

“The Art of Dreams” arrives in Singapore

20/01/2022 After its first showing at Palais Galliera Musée de la mode de la Ville de Paris in October 2021, the larger-than-life installation “Remember your dreams” by artist Cyril Lancelin makes its first stop outside of Europe in Singapore. It will be exhibited at The Promontory@Marina Bay for Singapore Art Week from 21 – 29 January 2022.

The piece is the first commissioned work for “The Art of Dreams”, a global art initiative by Porsche that deals with the motif of dreams through various interactive art installations across major cities around the world.

The installation measures 10 x 12.4 x 7.6 meters (L x W x H) and invites the viewer to pause for a moment, get lost in its optimistic colour, and stroll within its surprising structure. This surreal environment invites visitors to step out of their everyday reality and remember their dreams – because after all, remembering them is the first step to making dreams come true.

Singapore – city of dreams

Since it gained independence in 1965, the city-state Singapore blossomed from a bustling port-city to a thriving global hub, entrepreneurs from all over the world converged on the city-state to bring their dreams to life. Just recently, Porsche Asia Pacific celebrates its 20th year in the vibrant and diverse region.

Singapore is seen as the region's lighthouse for progress with young and digitally savvy dreamers. The Art of Dreams Singapore is thus a serendipitous sequel to recent culture-centric initiatives celebrating the creative spirit of Singaporeans, in line with previous events like SCOPES Driven by Porsche and Dale Chihuly's Glass in Bloom Taycan art car at Gardens by the Bay in 2021.

"Porsche is driven by dreams, and Singapore is a vibrant global hub for art and innovation, a shining city realised by people who believe in making dreams come true", says Christian Lehwald, Manager Porsche Experience and New Platforms. After two challenging years living with the global pandemic, we want to continue our celebration of the creative spirit in Asia Pacific, and encourage everyone to remember their dreams, to keep dreaming. After successfully launching 'The Art of Dreams' in Paris last year, we are very happy to bring the initiative to Asia."

"I envision 'Remember your dreams' as a sculpture to be lived in and to be experienced by many", says artist Cyril Lancelin. "Therefore, I am beyond excited to be bringing the installation to a city I have heard so much about and have been always keen on exploring, so it continues to awaken the child in all of us. Following a time when in-person art experiences and human interactions have been in short supply, this feels even more special."

Porsche is commissioning several works of art on the subject of dreams as part of its "The Art of Dreams" exhibitions with the aim of inspiring people, conveying optimism and contributing to lively communities. The exhibition series will be making an appearance in a number of cultural capitals. The next stop will be Milan coinciding with the Salone del Mobile in April 2022.

Engagement: culture for the masses

For years, Porsche has been sponsoring cultural projects as part of its sustainability strategy, with the aim of giving as many people as possible free access to cultural activities.

For example, the sports car manufacturer is a premium partner of Leipzig's Gewandhaus Orchestra and is the main sponsor of the Stuttgart Ballet company. Porsche Deutschland GmbH has been a partner of the Elbphilarmonie concert hall in Hamburg since July 2021.

MEDIA ENQUIRIES



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Consumption data

Taycan
Fuel consumption / Emissions

WLTP*
emissioni CO combinato (WLTP) 0 g/km
consumo elettrico combinato (WLTP) 23,9 – 19,6 kWh/100 km
Gamma elettrica combinata (WLTP) 371 – 503 km
Gamma elettrica in aree urbane (WLTP) 440 – 566 km

*Further information on the official fuel consumption and the official specific CO emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, COEmissions 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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