

Porsche x SXSW Sydney 2023: A meeting of minds

23/10/2023 South by Southwest Sydney 2023 was an assembly of creativity and culture for changemakers and Porsche was in the House.

South by Southwest (SXSW) Sydney 2023 brought together inspired thinkers, creators and innovators last week to share and experience the latest forward-thinking ideas. The globally popular annual event, known for its convergence of innovation, music, screen, tech, games and culture, featured panel discussions, screenings, exhibitions, and a variety of networking opportunities for people from a diverse range of industries and creative backgrounds.

Porsche House

Situated at Tumbalong Park in Darling Harbour, the central precinct of the first-ever SXSW event in Sydney, was Porsche House, a unique event activation that offered passionate fans and guests opportunities to connect creatively with Porsche.

Along with the vibrant display celebrating 75 years of Porsche sports cars, a curated ensemble of exceptional creative talents showcased their skills at the visually striking exhibition, demonstrating innovative approaches to mixing art and automotive design.

A series of immersive experiences by renowned Sydney photographer Dan Allen showed guests how to apply the most creative methods for capturing images.

Artist Karan Singh used pattern and repetition to create an alternative interpretation of his signature minimalist art. His bold and vibrant work was applied to a Porsche sports car to show guests how graphic design and optical art mix naturally in the world of car design.

Fine Line Tattoos offered a selection of imagery for guests, reflecting the kind of individual expression Porsche owners have enjoyed for generations.

Guests to Porsche House also savoured the mouth-watering pastries created by bespoke bakery Lode, sharing their trademark in-house flavour and design using the best ingredients from around the globe.

From mid-afternoon each day, the Porsche House bar was the meeting point for guests to reflect on SXSW's daily delivery of vibrant and fascinating content.

“One word captures the essence of South by Southwest, and that is ‘connecting’,” said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. “Porsche House played a vital role in connecting the many creative and innovative people attending South by Southwest Sydney 2023. This was important because fusing their ideas, goals and plans becomes the spark that converts them into successful opportunities.”

A world first

SXSW Sydney 2023 was the first time the Austin-based annual gathering of inspired thinkers and innovative creatives was held outside the USA.

Since its inception, SXSW has emerged as the premier destination for creatives across the world. The event’s link to the Texas capital was established 36 years ago. Its origins can be found with a small group of people and their series of long discussions about the future of entertainment and media. Their view was that Austin’s local creative and music communities needed more exposure. Instead of taking these talented people to the world, they decided to bring the world to Austin, establishing the first SXSW event in March 1987.

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Path: media/Images/img_1.jpg
Title: ART HOUSE OPENING HERO IMAGE.jpg
Subline: Artist Karan Singh's bold and vibrant artwork was applied to a Porsche Taycan for one of the displays.

Link Collection

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