

Porsche becomes long-term cooperation partner of Soho House

11/08/2022 Porsche AG and the Soho House Group have agreed to form a partnership in Europe. The cooperation is planned to continue for at least three years and will lead to a number of varying and inspiring activities at the private members' club's European houses.

Plans include joint art competitions and creative workshops focusing on contemporary art and design. One highlight will be the House Summit, which will form part of the No Passengers series, with a first event scheduled for early 2023 at Soho Farmhouse in Oxfordshire, England.

“The Soho House community and the Porsche world are a great fit. The houses have been a popular port of call for aspiring creatives for more than 25 years. This makes them the ideal place to engage with this important target group,” says Robert Ader, Chief Marketing Officer (CMO) at Porsche AG. “We are looking forward to fresh ideas and a stimulating exchange.“

In addition to joint events and experiences, Porsche will be sponsoring a category at the Soho House Awards for the first time this year. The winner of the Creator Category will be given the opportunity to

participate in creative events, including, among others, The Art of Dreams – a Porsche series of art installations in big cities – as well as the Porsche Scopes event series.

“Choosing the right partner for Soho House, for our Houses and in particular our members is something we take very seriously: with Porsche, through their exceptional products, openness to daring creativity and ideas that will impact the physical Houses, digital and beyond, we have the opportunity to deliver something together that is truly unique. I can't wait to show you all what we have been developing together,” says Jonathan Heaf, Chief Content Officer at Soho House.

The Soho House private members' club was founded in 1995 by British entrepreneur Nick Jones. The original location is on Greek Street in London's Soho district. Europe is a focus for the club, with 22 locations in eleven countries. There are 80,000 members. Membership is strictly limited and intended for those in creative industries and people with a ‘creative soul’.

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