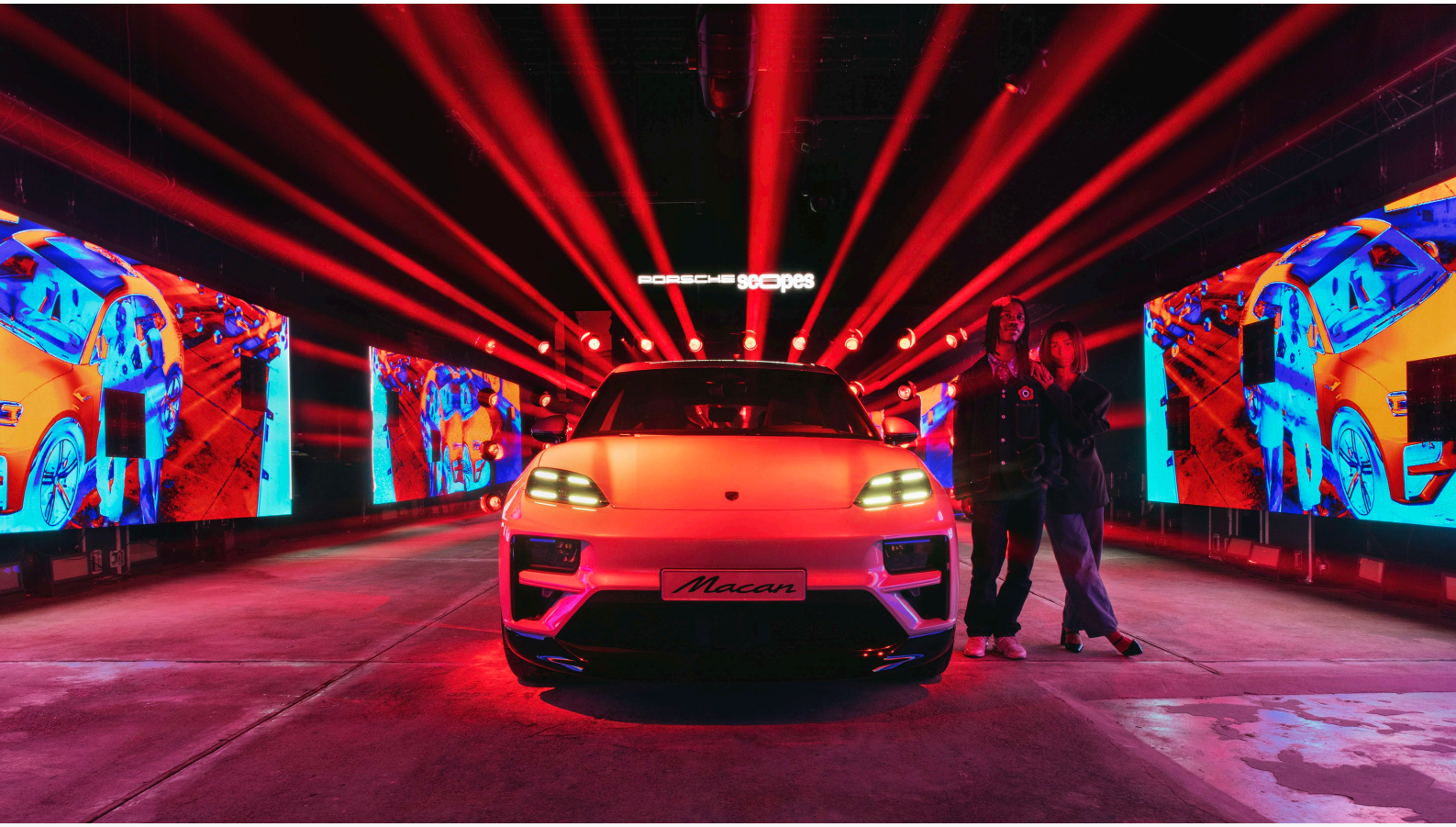

After celebrating the magic of Marseille, Porsche SCOPES comes to a successful conclusion

30/04/2024 Running from 26 – 28 April at Ateliers Jeanne Barret, a space dedicated to artistic experimentation and production in Marseille, the ninth Porsche SCOPES festival marked another success in the event's journey. Since it started in Berlin in 2018, Porsche SCOPES has shone a spotlight on creatives working in the fields of art, design, music, technology and social realms, and has visited a number of cities around the world, including Warsaw, Tokyo, Stockholm to name just a few.

For three days, Jeanne Barret turned into a hotbed of inspiration filled with large-scale art installations, live band performances, DJ sets, panel discussions, workshops and an array of creative works by about 40 artists based in, or connected to, Marseille.

