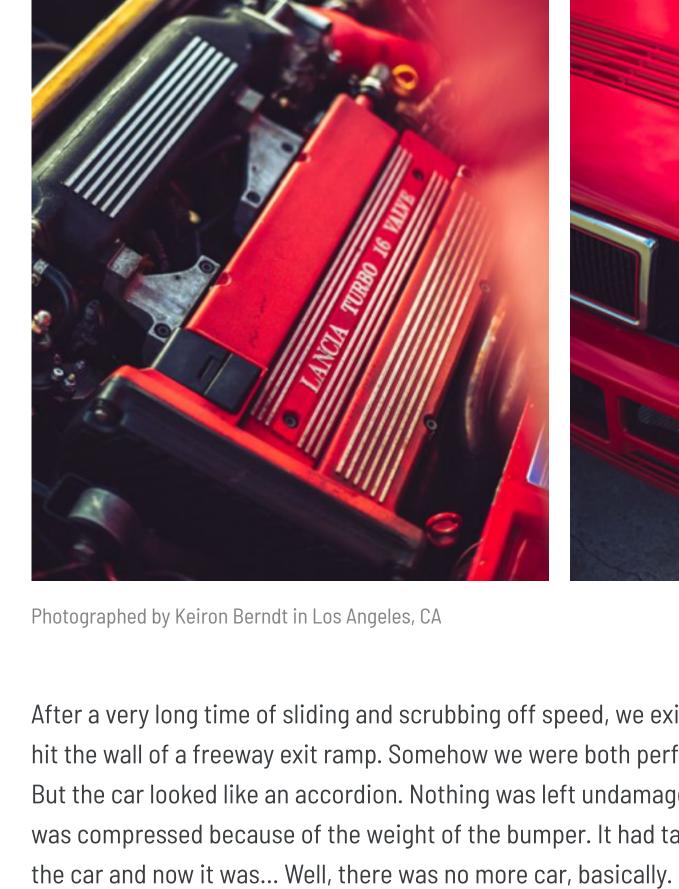


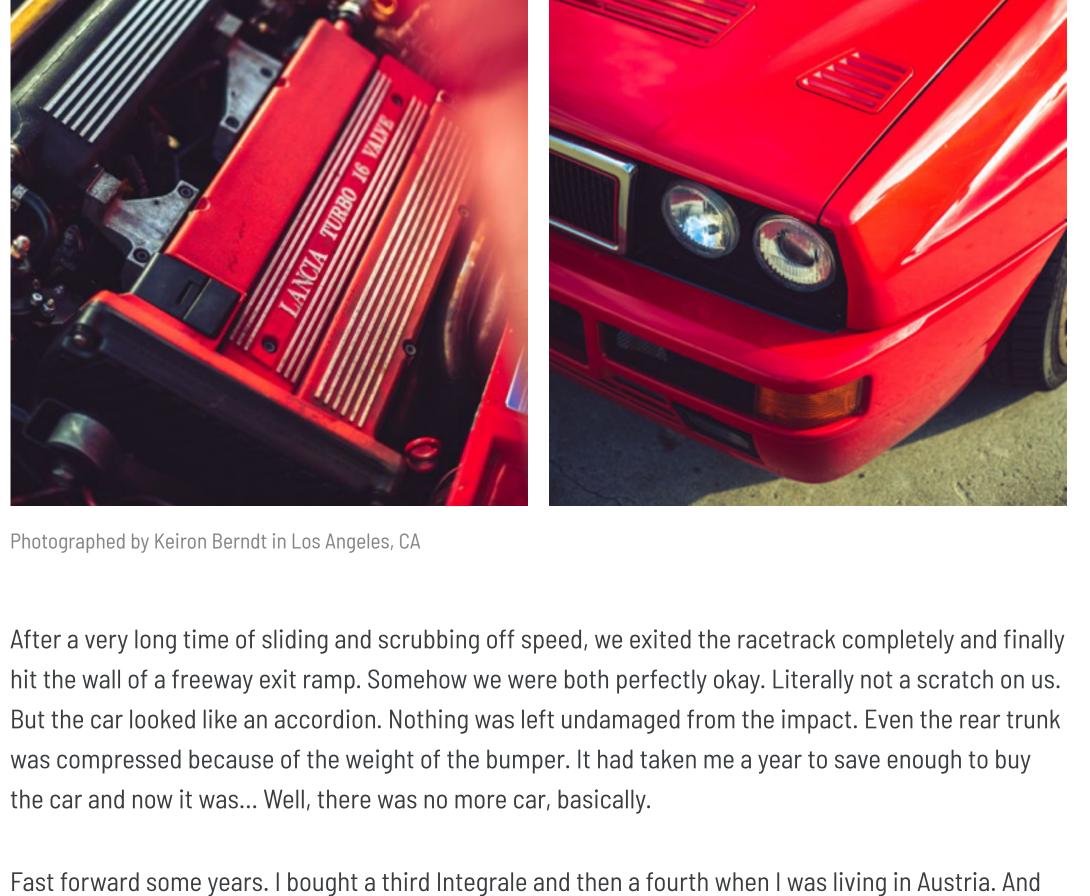
was still a decent amount of money for a used car, but not what they're worth today.

