

Porsche Centre Bahrain brings performance and wellbeing together at 'The Art of Wellness'

24/08/2026 Porsche Centre Bahrain, in collaboration with ALKEM Health & Wellness, hosted an exclusive wellness experience, 'The Art of Wellness', bringing together 20 guests for a curated day focused on health, movement, performance, nutrition and recovery.

Bahrain |Held across the Porsche Studio at Moda Mall and selected destinations across Bahrain, the experience reflected a shared philosophy between Porsche and ALKEM: that true performance extends beyond the road and begins with taking care of the mind and body. ALKEM's approach to wellness centers on integrated care, combining medical expertise, lifestyle and preventative health.

The day began at the Porsche Studio with a preventative health masterclass led by Dr. Alaa Al Jassas, focusing on the importance of understanding the body, making informed health choices and taking a proactive approach to long-term wellbeing. Dr. Alaa specialises in IV therapy with a focus on women's health and skin wellness, taking a holistic approach to patient care.

Guests then transitioned into a guided Pilates session, followed by a refreshing matcha experience, creating a moment of movement, mindfulness and connection before taking to the road.

The driving experience offered guests the opportunity to experience the breadth of the Porsche range, with a selection of models including the 911, 911 GTS, Taycan, Taycan Turbo S, Macan Electric, Panamera, Cayenne and Cayenne Electric. The curated drive was designed to showcase the distinctive character of each model, from the performance and precision of the 911 to the innovation and everyday versatility of Porsche's electric and SUV offerings.

Following the drive, guests arrived at Nomad Urban Eatery for a culinary break, continuing the day's focus on balance through a relaxed dining experience before returning to the Porsche Studio at Moda Mall.

The final chapter of the experience centred on recovery, with ALKEM providing IV drip sessions while ARC compression boots offered guests a dedicated recovery treatment. The combination brought the day full circle, from education and movement, through performance and nourishment, to restoration and recovery.

“The Art of Wellness was created around the idea that performance is not just about what we achieve, but also about how we take care of ourselves along the way,” said Semreen Ahmed, Marketing & PR Manager at Porsche Centre Bahrain.

“Our collaboration with ALKEM allowed us to bring together two worlds that are naturally connected, performance and wellbeing. We wanted to create an experience that moved beyond a traditional automotive event and gave our guests the opportunity to learn, move, drive, nourish and recover, all within one carefully curated journey.”

The collaboration builds on Porsche Centre Bahrain's growing focus on lifestyle-led experiences that connect the Porsche brand with communities across Bahrain. The Porsche Studio at Moda Mall continues to serve as an immersive space for experiences that extend beyond the traditional automotive environment, from wellness and lifestyle events to collaborations with leading luxury and cultural brands.

For more details contact Porsche Centre Bahrain at porschebahrain@behbehani.com.bh

In The Media

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MEDIA ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

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