One of the highlights of Porsche SCOPES Marseille was that visitors had the opportunity to immerse themselves in a variety of artworks created within an autonomous creative environment.

Work inspired by the festival's identity

Multimedia artist Stefan Damnig (PRSMC) unveiled an immersive light installation centered around the new all-electric Porsche Macan, incorporating light beams, surveillance cameras and LED panels. The artwork « DATAPASS_01 » illuminated the quasi-symbiotic exchanges, connections and interactions unfolding among humans, vehicles and their surroundings.

Other artists offered work inspired by the festival's identity, such as designer Dorian Renard's imposing chandelier adorned with the colours of SCOPES Marseille, and sculptor Jean-Baptiste Janisset, who crafted a sculpture revolving around the Baby Porsche Carrera 4S model. Transformed into a whimsical animal-like train, it came to life in a video, flying over the islands of Frioul and captivating viewers with its animated allure. The exhibition also displayed the work of Marseille-based visual artist Amandine Guruceaga, who presented three vibrant light boxes. With her pieces she wanted to reflect upon the idea of transformation and explore the fluidity of society.

Meanwhile, videographers François Valenza and James Ruffato dedicated their documentary portrait 'Incandescence' to Guruceaga's creative process and visitors could also wander through Delphine Dénéréaz's imposing woven installation, reminiscent of a princess's castle intertwined with a children's playhouse. It proved to be a sweet and gentle moment for the guests to relax in between the exciting live performances on stage.

Diverse lineup of concerts and performances

In addition to the permanent exhibition, each day of the festival offered a diverse lineup of concerts, performances, talks and workshops. Following an afternoon of energising DJ sets by ORISHA and Rorre Ecco, the festivities started with the Southway Studio collective.

Not only did they conceptualise the main stage's cyberpunk aesthetic but they also delivered a captivating choreographic mix of sound, dance and uppercuts, featuring performances by artists Régina Demina and Moodoïd. The evening kept going on a pulsating dancefloor ignited by the sets of La Baronne, Jennifer Cardini and Kittin.

On Saturday (27 April) it was Jäde who kicked off the action with her airy, tangy rap following a hypnotic workshop by synthesizer wizards Ritual Electronics. The evening unfolded with highly anticipated live performances by Bonnie Banane, COUCOU CHLOE x housewife9, and Lala &ce, culminating with a vibrant and energetic performance by the Maraboutage family.

On Sunday (28 April), the final day of the festival, workshops and panel talks brought together several artists from the lineup, including DJ and producer Jennifer Cardini in discussion with Emmanuelle Luciani from Southway Studio.

Innovation, creativity and community

Many attendees left with their own woven creations guided by Dénéréaz, who invited participants of her workshop to take ownership of the motifs from her installation. People spent the final afternoon savouring Apotek's cocktails and Livingston's delicacies, while Moodoïd had the pleasure of closing out the final day of the festival with an ambient set.

"Innovation, creativity and community are pillars that have supported Porsche for 75 years," says Ragnar Schulte, Head of Experiential Marketing at Porsche AG. "The Porsche SCOPES festival in Marseille captured this spirit brilliantly. From mesmerising art installations to music, SCOPES is a platform where creativity thrives. It's inspiring to see the fusion of these elements, demonstrating our commitment to a future where art and community intersect."

Over the three days and within a single space, Porsche SCOPES Marseille presented diverse artworks that broke boundaries, sparking important discussions through art and facilitating meaningful dialogues. As an event that values diversity, it also brought together a variety of communities, truly embodying the spirit of a festival.

With more such festivals in the pipeline, including one in Toronto, Canada, Porsche SCOPES aims to continue to unite a strong and growing community of creative pioneers. Free to attend for over 18s who register in advance, the platform and festivals will keep encouraging the endeavors of artists worldwide, supporting cutting-edge creatives.

About Porsche SCOPES

With Porsche SCOPES the sports car manufacturer has established a festival format for young, urbane target groups in metropolises all over the world. Porsche SCOPES stands for the pioneering spirit, innovative design, and the bringing together of a creative community. The orientation of the festival in the respective metropolis depends on the characteristic traits of the people who design its content. The concept was created in 2018 in Berlin, and festivals followed in Berlin, Amsterdam, Tokyo, Warsaw and lastly Tel Aviv, along with a digital edition in 2020 in Southeast Asia. Further information can be found on Instagram and on the official homepage.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Consommation électrique combinée (gamme): 20.6 – 18.3 kWh/100 km; Emissions de CO_2 combinée (gamme): 0 g/km; Statut [StandHeute]

911 Carrera 4S (Modèle précédent)

*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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