Porsche presents hip-hop documentary Back 2 Tape

On the trail of rap, graffiti, DJing and breakdancing in Europe: together with music journalist Niko Hüls and the hip-hop magazine Backspin, Porsche presents the video documentary Back 2 Tape.
The content is shared digitally across Instagram, TikTok, YouTube and Spotify while the Porsche Newsroom – the centre of online storytelling for Porsche – carries the full story. The documentary is now available here at newsroom.porsche.com/back2tape and is the second part of a series. Part 1 celebrated its premiere in 2018 and has been awarded numerous international awards, including the Digital Communications Award, the German Prize for Online Communication and the ECON Award of the Handelsblatt.

Official playlist of Back 2 Tape

Important note
Niko Hüls and Porsche produced their European road trip before the outbreak of Covid-19. Porsche, Backspin and the artists involved are aware of their social responsibilities and are advising against recreating such a trip until it is safe and travel is permitted.

Info
Photos: Markus Schwer

Link Collection

Link to this article
Media Package
https://newsroom.porsche.com/media-package/porsche-back2tape-interview-niko-huels-documentary-roadtrip-europe-hip-hop-

Downloads
Porsche presents hip-hop documentary Back 2 Tape, press release, 04/16/2020, Porsche AG

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