Porsche opens pop-up store in New York

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17/09/2014 With the theme "The Sound of Porsche: Stories of the Brand" Porsche has created a completely new, interactive brand experience with its first stop in New York City for three weeks.

The sports car manufacturer from Stuttgart has opened an exclusive pop-up store in the style of a modern music store in Manhattan's trendy Meatpacking District and invites visitors to discover Porsche and its fascinating sports cars in various ways. The store opening was celebrated on 15 September 2014 – moderated by fashion icon Angela Simmons and with guests including Porsche works drivers Brendon Hartley and Patrick Long, as well as actor and racing driver Patrick Dempsey, who has been a firm part of the Porsche motorsport family since 2013 with his team Dempsey Racing.

Experience the story of a brand

"The new marketing format enables us to connect with young and young-at-heart visitors in an appealing way. We are helping these people to better understand the brand through unusual stories", says Bernhard Maier, Member of the Executive Board for Sales and Marketing at Porsche AG, explaining the idea behind this temporary happening. This interactive brand experience enables visitors to explore the technical top performance and stylish design of Porsche in depth. Bernhard Maier: "It is an innovative way of telling and experiencing the story of our brand."

Detlev von Platen, CEO of Porsche North America, is also convinced by the unusual way of presenting the brand: "The pop-up store supplements existing marketing activities in a new way. It will further increase awareness for our brand in close cooperation with the local Porsche centres."

Sound Lab, Media Stations and Design Corner

The event space is divided into three areas and comprises a Sound Lab, Media Stations and a Design Corner. The Sound Lab is all about the cult car Porsche 911. The 911 is a prime example of design, innovation, quality and perfection, and the film "From Draft to Drift – The Porsche 911" conveys this particularly clearly to visitors. In addition, visitors can take a virtual ride and become acquainted with the 911 through sound and visualisation. They can choose between the sound backdrop of a city, a rural setting in a drive through the mountains or a race on the Nürburgring racetrack.

"A Porsche goes to Hollywood"

The Media Stations allow visitors to experience 16 specially produced stories all about the brand. The visual highlights include the contributions "Electrifying Performance" and "One of Us" with Porsche racing drivers Mark Webber and Patrick Dempsey. Further contributions of interest to Porsche enthusiasts include "Porsche Exclusive – The Most Personal Car" and "A Porsche goes to Hollywood" with cartoon film star Sally Carrera.

The best design will win a trip to Stuttgart

Last but not least the Design Corner features a communications space where visitors can sketch what they associate with the Sound of Porsche. The works of art can be uploaded to social networks via #soundofporsche. The visitor with the best design will win a trip to Stuttgart.

Porsche is cooperating with two partners for the Sound of Porsche. The Sound Lab is equipped by Bose and the entire furnishings are supplied by Walter Knoll. The Sound of Porsche (446 West 14th Street) is open to the general public every day from 10 a.m. to 7 p.m. local time from 16 September to 5

October. New York is the first stop for The Sound of Porsche. The brand presentation will later also be shown in London and Shanghai.

Link Collection

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