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## Porsche becomes principal sponsor of the Elbphilharmonie concert hall

Porsche is continuing to expand its programme of cultural support by forming a collaboration with one of the most modern and important concert halls in the world: from the end of July, Porsche Deutschland will become the principal sponsor of Hamburg's prestigious Elbphilharmonie concert hall.



As part of its sustainability strategy, Porsche has provided support to a variety of cultural institutions and events for a number of years. The most extensive commitments to-date include partnerships with the Stuttgart Ballet company and the Leipzig Gewandhaus Orchestra. Now, the sports car manufacturer is collaborating with the revered Elbphilharmonie concert hall, with the partnership set to create memorable experiences over the years to come.

Hamburg's Elbphilharmonie inspires culture-lovers the world over. Approximately three million visitors have attended a concert there since it opened and the Plaza has attracted more than 13 million people. "Porsche and the Elbphilharmonie both stand for breathtaking performance, a passion for aesthetics and design as well as unforgettable moments," says Alexander Pollich, Managing Director of Porsche Deutschland. "Supporting cultural projects has also always been very close to our hearts. As partners, we are now pooling our strengths and will stage a host of spectacular events together."

"We are delighted to have Porsche at our side as a strong, new partner with great innovative power and passion for forward-looking cultural offerings," says Christoph Lieben-Seutter, General and Artistic Director of the Elbphilharmonie and Laeiszhalle concert halls. "As part of the principal sponsorship, we will realise many exciting projects together in the years to come – the first of which will be the Elbphilharmonie Summer held in July and August, which celebrates the revival of culture."

### From musical enjoyment to the promotion of young talent



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