

Porsche Korea turns the spotlight on young artists

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19/04/2023 As Porsche celebrates 75 years of its sports cars and dedicates 2023 to those who follow their dreams, Porsche Korea has continued its work to promote young artists by giving 10 rising stars a platform at a major art fair in Seoul.

Ten up-and-coming young Korean artists have had their work showcased at a major event in Seoul through the global 'Porsche Dreamers. On' art initiative. Porsche Korea teamed up with The Galleries Association of Korea to select the young talent back in February, with their work being featured in 'ZOOM-IN empowered by Porsche', part of the 'ZOOM-IN' exhibition at the 2023 Galleries Art Fair, which ran from 12-16 April.

'Porsche Dreamers. On.' is a global art campaign designed by Porsche – which itself came about through the dream of Ferry Porsche to create the perfect sports car – and aims to support and nurture

the dreams and talent of emerging artists around the world. Through the initiative, Porsche Korea has been actively supporting rising artists in Korea since 2021.

Working to a theme of 'DREAM IN FULL COLOUR', the 10 young artists whose work was selected to feature at the long-running Galleries Art Fair in Seoul went head-to-head to win one of three monetary prizes while visitors to the show were asked to vote for the overall winner of the 'DREAM IN FULL COLOUR' award, which will result in a brand collaboration and exhibition in Porsche showrooms.

Porsche Korea also teamed up with installation artist Inkyo Back to mark '75 years of Porsche sports cars' at the fair, with a Taycan Turbo S on display alongside dream-themed work that took the format of traditional paintings through to installations and mixed-media exhibits.

"It was an honour to support the vibrant Korean art scene by presenting 'Dreamers. On.' Once again at the traditional and renowned Galleries Art Fair, marking 75 Years of Porsche sports cars," says Porsche Korea CEO Holger Gerrmann. "The creativity of the emerging Korean artists is inspiring, and we are glad that we could be a part of their special journey and hope to help them in realising their dreams."

First held in 1979, the Galleries Art Fair is said to be a predictor of forthcoming trends in the art world and this year featured its biggest ever list of exhibitors, with more than 156 galleries taking part. As part of its presence at the event, Porsche Korea gave away smartphone straps and posters for visitors interacting with the brand on Instagram.

Consumption data

Taycan Turbo S (Predecessor model)

*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).

Link Collection

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