

The Art of Dreams: Provence

28/06/2024 The sixth edition of the global art and design initiative, The Art of Dreams, focuses on the Provence. The French region also served as inspiration for the eponymous colour of the electric Porsche Macan.

Bold, vibrant colours are an integral part of Porsche's design history: from the iconic Guards Red, which first appeared on the 930-generation Porsche 911 in 1975, to Ruby Stone, a deep magenta seen in the earlier 911, 928 and 944 models, through to the contemporary Miami Blue, reminiscent of the clear blue waters of Florida.

The sixth instalment of the art initiative The Art of Dreams, entitled 'The Land of Dreams' and created in collaboration with Dutch artist Thomas Trum, now presents a colourful dream world set against the magnificent natural backdrop of southern France. Known for his striking use of colour, Trum has a unique way of working that explores the complex interaction between human and machine.

"Colour and Porsche have always been inseparable themes," says Ragnar Schulte, Head of Experiential Marketing at Porsche. "It was therefore a natural choice to highlight this topic for the second stop of Porsche's The Art of Dreams initiative in 2024. With Thomas Trum, we are giving a stage to an artist

whose unique work combines colour theory with dynamism."

Trum's series Southern Spins

Mixing drawings, paintings and murals, Trum uses unconventional tools such as agricultural equipment and road marking machines in his work. Through the choreographic interaction between human and tool, his artworks capture a physical movement in a rush of colour – something that's synonymous with the electric Porsche Macan.

Porsche is presenting Trum's series Southern Spins – an exploration of colour, rhythm and movement – at the opening of the Design Parade Hyères, one of the most renowned festivals of design and creativity at Villa Noailles in southeastern France. His newly created large-scale canvases will be presented at several locations along the French Riviera.

"Working on this large scale is my dream," says Trum. "The Art of Dreams has allowed me to work big, on unimaginable scales and in my favourite environments. It's an immersion in colour and movement."

On 27 June, The Art of Dreams unveils Southern Spins at the Hotel Le Provençal as part of the opening of the Design Parade Hyères festival. The exhibition will be open to the public on 29 and 30 June.

The Art of Dreams

The Art of Dreams was first launched in October 2021 in Paris at the Palais Galliera with Cyril Lancelin's installation 'Remember Your Dreams'. For each instalment of the art initiative, Porsche invites an artist or collective to create an installation based on the idea of dreams. The Art of Dreams has since travelled to major events including Singapore Art Week, Milan Design Week and Art Basel Miami, and has collaborated with artists such as Ruby Barber and Numen/For Use.

MEDIA ENQUIRIES



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