

Porsche with botanic artwork at Milan Design Week

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07/06/2022 The next round of the exhibition series 'The Art of Dreams' is here: at Milan Design Week, running parallel to the Salone del Mobile, Porsche is presenting a piece of art by Ruby Barber (Studio Mary Lennox, Berlin), which connects nature with modern technology.

The 'Everywhereness' installation is a labyrinth of wild roses that brings into question the relationship between nature, human-made spaces and technology. A section of the footpaths is made of mirrors, while live drones add surreal effects. The artwork can be experienced from 6-12 June in the courtyard of the Palazzo Clerici (Via Clerici 5), a former Milanese palace.

In October 2021, Porsche launched 'The Art of Dreams' – a series of interactive art installations in major cities. It began in Paris with a piece by French artist Cyril Lancelin that was also exhibited later in Singapore. All of the installations are themed around dreams, observed from different perspectives. The

botanic installation from Ruby Barber encourages the viewer to question their own sense of reality, and to follow their dreams in the labyrinth of life – no matter how surreal they seem.

“We are delighted to be a part of Milan Design Week for the first time – it's the perfect environment for continuing our successfully launched exhibition series,” says Robert Ader, Chief Marketing Officer (CMO) at Porsche. “Design, creativity, the connection between humans and technology, and the theme of dreams – all of this is a very good match for our brand, and Ruby Barber has transformed this into an artwork in an inspiring way. We hope that her surreal labyrinth will stimulate and delight many visitors to the Design Week.”

„Our studio is very inspired by the intersections between the human environment and the natural world,” says Ruby Barber. “Working with a brand like Porsche offers a wonderful opportunity to explore these connections with emphasis on technology, architecture, design and beauty. The title ‚Everywhereness' came to our mind while exploring the possible futures of botanics and technology and the spaces these entities could inhabit. ‚Everywhereness' isn't tied to a single moment or place; it is rather a feeling of expansive possibilities in infinite environments.“

Alongside the artist's botanic installation is a 1972 Porsche 911 S 2.4 Targa in the form of a restored unique piece. The car was first presented to mark the 50th birthday of Porsche Design. In addition, TAG Heuer will accompany the exhibition as its timekeeper, communicating the performance times of the art installation to the audience. Porsche is also sponsoring the Brera Design Week 2022, providing overarching support for the creative art scene that congregates in Milan during this period.

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