

“The Art of Dreams” showcases Taycan Turbo K-Edition

12/09/2024 The seventh Art of Dreams – the global art and design initiative – focuses on the Taycan Turbo K-Edition. It is hosted in the South Korean capital, Seoul.

The seventh Art of Dreams centres around a collaboration with the design platform *Capsule*. The Capsule Dreamscapes #01 Seoul immersive exhibition invites visitors into a surreal world where dreams and innovation meet. The first event to be styled in the new Capsule Dreamscapes format took place in parallel to Seoul’s Frieze art fair, from 4–8 September 2024.

A feast for all of the senses

Internationally renowned artists and local South Korean talent together present a feast for all of the senses, in the former factory district of Seongsu-dong. The focus of the installations, workshops, discussions and listening sessions is the Taycan Turbo K-Edition. To mark the 10th anniversary of Porsche Korea, an extraordinary, limited-edition Taycan Turbo has been created. Its exterior and interior

design elements inspired by Korean culture really set it apart.

“The Art of Dreams Seoul focuses on the interplay between art and technology,” says Ragnar Schulte, Director Experiential Marketing at Porsche. “Fascinating innovations are emerging in this field of conflicting priorities. This links the exhibition with its centrepiece, the Porsche Taycan Turbo K-Edition. “State-of-the-art technology meets elements of precision Korean craftsmanship. Together with Capsule, the renowned art and design publication, we present the works of Korean and international artists from a wide range of disciplines. They use their creative perspectives to look at topics such as industrial production processes, innovative use of materials or the driving experience.”

Innovative creation processes

As part of Capsule Dreamscapes #01 Seoul, the French artist Audrey Large invites visitors into a surreal environment. Created in collaboration with Théophile Blandet, the art explores the generation of energy through visionary technology. Elsewhere, the American digital artist Ezra Miller has created a generative video in real time, with ideas around speed and futurism dominating the abstract panorama. Two of Seoul’s most exciting designers, Kwangho Lee and Nicesworkshop (with materials partner Format), explore the physical properties of materials through innovative creation and transformation processes. The well-known German artist Carsten Höller brings his famous Brutalist kitchen concept – both an installation and a shared space – to Seoul.

As an extension of The Art of Dreams, Capsule Dreamscapes #01 promotes exceptional art and innovative design. Driven by the power of imagination, the initiative provides a platform for visionary proposals, surreal environments and ideas for the future. The new format begins its journey in Seoul. This vibrant city is a place of rapid innovation while also remaining true to its rich heritage. This makes Seoul an inspiring setting to explore both the theme of dreams and the future of design.

About the limited-edition Taycan Turbo K-Edition

Porsche Korea is celebrating its 10th anniversary in 2024. To mark the occasion, and to express Porsche’s appreciation of its Korean customers, the K-Edition is an extraordinary Taycan Turbo that is exclusive to Korea. Exterior and interior design elements inspired by Korean culture make this limited-edition model unique.

About Capsule

Capsule is the sister publication of Kaleidoscope and looks at the world of design in a broader sense – a world that encompasses interior design and architecture, fashion and technology, and innovation.

Capsule is half-magazine and half-book, and celebrates radical Italian design. is published annually

during Milan Design Week and with its large format and spiral binding, is itself an object of radical design that is extensive in both form and content. Beyond the print edition, Capsule serves as a 360° curator platform and creative studio.

Its title pays homage to the Nakagin Capsule Tower, one of the symbols of the Japanese Metabolism movement. The building in Tokyo was designed by Kisho Kurokawa and completed in 1972.

About The Art of Dreams

The Art of Dreams was launched at the Palais Galliera in Paris in October 2021 with Cyril Lancelin's installation "Remember Your Dreams". Each time it comes around, Porsche invites an artist or collective to create an installation based on the theme of dreams. The Art of Dreams has since toured major art platforms, including Singapore Art Week, Milan Design Week and the Design Parade Hyères. Well-known artists such as Ruby Barber, Numen/For Use and Thomas Trum have taken part in previous years.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (WLTP)*: Consommation électrique combinée (gamme): 20.0 – 17.7 kWh/100 km; Emissions de CO_2 combinée (gamme): 0 g/km; Statut [StandHeute]

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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