I didn't have my second Integrale for very long. It was an Evo 2 I found in Italy. It was amazingly perfect with maybe 50,000 kilometers. My friend and I drove the Lancia back to Spain from Italy, and we basically went straight to a track event at the Circuito del Jarama. Out on track, the brakes failed at the end of the main straight. We were doing about 120. We had to swerve to avoid hitting the car in front of us, and then the gravel trap didn't really slow us down much. There were still wheels on the car at that

point, so I steered us away from the tire wall and we went through a chain link fence, and then a second

chain link fence. And then we hit an advertising sign. Just busted through it like in a movie.



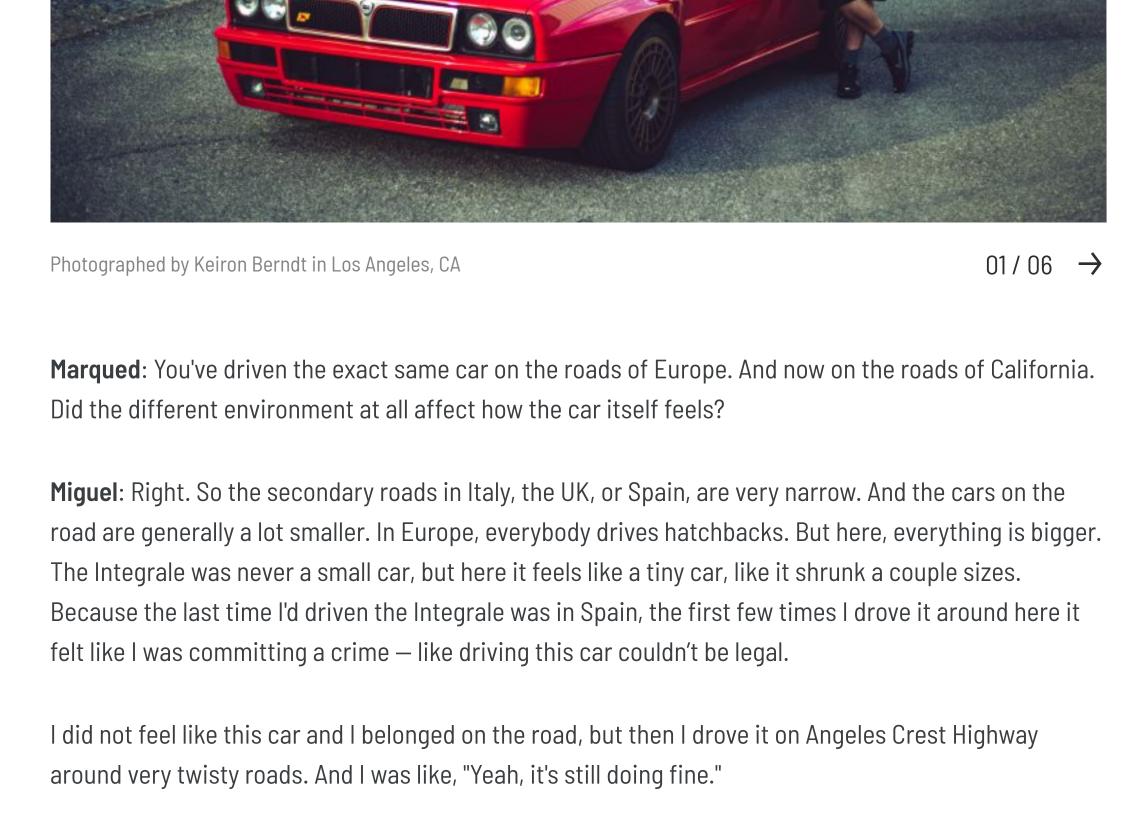


that's the one I have now in the U.S. I guess I've had this car for like 16 or 17 years. But before I could

bring it here."

