

The Porsche Talent Project

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28/02/2018 As an enabler of life-changing opportunities, Porsche created the Talent Project. The first episode was launched with famous German clothing brand lala Berlin.

Since its founding Porsche has stood for design, creative excellence and entrepreneurial spirit. This is why the sports car manufacturer connected with art networking site Talenthouse to bring to live the Porsche Talent Project. This project offered emerging and creative talents a unique opportunity to connect with their idols.

From over 50k creative talents, Talenthouse presented over 30 pre-selected artists to lala Berlin and Porsche. Eight Talenthouse Artists were chosen to submit their concepts on how they would redesign lala Berlin's famous triangle scarf and connect it to their personal culture and heritage. In the end six artists Florentine Schlueter, Alexander Wiredu, Theresa Gross, Natalie Maassen, Marina Doroschkov and Laura Lang were hand-selected by lala Berlin and Porsche to receive the opportunity to fly to Berlin and work on their design concept.

The once-in-a-lifetime opportunity had just begun for Florentine, Alexander, Theresa, Natalie, Marina and Laura when they arrived at the Bridge Studio Berlin for the workshop to bring their concepts to life. Inspired by the creative environment, lala Berlin's triangle scarf and a ride in the Porsche Panamera, the artists got straight to work to create their visions. While working on their designs, they received help from none other than, Leyla Piedayesh, the founder of lala Berlin and her design team.

“I was very excited”

After working on their projects for several hours, each of the artists finished their art pieces and presented it to Porsche, lala Berlin and Talenthouse. All the ideas created were very unique and amazing, featuring an African cow skull, a sleeping bag, a wedding dress, a traditional German garment, a triangle shaped tapestry and an artistic installation. Extremely happy and overwhelmed with their results and final products, the artists left with huge smiles on their face and the experience of a lifetime. Florentine Schlüter said: “I was very excited that I was flown in from Paris to realize my idea during the Porsche x lala Berlin workshop in Berlin. Every step of the way was exciting: finding the concept, traveling, meeting Leyla, the wonderful teams and the artists, of course the actual workshop and, after a long day, celebrating together. It really motivated me to keep on doing what I do.”

Take a look at these creative minds at work and stay tuned for more Porsche Talent Project’s coming very soon.

Link Collection

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