

As the new, all-electric Macan makes its debut across the region, Porsche Middle East and Africa has invited a number of key industry leaders, athletes, artists and creatives to tell their story of how they keep their essence in an often changing, modern world. In celebration of the new all-electric Macan, we have created 'Original stories by Porsche - Keep your essence', a campaign from creators for creators. Centred around the meaning of essence and shining a light on their individuality, it's dedicated to those who stay true to themselves.

Original stories by Porsche: Keep Your Essence

02/01/2025 A five-episode series featuring key creative leaders and a limited-edition book coinciding with the launch of the new, all-electric Macan.

Gallery

The Middle East and Africa represent one of Porsche's most diverse regions in the world consisting of 15 different markets. It's home to a treasure trove of stories which Porsche has managed to unlock by sitting with some of the region's most inspirational people to hear their inspiring stories

Just as the new all-electric Porsche Macan is about keeping your essence, 'Essence' the book invited 16

people representing 11 nationalities including basketball player, spoken word poet and visual artist, Asma Elbadawi, professional skateboarder Nawstique, fashion designer Salim Azzam, endurance horse racer Marwa Al Hashemi and Arab pit-master Hattem Mattar to discuss how they stay true to themselves and let readers know their true essence.

Asma Elbadawi

Asma Elbadawi has played sport all her life with her father and brother in the street and immediately found a love for basketball. Also a poet and photographer, Asma appreciates products that take time to create and last forever.

“I’ve constantly wanted to push myself, so after I mastered netball, basketball seemed like the next natural step. My essence is telling stories and sharing them in creative ways, allowing people into my own world,” said Asma.

Nawstique

Growing up skateboarding, Nawstique says he noticed there was a a skills-based segregation where he found he was being intimidated by older guys.

“You couldn’t walk up and ask them how to do a trick. My generation would fight for recognition and the only way to do that was to become really good. An influence I’d love to leave behind is kindness and to care for other people.”

Salim Azzam

Fashion designer Salim Azzam believes that while you can change your look, you should never change your style.

“My work is a reflection of who I am, a reflection of the people who make up the brand and a reflection of our entire community.”

Marwa Alhashmi

Endurance horse racer, Marwa Alhashmi said when you love something you should keep doing it because of the connection you build. As an Emirati, horses are a part of her tradition and from a young age Marwa always felt a deep connection with them.

“When I’m riding, I feel a connection with who I am, my people and our history. My essence is freedom

and the love I have for horses allows me to be free. Riding together, being together in nature. Love is also a huge part of my essence. Love has given me good connections and happiness – it is everything."

Hattem Mattar

Arab pit master Hattem Mattar had a sea change in life when the former oil and gas worker celebrated a promotion with his boss by dining out and trying his first Brisket.

"I was dressed in a suit and tie and went out to celebrate with my new boss which was when I first tried Brisket and it was earth-shattering. Whether I'm making one sandwich or feeding 6,000 people, the essence of what I'm doing stays the same: hospitality," said Mattar.

Keep your essence

Like the all-electric Macan, these individuals have shown that by keeping their essence, they can change most things in their life without compromising who they are, where they came from or their life philosophy.

These stories and many more are available in the Limited Edition book 'Essence', with only 356 pieces produced. It is available through Porsche Middle East and Africa and on YouTube via the link.

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