

Porsche creativity makes a return to SXSW®

09/03/2023 Spotlighting one-of-a-kind collaborations, Porsche's return to South by Southwest® will celebrate the power of collaborations.

South by Southwest® celebrates creativity in all its forms – from new tech to films to music – meaning it's an ideal venue for Porsche to reveal its latest creative endeavors. Highlights will include Mirage and two 20 ft. statues of Optimus Prime and Optimus Primal from the upcoming *Transformers: Rise of the Beasts* movie, joined by the incredible Vision 357 design study – making its U.S. debut – and inspiring works of automotive art by Daniel Arsham, Vexx and Chris Labrooy.

Porsche is returning for its second year to the festival, which attracts tens of thousands of professionals to Austin, Texas. The exhibit will run from March 10 – 14 in downtown Austin (400 Congress Ave.), highlighting unique and bold designs, but also numerous panel discussions centered on collaborations with partners like Paramount Pictures, FaZe Clan, Up.Labs and Hodinkee.

"Porsche X – Collaborations Unseen" is the title of the installation just a few blocks from the Austin

Convention Center. Once inside, guests will find themselves immersed in an intimate environment among some of the most exciting collaborations from the Porsche design team and its partners. Rooted in the Porsche spirit of being 'Driven by Dreams', the exhibit is designed to connect dreamers across disciplines.

Prominent art cars

In the leading role, ahead of its release in cinemas June 2023, the brand will debut Mirage, a legendary Porsche 911 Carrera RS 3.8, from *Transformers: Rise of the Beasts* . Guests will also enjoy the first U.S. presentation of the Porsche Vision 357, the 75th anniversary design study that pays homage to the very first Porsche sports car: the 356. Alongside it will sit the Porsche Vision Gran Turismo show car, the first concept car from Porsche that was developed specifically for use in the new Gran Turismo 7 on PlayStation 4 and 5 and designed by Belgium-based artist Vexx. Rounding out the exhibit are two prominent art cars: the Chris Labrooy: 996 Swan Car and Daniel Arsham 928 Nebula Car, which will be publicly shown for the first time at SXSW® .

The program on the Porsche X – Collaborations Unseen exhibition floor will be complimented by musical performances and creative workshops from music to film to tech as well as gaming. Musical highlights will include evening performances by artists such as Madison McFerrin and MorMor on Friday, March 10; Big Boi and Sudan Archives on Saturday, March 11; and Kelela and Sadie on Sunday, March 12.

"Pushing the bounds of innovation, tech and design are core to Porsche's DNA," said Kjell Gruner, President and CEO of Porsche Cars North America, Inc. "We are eager to return to Austin for a second year to engage with new creators and innovators at South by Southwest® .The ability to innovate is one of the intangible benefits for all attendees when we come together in these creative spaces."

"At SXSW® this year, we want to focus on the power of collaborations," said Robert Ader, Chief Marketing Officer (CMO) at Porsche AG. "Collaborations are one key to shape the future positioning of our brand. They open new perspectives for us and uncover new creative facets of Porsche. SXSW® is the perfect place to explore new horizons for Porsche together with the creative crowd."

Further details on Porsche activities at SXSW® are available here.

MEDIA ENQUIRIES



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