

Porsche Korea Visits the Stuttgart Ballet

11/07/2025 Since 2012, Porsche has been the main sponsor of the Stuttgart Ballet, which has garnered worldwide acclaim for decades. The current focus of this successful partnership is to strengthen the development of international talent. For this reason, Porsche has brought together the Stuttgart Ballet and Porsche Korea this year.

The 'Turbo for Dreams' CSR project has seen Porsche Korea making a strong statement for creativity, passion, and social responsibility for more than 10 years. As part of the 'Porsche Do Dream' campaign, which has supported social initiatives in education, sports, art, culture, environment, and society for many years, Porsche Korea has been specifically supporting talented young ballet dancers from disadvantaged and low-income backgrounds.

Collaboration with the John Cranko School

From 9 to 22 June 2025, 10 selected students from South Korea visited Stuttgart to participate in the

John Cranko School's Summer School, among other programmes. The selection was made in May 2025 by ballet teacher Hyemin Kim, who led several training sessions in Seoul with the support of Porsche. The young talents impressed in a demanding selection process and won their places from a field of approximately 100 applicants. This earned them the opportunity to further develop their skills by participating in the Summer School. Additionally, they attended a masterclass with David Moore, First Soloist of the Stuttgart Ballet.

"Porsche 'Turbo for Dreams' and the Summer School provide a stage for young talents and form the starting point for personal success stories – a place where dreams are born and passion comes alive," says Sandra Siegloch, Head of Sponsoring & Partnering at Porsche AG. "This is entirely in line with our 'Driven by Dreams' brand purpose, which promotes creativity, passion, and community."

Exclusive Photoshoot at the Porsche Brand Store Stuttgart

Alongside participating in the Summer School, the young dancers enjoyed other highlights too such as ballet performances by the Stuttgart ensemble, a training visit with the Stuttgart Ballet company, and exclusive behind-the-scenes tours of the Stuttgart Opera House and the John Cranko School. Another highlight was the visit to the Porsche Brand Store in Stuttgart city centre, combined with a photoshoot for the talented Korean dancers.

Matthias Busse, CEO of Porsche Korea, sums it up: "Thanks to the strong support from the John Cranko School, the Korean students were able to benefit from an enhanced and extremely high-quality training programme. We hope this initiative will not only support the next generation of talented individuals but also serve as a meaningful platform for cultural exchange that inspires more students to expand their dreams to the global stage."

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo S Sport Turismo (WLTP)*: Electrical consumption combined: 20.9 – 18.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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/newstv.porsche.com_321443_en.mp4

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