

More than 40 artists light up Seoul at the latest Porsche SCOPES festival

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18/10/2023 In mid-October, the Porsche SCOPES festival came to Seoul, Korea. Across four days at Layer20 in Yongsan filled with music and culture, a vibrant group of Korean artists showcased their work in a celebration of creative expression.

The latest SCOPES festival followed up the success of its Stockholm edition in May by heading to Seoul, where it showcased the work of over 40 Korean artists and creatives.

Over the four days of the festival, Layer20 – a former power plant in South Korea's capital – was transformed into a hub of artistic inspiration, with installations, live music, panel talks, screenings and

more. The aim of the festival was to support creative freedom, spotlighting local talent and fostering a space for shared growth.

Diversity in the local creative scene

"I am impressed by the diversity of the local creative scene", says Robert Ader, CMO at Porsche AG. "Through Porsche SCOPES, we are not only creating a unique meeting point for young, creative talents but also providing sustainable access to our growing global community. This not only supports the artists themselves but also showcases the versatility of the Porsche brand."

Standout features in Seoul included a bright green 911 (type 993) Carrera S art car, customised by the emerging Korean artist MLMA. Another art car, entitled "Procaryotic Cell No.0,1", was presented by Junsoo Kim, a Seoul-based artist who specialises in turning microscopic life into tangible physical forms. Attendees at the events also got the chance to take in Yeonsu Kim's grand candle silhouette, which was displayed on Layer20's outdoor terrace in all its glory. Meanwhile, SHINLIART – the artist duo of Shin Danbi and Li Seok – unveiled a captivating installation entitled "The Reason Our Work Was Delayed".

On the performance side, alternative K-pop group Balming Tiger performed a set on the Thursday. They followed this up on Sunday with a screening of a cinematic piece called "Moving Forward The Movie", which they co-directed with acclaimed music video director, Pennacky. Meanwhile, choreographer I BAN brought the myth of Icarus to life with an enthralling dance performance including over 20 dancers. Elsewhere, Studio Namsan curated several immersive DJ sets for guests over the course of the festival.

One of the most intriguing features of every Porsche SCOPES festival is its insightful panel talks – and Seoul was no exception. Diving deep into South Korea's burgeoning creative scene, these included, among others artists, Ahyeon Ryu leading a discussion on Art vs. Consumerism, which also focused on the influence of international major art fairs.

Admission to the Porsche SCOPES festival in Seoul was free across all four days of the event. It continues Porsche's long-standing tradition of supporting the global arts and creative community.

About Porsche SCOPES

Launched with a festival in Berlin in 2018, Porsche SCOPES is a global platform that aims to unite creative urbanites through innovative design, art, music, technology and social discourse. With a focus on capturing the essence of each of its host cities, the festival has visited global centres of groundbreaking art including, among others, Amsterdam, Tokyo, Warsaw and Stockholm, while in 2020, a digital edition shone a spotlight on the creative talents of south east Asia. Each festival is a vivid celebration of a diverse community where artists can bring their dream projects to life. Learn more

about SCOPES on Instagram or at the official website.

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).

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