bring it here I had to wait until it became 25 years old. Marqued: A kind of long distance relationship. You were away from your car for almost 10 years, right? Miguel: Yeah. I thought it would be a dream to drive it in the U.S. because it would be like an alien on the

roads here. So I wrote it in my calendar, "On this date in 2019, that's when the car will be old enough to



But when I was younger, we only had magazines. You could read, you can see the pictures, but the rest was just imagination. But then there were video games like Test Drive, or Need for Speed. And you could have all these cars and drive them. By then, for example, in a 1994 video game, you've got the new Ferrari 355 and it could be the best car in the game. So as a teenager I thought, "Maybe one day I could own one of these."

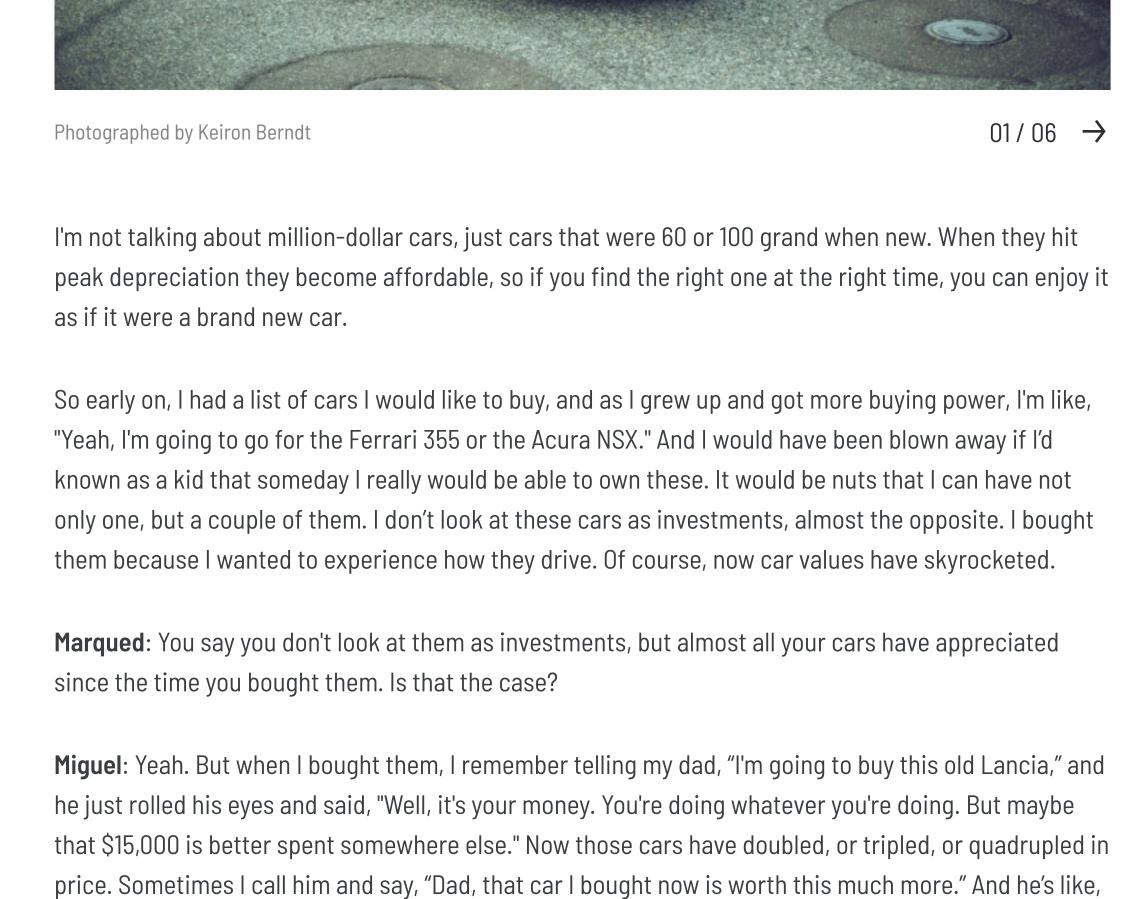
accessible. You go to YouTube and you can watch a million videos about what it's like to drive a Ferrari.

