

First-ever virtual “SCOPES Driven by Porsche”

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02/08/2021 Porsche Asia Pacific is presenting the first virtual edition of the event format SCOPES, and the festival will span over two months, hosted on an independent platform to unite a young, dynamic group of creators from Southeast Asia.

From 1 August 2021, SCOPES will feature a variety of inspiring stories including documentaries, workshops, podcast series, interactive live panels and talks, to encourage exchanges and dialogues on what the future in Southeast Asia could look like, with visionaries and driven individuals helping to shape the narrative.

The themes that are central to SCOPES are rooted in values that make up the Porsche DNA, and are simultaneously very present in the Asian zeitgeist – a pioneering spirit in harmony with tradition, design, and sustainability.

"With SCOPES as a platform, we want to promote the exchange of ideas in the young creative scene. We started in the metropolises of Berlin, Amsterdam and Tokyo," says Ragnar Schulte, Director Experiential Marketing at Porsche AG. "Now the journey continues in Southeast Asia, one of the most diverse and innovative regions in the world that fascinates and inspires."

Uniting the region's driven individuals

The visual direction of SCOPES was defined by Theseus Chan, an internationally renowned graphic artist from Singapore. SCOPES also invited four outstanding women of the arts, Narelle Kheng, Ramengvrl, Jess Connelly, and Suboi, who will share their journeys in pursuing their dreams while breaking out of cultural norms. SCOPES will provide a platform for them to share their stories and to empower other female artists with similar ambitions in the industry.

Suboi, known as Vietnam's "Queen of Hip Hop," who famously rapped with former U.S. President Barack Obama while he beatboxed, will conclude the line-up on a high note with an experimental documentary. It is about her multi-layered personality as well as her creative visions and inspirations.

Over several weeks, Green Is The New Black, Asia's first ever conscious festival and platform, will drive conversations by hosting sustainability live panel discussions with thought leaders and industry experts in food, fashion, and urban communities. There will also be a preview of "The Naked Arctic Adventure", a documentary that chronicles Green Is The New Black founders, Stephanie Dickson, and Paula Miquelis, on their expedition to the Arctic Circle.

In a series on Wonderfruit, a transformational festival in Thailand, SCOPES will showcase the community of driven individuals who are shaping the future with their innovations in art and architecture, food, wellness, and music. One of the films, titled "Art in the fields: A look behind the art curation at Wonderfruit" will explore the collaboration with various artists to design a festival that is rooted in sustainability.

A place for creative exchange

1880, a social club born of the notion that conversations make the world a better place, will provide a junction for dialogues between passionate individuals from different walks of life. Under the theme "Driving Tomorrow", the series will share their stories told from their own lens. Among them are Anna Haotanto, founder of The New Savvy, Asia's leading financial and career platform for women, Ayesha Khanna, co-founder and CEO of an artificial intelligence advisory firm, as well as her husband Parag Khanna, a leading global strategy advisor who has been an advisor to the U.S. National Intelligence Council, and author of "The Future is Asian: Commerce, Conflict & Culture in the 21st Century".

The first virtual edition of SCOPES runs from 1 August to mid-September. "SCOPES driven by Porsche" first premiered in Berlin, followed by Amsterdam and Tokyo, and will head to Warsaw after the

Southeast Asian edition is completed.

For further information, visit the website https://virtual.scopes.asia/ and follow @scopes_drivenbyporsche on Instagram.

MEDIA ENQUIRIES



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Consumption data

Taycan with Performance Battery (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

https://newstv.porsche.com/porschevideos/187169_en_3000000.mp4

Image Sublines

Path: First-ever virtual “SCOPES Driven by Porsche”/Images/img_1.jpg
Title: Taycan, 2021, Porsche AG
Subline: The Taycan is Porsche's first all-electric sports car, embodying the brand's hallmark values of pioneering spirit, design and sustainability.

Path: First-ever virtual “SCOPES Driven by Porsche”/Images/img_2.jpg
Title: Wonderfruit – a collaboration with various artists to design the festival that is rooted in sustainability, 2021, Porsche AG
Subline: One of the films, titled “Art in a field: A look behind the art curation at Wonderfruit,” will explore the curation and collaboration with various artists to design a festival that is rooted in sustainability.

Path: First-ever virtual “SCOPES Driven by Porsche”/Images/img_3.jpg
Title: Dr. Parag Khanna, author of The Future is Asian, and Dr. Ayesha Khanna, CEO of ADDO AI, 2021, Porsche AG
Subline: Dr. Parag Khanna, author of The Future is Asian, and Dr. Ayesha Khanna, CEO of ADDO AI, discuss how to create a powerful legacy as part of the series “Driving Tomorrow”, produced in collaboration with Singapore social club 1880.

Link Collection

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