

New at the Porsche Museum: an escape game with a variety of puzzles

22/07/2024 The objective of the escape game at the Porsche Museum is as simple as it is important: the cultural and technical heritage of the sports car brand must be protected and preserved. But the path to this goal is a challenging race against the clock. In the grand finale, a puzzle cube awaits the teams – not to mention the feeling of satisfaction from having mastered the challenge together. The escape game is available for bookings now.

Sports-car buyers increasingly want a customised, one-of-a-kind model. And the desire for unique experiences is also growing. Escape games have long since established themselves as a popular pastime and team-building tool. And now, families, colleagues and friends can take part in an escape game at the Porsche Museum. In this modern take on a classic scavenger hunt, the teams delve deep into the history of the sports car manufacturer, but also into the museum building itself.

“The escape game offers regular visitors and first-timers alike the opportunity to explore the museum

and the Porsche brand from a different angle," says Franziska Volle, who is responsible for the escape game at Porsche Museum. "Taking part in the Porsche escape game is a great bonding exercise and the experience stays with you long in the memory. At the end of the game, a mysterious puzzle cube awaits participants."

The missions of the escape game all involve aspects that are important to team building: visual processing, abstract and creative thinking. The game involves an alternating succession of search, logic and action puzzles. For example, the participants have to conduct research with invisible ink, work together in a decoding puzzle and perform a skill challenge. The game takes place over three floors in the Porsche Museum.

Exciting storytelling to preserve the brand's heritage

A pilot challenge that sets the overall story narrative awaits the teams, to be followed by new missions every year. In the lead role: the Porsche Heritage Guardians, who are dedicated to the protection and preservation of Porsche's brand heritage. The legacy of this secret organisation must be passed down from generation to generation. A hidden trail in the museum challenges those who prove themselves worthy of becoming the next generation of Guardians. Equipped with special equipment, players must test their mettle and prove their skills. As a token of their success – and as a secret mark of recognition – players receive an exclusive badge.

A final surprise awaits in the 'Escape Cube' puzzle

The escape game is aimed at small groups of two to five people, who are given 90 minutes to complete the programme with the aid of a tablet computer. Before getting started, players – who must be aged 14 and over – collect a rucksack at the front desk in the foyer. Then it is time to find the physical tools needed to solve the puzzles. A chatbot function guides the participants through the game on the tablet. AR applications and digital resources help to solve the puzzles.

For the finale, the teams open the 'Escape Cube' with a secret code. The aim is to set the four combination wheels correctly, one for each theme: Passion, pioneering spirit, performance and design. By the time they're finished, the players will have solved tasks and puzzles in categories such as 'overtaking', 'strong intuition', 'upside down' and 'angular aesthetics' and – if they're good enough – will have proven themselves to be Porsche Heritage Guardians.

Bookings for the escape game are open now. The price is 175 euros per group, including day entry to the Porsche Museum. The game is available in German and English. Interested parties can register here.

MEDIA ENQUIRIES



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