

Innovative Macan-inspired space opens in Milan

29/10/2024 A design space where art blends with the unexpected, a place where everything is a surprise: The Flat by Macan is a unique, inflatable leisure space in the heart of Milan, created by Porsche Italia in collaboration with Balloon Museum creators, Lux Entertainment.

The new Porsche Macan has inspired an innovative new space in Milan, featuring a cocktail bar and a restaurant. Themed around the distinctive Provence body colour of the new all-electric Porsche, The Flat by Macan is a 2,000-square-metre reimagination of a private apartment – one where art, design, music and conviviality come together for a unique visitor experience.

Experiencing contemporary art firsthand

The space, which will enjoy pride of place in the Scalo Farini district of the city for the next six months, was devised by Porsche Italia together with Lux Entertainment – the creators of the globally successful Balloon Museum, which has four traveling exhibitions on inflatable art currently running in Europe,

America, and Asia.

For The Flat by Macan, Balloon Museum has created, in collaboration with its artists, six oversized interactive installations where visitors will be able to immerse themselves in a sophisticated sensory experience, rather than simply observing the art on display. The installations include Alex Schweder's works 'Our Joy' and 'Our Floating'; 'Onde Sospese' and 'Invisible Ballet' by Hyperstudio & Mauro Pace; Pepper's Ghost with 'M.A.I.A.'; and 'TIGERS' by Michela Picchi. All the artists are known for their avant-garde approach and ability to transform spaces into experiential environments.

As Italy's capital of design and contemporary art, Milan is the perfect home for the project. It is hoped that The Flat by Macan will be a meeting point for creative minds until it 'deflates' and moves to Rome. Until then, it is open to visitors at Via Valtellina 5 every Thursday, Friday, and Saturday from 19:00 to 02:00. It is also available for large events on request, providing a unique opportunity to dive into the Porsche universe and enjoy an unexpected experience in the contemporary heart of Milan.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 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).

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