

House of Porsche returns: Porsche Centre Dubai unveils new edition at Paus Club

23/04/2026 House of Porsche brings together curated workshops, live musical experiences, signature dessert, wellness masterclasses, community, creativity and craftsmanship under one roof.

Dubai |Porsche Centre Dubai and Northern Emirates, Al Nabooda Automobiles, has launched a second edition of its 'House of Porsche'.

This year's concept is 'House of Porsche: Inspired by You', based at Paus Club, a contemporary wellness destination. Doors are open from 23 April to 10 May, from 6:00 am to midnight daily.

Designed around the pillars of Soul, Mind, and Body, House of Porsche transforms Paus Club into a multi-sensory cultural platform that evolves throughout the day. It begins with moments of calm and stillness, and transitioning into evenings defined by warmth, music, and connection.

Open to the public, the experience brings together a curated programme of wellness masterclasses, cultural encounters, and creative workshops. Guests can take part in art therapy and sound healing sessions, guided meditation and yoga nidra, as well as pilates and aromatherapy, each designed to encourage mindfulness and self-expression.

More than a pop-up, House of Porsche serves as a community platform, spotlighting local talent and homegrown concepts. Visitors can explore the Public Library in collaboration with Bookends, discover plants at the Nature Corner with Plntd, browse limited-edition merchandise created with Terribly Real, and participate in cultural art workshops with Tashkeel, all reflecting Porsche's commitment to creativity and cultural engagement. The venue, Paus Club, undergoes an overnight transformation and is repainted with Caparol.

As the day unfolds, the atmosphere shifts into an evening setting defined by music and togetherness. Guests can unwind on the terrace while enjoying live performances featuring multi-instrumental artists playing sitar, saxophone, oud, nay and mastering Arabic vocals.

For those seeking a more active experience, the House of Porsche Padel Tournament will be held on 2 May. It is open to participants aged 25 and above and welcome all skill levels with the chance to win a weekend drive in a Porsche.

Alternatively, guests can immerse themselves in more relaxed experiences such as the Block Party, featuring music, poetry, and open mic sessions, or join intimate Community Sessions. These include everything from Matcha Club gatherings to Shared Table, a three-course, family-style dining experience designed to foster meaningful conversation and connection.

Creative exploration continues throughout space, from contributing to the collective art installation Bloom Your Porsche, to engaging in interactive workshops such as Poster-It, and The Art of Pieces, where guests craft their own mosaic coasters.

At the café, the experience extends into a refined culinary offering. Guests can enjoy the interactive Dessert Lab, where they can be pastry chefs themselves designing their own dessert alongside a selection of signature Porsche beverages, from coffee and matcha to curated mocktails. An absolute star is the green apple matcha!

More than a destination, House of Porsche: Inspired by You is an invitation to pause, reconnect, and experience the harmony between wellness, creativity, and innovation.

For more details, visit https://lp.porschedubai-uae.com/house-of-porsche-2026

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