

‘Curvistan’ journeys to Singapore, where East meets West

07/03/2023 Stefan Bogner, the founder and creative director of Curves Magazine, recently took his vibrant ‘Curvistan’ pop-up concept from Munich to Singapore, introducing the Southeast Asian hub to his philosophy of soulful driving.

Stefan Bogner is not afraid to wander off the beaten path. As the man behind the renowned Curves magazine, which he describes as a “car magazine without cars”, Bogner tends to do what he feels is right, rather than what is necessarily expected. From Iceland to Malaysia, and from the US to Thailand, the magazine has inspired readers around the world to savour the journey.

In 2021, celebrating the 10th anniversary of the magazine, Bogner established a home for Curves in the lively Glockenbach district in Munich. Dubbed ‘Curvistan‘, it was conceptualised as a pop-up, gallery, event space and hangout, all rolled into one. The venue hosted some of Porsche‘s latest and greatest creations, from the Porsche Vision Gran Turismo concept study to legends like Steve McQueen’s Porsche 908/48 racing car. It did so while paying homage to the worldwide Porsche community, celebrating the brand’s global family feel in style.

A new home, on the other side of the world

Curvistan broadened its horizons in 2023, quite literally, by finding a second home in the lifestyle haven of Singapore's Tanjong Pagar district. More specifically, at Porsche's experiential brand space on the ground floor of Mandala Club, a social club that is committed to creating unique experiences and providing a conducive space for community gatherings.

There are few places like Singapore, an intimate marriage of East and West, tradition and innovation. As a melting pot for various cultures, perspectives and personalities – not to mention a passionate Porsche community – a better location for Curvistan and its inclusive mission could scarcely be found.

Personally curated by Bogner and open to the public, the first theme – 'Legends' – celebrated iconic racing cars from the storied history of Porsche in motorsports. A collection of victorious visuals from the Porsche Museum archive adorned the walls of the space, alongside a selection of vintage watches from TAG Heuer and cocktails from iconic aperitif-maker Campari added to the retro charm.

Having made the 10,000 kilometre journey to Singapore from the Porsche Museum in Zuffenhausen, the focal point of Curvistan 'Legends' was the iconic Porsche 550 Spyder – the very car that conquered the gruelling 1954 Carrera Panamericana endurance road race in Mexico with Hans Herrmann at the wheel, and a car that brought a palpable sense of history to the space.

A few weeks later, Bogner was back to transform Curvistan into a second theme. With another clear link to the ethos of Curves magazine, 'On Roads' celebrates the roads less travelled, the enjoyment of a journey rather than the destination, and the importance of capturing moments along the way.

Curvistan 'On Roads' transports visitors around the world through beautifully-captured photos of the most magnificent drives featured in the magazine. The photography theme was emphasised by classic cameras on display from legendary German manufacturer Leica, which Porsche Singapore partnered with on the back of a shared passion for creating unforgettable experiences and memories.

As with the 550 Spyder before it, the space required yet another showpiece car, this time in the form of the 911 Sport Classic, unveiled for the first time in Singapore and channelling the flair of the 1960s and 70s and a driving experience fit for purists.

True to Bogner's vision of Curvistan as a community space for the like-minded, it hosted the likes of Porsche community gatherings, international visitors, media tours, parties, panel discussions and podcast recordings. It became more than an experiential space for Porsche, but also a place to bond and forge new connections. A place to inspire and to be inspired.

"The idea of going on a journey, whether literally in a car, or proverbially through life – is one to be savoured, relished, and captured beautifully," Bogner says on his approach to the space, and life in general. "We hope that visitors taking in the exhibition will be inspired to see the world and create

unforgettable memories – to come away refreshed and recharged for what lies ahead."

Info

Curvistan 'On Roads' can be seen at the Porsche x Mandala Club until 12 March 2023.

Open Tuesday to Saturday (10:00 - 20:00), Sunday (10:00 – 18:00)
Mandala Club
31 Bukit Pasoh Rd
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MEDIA ENQUIRIES



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