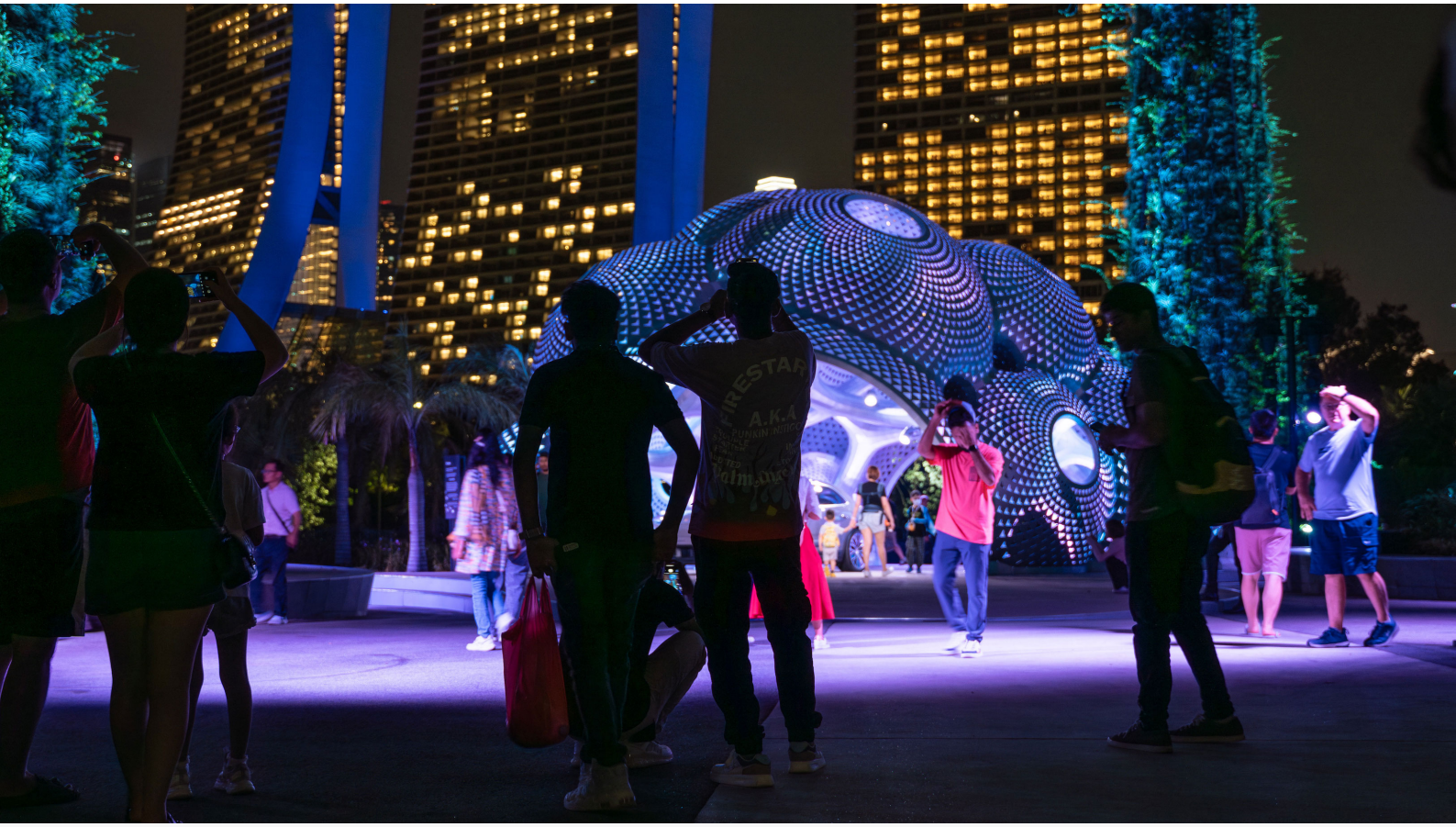


Singapore fling: an inspiring unveiling for an inspiring new Porsche

23/02/2024 When the all-electric new Macan was unveiled to the world, it was shown inside an installation created as a collaboration between architect, artist and Porsche enthusiast Marc Fornes, and Style Porsche. Thanks to Porsche partnering with Singapore Art Week, the city has found different ways to enjoy it in the weeks after the launch.

When the covers came off the third generation of the Porsche Macan, it was positioned beneath Marc Fornes's breathtaking interpretation of a two-car garage. After that, the new all-electric model and the dramatic aluminium sculpture remained in situ as part of Singapore Art Week. The idea was to give something back to the people of the city state.

In the words of Clare Jedrek, the Singaporean racing driver who hosted the world premiere, "Singapore Art Week represents a diverse and vibrant arts community ... Art touches the soul and everyone has a different view of it. But that makes it very exciting. Look at the Gardens by the Bay and all the

supertrees. It's art. It's unique and it's a crowd-puller and crowd-pleaser every day."

Interaction with car and sculpture

As the crowd interacted with the car and sculpture after the event and through the Chinese New Year celebrations, it gave every impression of being the ultimate Instagram playground. People took selfies in front of it, trying to get the Marina Bay Sands building into the background. The automotive enthusiasts clearly enjoyed being the first people in the world to see a brand-new Porsche, while the more serious photographers were spotted using the holes in the 6,500 intricate aluminium panels of Fornes' piece to frame their shots. Children played hide and seek round it.

Marc Fornes, creator of the installation, said: "The purpose of our structure for the launch [was] really to create an experience and inspire people, inspire people into creativity, so that you … have a unique moment, that unique experience and to stimulate you for whatever is next for you. That very first moment when you see it for the first time – what [could] we do to make that moment memorable?"

For the past few years, most cars have been unveiled on stages set up in front of massive LED screens. Porsche's decision to do something different, to commission an art installation that was not just the backdrop but an integral part of the event, has proved a huge hit with the international media attending and locals alike.

MEDIA ENQUIRIES



Miro Demel

Team Lead Event Communications
+49 (0) 711 / 911 27633
miro.demel@porsche.de



Nadine Toberer

Spokesperson Design, Lifestyle and Brand Communications
+49 (0) 170 / 911 0944
nadine.toberer@porsche.de

Consumption data

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 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).

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2024/company/porsche-macan-singapore-art-week-marc-fornes-35302.html

Media Package
https://pmdb.porsche.de/newsroomzips/b29dc922-a470-42b8-8ff9-3fccfc122feb.zip

External Links
https://www.artweek.sg/events/the-cocoon

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart