

Porsche Design Concours: New club concept in the U.S.

28/09/2026 Porsche Design and Newgard Development Group have unveiled Porsche Design Concours, a new car ownership concept built around privately owned automobile studios and a private, membership-based Clubhouse. The first two locations are in West Palm Beach, Florida, and Dallas, Texas, with additional projects planned for select markets across the United States.

The architecture and interior of the first two locations were designed in close collaboration with Porsche Design and executed locally by Gensler for the Dallas destination and Urban Robot Associates for West Palm Beach. Designed for automotive enthusiasts, collectors, and lifestyle-driven owners, Porsche Design Concours reimagines traditional vehicle storage by creating dedicated spaces where cars, work, leisure, and community come together in a single environment.

The first two Porsche Design Concours destinations will comprise 44 privately owned automobile studios, 22 in West Palm Beach and 22 in Dallas, ranging from 250 and 560 square meters. Each studio is conceived to become a unique space in a collector's life, built for an owner who might work from it in the morning, rest in it in the afternoon, and host friends there by evening. The studios

themselves feature deeded ownership, a mezzanine level, a full bathroom, and wet bar facilities, and a climate-controlled environment engineered to protect both valuable vehicles and the comfort of occupants.

At the architectural heart of each destination is The Concours, a central interior automotive promenade that serves as the organizing spine for many of the private studios. Built as an integral part of the experience rather than a traditional exterior drive aisle. The Concours brings the automobile into focus, creating a refined, gallery-like setting for arrival, circulation, and the display of owners' collections.

"Porsche Design Concours represents an exciting evolution of our design philosophy," said Volker Strotmeier, Member of the Porsche Lifestyle Group Executive Board. "For decades, Porsche Design has created products that accompany people throughout their daily lives. With Porsche Design Concours, we are extending that philosophy into an entirely new category by creating environments that bring together design, functionality, and a shared passion for automotive culture. Our purpose is simple: share the passion, shape the lifestyle."

Harvey Hernandez, CEO and founder of Newgard Development Group, which is designing and building the properties said, "This project is very personal. I have spent my career developing real estate, but I have also spent much of my life around cars and collectors, and I kept coming back to the same question: why do the cars we care about most often end up sitting in spaces that have almost nothing to do with the passion we have for them? This was never meant to be storage. It was meant to be a home for the parts of someone's life that revolve around this passion."

Gensler and Urban Robot Associates worked from an iconic design philosophy that Porsche Design has built its name on, one rooted in precision, performance and timelessness, carrying that vocabulary of restraint, material honesty and architectural simplicity into the buildings themselves. The result is a physical environment where the same discipline that shapes Porsche Design products and residential luxury real estate projects now shapes the space around the cars, guided by the principle F. A. Porsche himself set out when he founded Porsche Design in 1972: "Design is not simply art, it is elegance of function."

Each destination will also feature a private, membership-based Clubhouse conceived as the social heart of the Concours community, bringing together automotive culture, hospitality, wellness and owner programming. Planned amenities include padel, spa and wellness, dining, private lounges, coworking, outdoor terraces, event spaces, concierge and 24-hour security. Porsche Design Concours welcomes collectors across marques. Porsche ownership is not required, and the studios accommodate collections spanning manufacturers, eras, and categories by focusing on shared passion rather than collection size. Community, design, and access to curated experiences form the foundation of the ownership experience.

Location is also central to the Porsche Design Concours. Each destination is being selected for both the strength of its automotive and collector community and its proximity to the neighborhoods, social destinations, and everyday routines of the owners it serves. The goal is to position each Porsche Design

Concours within approximately 10 to 15 minutes of where the local collector community lives and spends its time, creating a destination that becomes part of everyday life rather than simply a place to store or retrieve a vehicle.

Hernandez said West Palm Beach and Dallas represent the opening chapter of a larger plan. "Our vision with Porsche Design Concours is to create a carefully curated network of these destinations across the United States, in the cities where the world's most passionate collectors live, work and spend their time," he said. The West Palm Beach and Dallas locations are currently targeted to open in 2028. Both developments represent the first chapter of a growing network, with additional Porsche Design Concours projects planned across the United States in the years ahead.

MEDIA ENQUIRIES



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Consumption data

911 GT3 with Touring Package (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

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718 Cayman GT4 RS (WLTP)*: Fuel consumption combined: 13.0 l/100 km; CO_2 emissions combined: 295 g/km; CO_2 class: G

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: G

*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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