

Porsche Asia Pacific teams up with Art SG and Red Hong Yi

16/01/2025 Porsche Asia Pacific is turning its spotlight on art this month, as it collaborates with Southeast Asia's leading international art fair, Art SG, and commissions a unique piece of art with the globally acclaimed Malaysian artist Red Hong Yi.

Following on from the larger-than-life art installations 'Remember Your Dreams' by Cyril Lancelin in 2022, 'Dream Big' by Chris Labrooy in 2023, and 'Two-car Garage' by Marc Fornes in 2024, Porsche is continuing its tradition of blending art, heritage and innovation by unveiling its latest collaboration with the acclaimed artist Red Hong Yi for Art SG 2025, in Singapore.

The Red Thread: Past, Present, Future

Called 'The Red Thread: Past, Present, Future', the multi-layered installation invites viewers to reflect on the interplay of time, identity and legacy. Spanning nine metres, the main panels of the artwork are inspired by 60 shades of red from the Porsche Paint to Sample range. The number is a nod to the 60th

anniversary of Singapore's separation from Malaysia to become an independent and sovereign state. With historic hues like Peru Red from the 1970s, the timeless Guards Red and the more modern Carmine Red in the mix, the piece symbolises the unbroken lineage of craftsmanship and innovation with Porsche.

Flanked by mirrors on either side, the artwork is designed to be 'infinite', echoing life's continuity and unpredictability, and drawing visitors into the reflective space, where they become participants in the artwork as well as observers. Through this, the artist has cut a proverbial 'Red Thread': a subtly-embedded outline of the iconic flyline of the Porsche 911.

"Artwork that speaks to the essence of time"

"This partnership with Red Hong Yi underlines our dedication to pushing boundaries and exploring new dimensions of creativity, and we are proud to continue our involvement with Singapore Art Week via Art SG in 2025," explains Yannick Ott, Director Marketing Porsche Asia Pacific.

"In our conversations with Red, we quickly uncovered a shared interest and belief in the notion of time, and the interplay between past, present and future. Though seemingly at odds, each is indispensable to the other: consistency can only thrive when contrasted against change and evolution, and genuine progress always honours tradition. Our icon, the 911, now in its eighth generation, stands as a testament to this philosophy."

Red Hong Yi expressed her excitement about the collaboration too, saying: "Porsche's rich legacy and attention to detail are a perfect match for this project. Together, we've created an artwork that speaks to the essence of time – how our past shapes our present and inspires our future."

Info

'The Red Thread: Past, Present, Future' will be on display at Art SG at the Marina Bay Sands Expo and Convention Centre from 17 to 19 January 2025.

Beyond Art SG, of which Porsche is the official automotive partner, the Porsche Studio Singapore will also host a series of complementary art-themed events. One highlight includes the unveiling of a one-of-a-kind 911 Dakar art car by celebrated automotive artist Chris Dunlop, which will be shown for the first time in Singapore over the weekend of 18 and 19 January. There will also be a Driving Tomorrow panel discussion at the Studio, which both Red Hong Yi and Dunlop will take part in.

MEDIA ENQUIRIES



Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/en/2025/company/porsche-asia-pacific-art-sg-red-hong-yi-38410.html

Media Package
https://pmdb.porsche.de/newsroomzips/b3d424a9-db2b-4986-be94-db99be588e0b.zip