Marqued: Let's talk about the choices you make as a collector. You have a lot of iconic cars, but not all

of them were at that coveted status when you bought them. Could you talk a little bit about why you

Miguel: These days, we're surrounded by information. The Internet has made everything more

seek out and choose to buy the cars that you do?

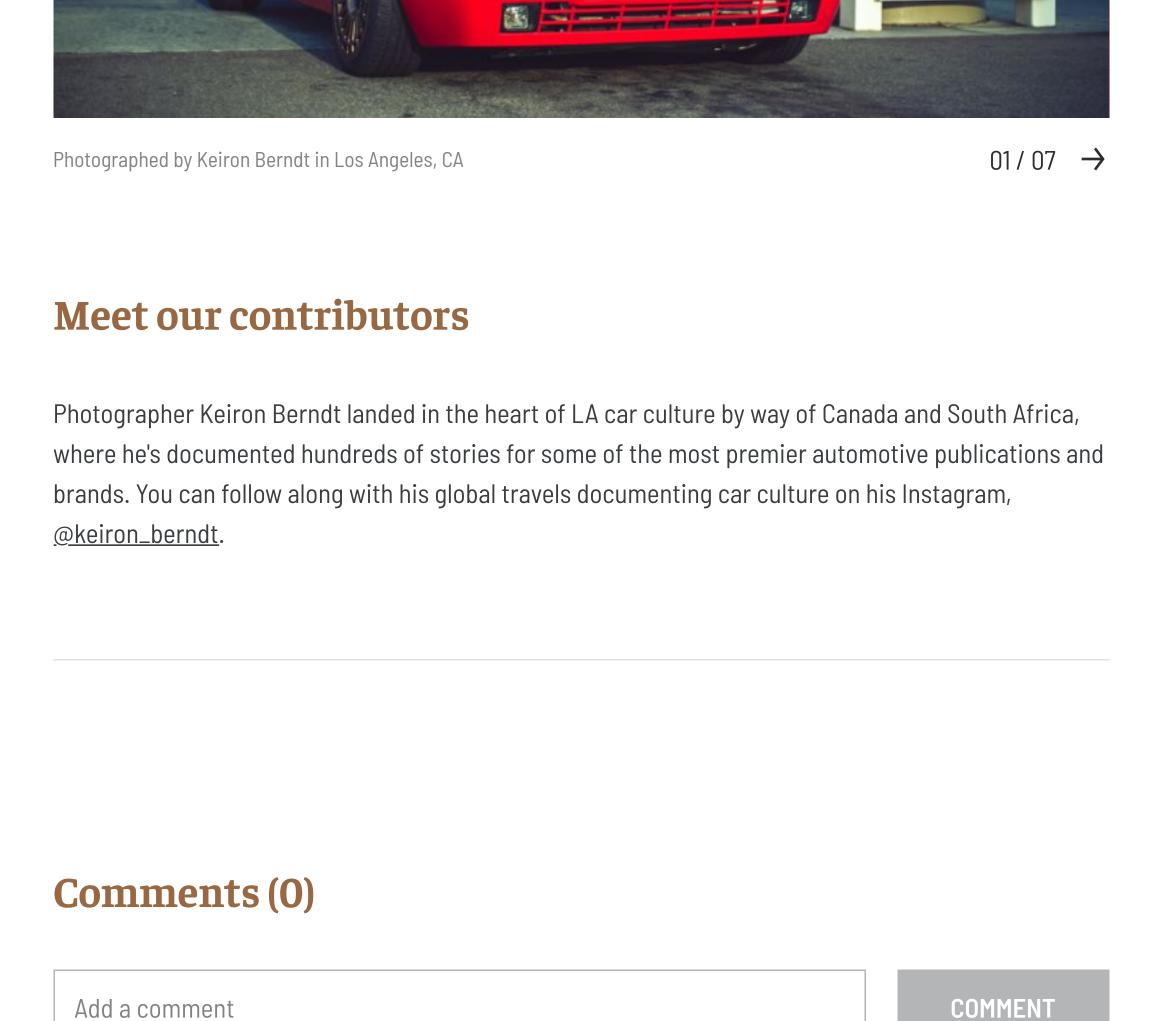


"Okay, well, you were not an idiot after all."

Looking forward to seeing your next films.

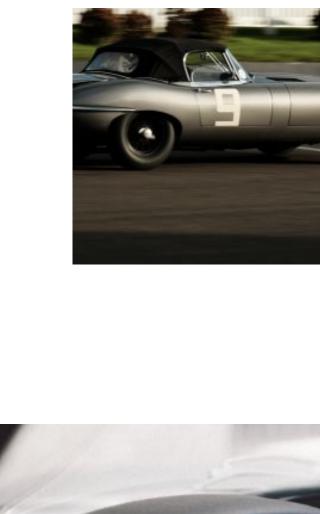
Buckle upyou're about to save big on TOP TIER" gas.

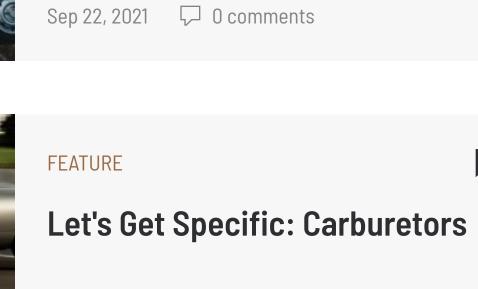
Marqued: Ha. I think your dad really hit the nail on the head. Thank you for chatting with me, Miguel.



No comments yet.

What to read next





The charming utility of RoundCat

Racing's Kei truck collection

FEATURE

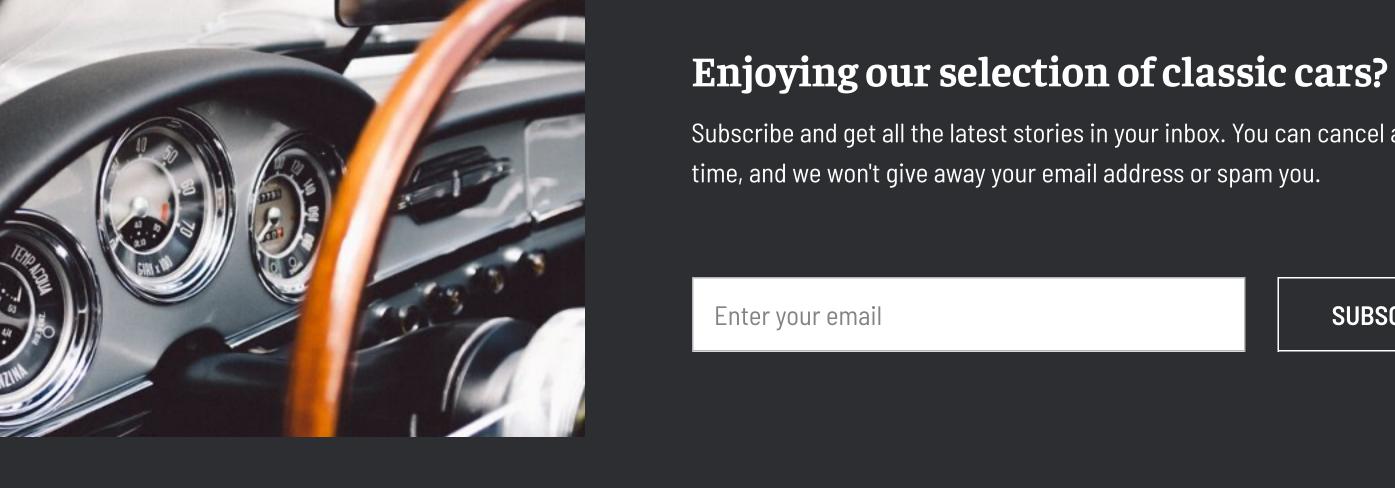


FEATURE Automotive monogamy: One million miles, four decades, on...

Porsches according to...

The intersection of watches and

FEATURE



Subscribe and get all the latest stories in your inbox. You can cancel at any time, and we won't give away your email address or spam you.

SUBSCRIBE