

Porsche Scopes makes a stop in Tel Aviv

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10/11/2022 After Berlin, Amsterdam, Tokyo and Warsaw as well as a virtual edition in Southeast Asia, the "Porsche Scopes" live event format is now visiting the innovation hotbed of Tel Aviv.

The latest edition of the event will run there through 12 November. This major city on the Mediterranean stands for creative start-ups and young tech companies, but also for a diverse cultural scene and a vibrant nightlife. So it's a perfect match for Porsche Scopes. With this event format, the sports car manufacturer is creating a stage where people from the creative, music and start-up scene can share their work and connect with each other.

Lively cultural scene in Tel Aviv

The event at the trendy "Beit Romano" in the city centre was put together by Porsche in collaboration with the private importer Orchid Sportscar Limited. Representing the lively cultural scene in Tel Aviv, over 40 artists are involved in the design of the five-day programme. “As is typical for Scopes, not only the actors, but also the formats, are incredibly diverse – from film screenings, discussions, book presentations and live podcasts to action art, installations and workshops,” says Ragnar Schulte, Head of Experiential Marketing at Porsche AG.

For several days now, two Art Cars have been traversing the city to get the word out about Scopes. Artists Eden Kalif and Shira Barzilay, known on social media as Koketit, have used two Taycans as surfaces for their abstract paintings. Neomi Aharoni-Gal appeared as a special guest on the opening day. Under her stage name Nunu, the Israeli singer and performer is currently breaking through internationally as well.

A Porsche 911 Carrera 3.2 4x4 Paris-Dakar (953) from 1984 is at the heart of the mirror installation by artist Gal Vardi. The arrangement and shape of the mirrors offer an endless array of fresh views of the legendary youngtimer – particularly in the evening, when the lighting designer Omer Sheizaf bathes the entire location in a special light.

The installation by Assaf Reeb is interactive: using body tracking technology, visitors are transported into the digital world of avatars. Through the work, he addresses the perception and beauty of the human body in the digital age. Reeb is a fashion designer and is currently working on the Web 3.0. At Scopes he will also host a discussion titled “The Future Of Design In The Metaverse”.

Already established on the urban party scene is the “Tel Aviv Ballroom” – a mix of dance, drag-performing and modelling. The small-scale competition is staged once a month. As part of Scopes, the event will be bigger than ever and will be held under the open sky. Alizé Tinkerbell West will serve as a guest juror. Another highlight will be the appearance of Riff Cohen. The Israeli singer, songwriter and actor just released a new album a few days ago and will present her songs live at Scopes for the first time.

The artists and designers shaping the Tel Aviv edition of Scopes are locals, allowing the platform to enable and celebrate diversity and local creativity in the unique and specific Tel Aviv style.

MEDIA ENQUIRIES



Linda Riechers

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

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