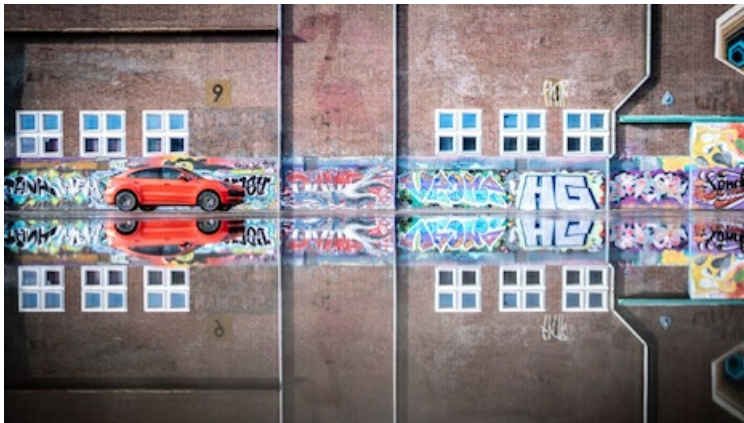


AUTOMOTIVE

## Porsche chronicles urban youth culture with hip-hop road trip

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*Porsche explores hip-hop culture in Europe. Image credit: Porsche*

By NORA HOWE

German automaker Porsche is highlighting urban youth culture across Europe with the help of music journalist Niko Hls in the latest installment of the "Back to Tape" editorial series, which examines the art of graffiti.

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Since 2017, "Back to Tape" has taken a holistic approach to exploring the roots of hip-hop and urban culture in Germany and across Europe, seeking a dialogue beyond just genre or clothing. For the latest effort, three graffiti artists turn Mr. Hls' "Hip-Hop CultureA Road Trip through Europe" into legally sprayed artworks.

"The series shows that Porsche is committed to diversity and inclusion through its efforts to celebrate and raise awareness of the cultural significance of hip-hop culture," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "This will also support Porsche's ongoing efforts to widen its customer base to a younger audience."

### Hip-hop road trip

An element of hip-hop youth culture, graffiti took shape in New York City in the 1970s. Its origins, however, date back to ancient Egypt, Greece and the Roman empire when people communicated with each other through wall paintings.

To celebrate its vast cultural history, three graffiti artists visualized the published music travel book *Hip-Hop CultureA Road Trip through Europe*.

Steve Patzschke, known professionally as Scotty76, grew up in the Emmertsgrund district of Heidelberg, Germany where he seldom let go of his paintbrush. He has become one of the most influential graffiti artists in Germany.



*Scotty76 in Stuttgart, Germany. Image credit: Porsche*

Jorge Labraa, known in Frankfurt as Fuego Fatal, rapped in groups such as Nordmassiv and Binding Squad, owns his own fashion brand and hosts graffiti workshops hoping to pass on the cultural spirit of hip-hop culture to the next generation.

A trained graphic designer, Yugo has been a part of the Hamburg graffiti scene for nearly 30 years and is inspired by early New York graffiti and hip-hop culture.

"I told Scotty, Fuego and Yugo about my road trip, and they got started and created a graffiti artwork in their very own style at a legal location," said Mr. Hls, in a statement.

Porsche and Mr. Hls produced the road trip before the outbreak of COVID-19, and they, with the other three artists, advise against recreating such a trip until it is safe and travel is permitted.

"Porsche's focus is on their audiences, giving something of value to their relationships and not asking for anything for themselves," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York. "This approach will build respect for the brand which then has the opportunity to build emotional attachment leading to greater loyalty and increased revenue performance.

"They are placing the values and desires of their audiences above their own."

In the 6-minute film documenting their graffiti journey, Mr. Hls notes that they only painted on legal walls and never sprayed over images without permission. For the book cover, they only sprayed new walls.

"Design can often add interesting discord, an imbalance in the Golden Mean and altered perceptions," Ms. Miller said. "This is exactly what Porsche has accomplished through their brand's intersection of art, culture and hip-hop in the Back2Tape book.

"They have created a dialogue from the street to a larger audience which includes their clients and prospects," she said. "The first step in building an enduring relationship."

To supplement the effort, a specially curated "Back to Tape" playlist is available on Spotify.

Porsche and Mr. Hls are donating all proceeds from the sale of the *Back to Tape* book to [Viva Con Agua](#), a nonprofit organization that gives people around the world access to clean drinking water and basic sanitation.

With its WASH project (Water, Sanitation, Hygiene), Viva Con Agua aims to provide a better water supply in countries including Uganda, Ethiopia, Mozambique and South Africa.

#### Music and auto

As the music and automotive industries increasingly intertwine, luxury auto brands have expanded on their appreciation of music and its influence on culture.

Last month, German automaker BMW underscored its appreciation for music with an upcoming podcast series. Launching on Aug. 12, BMW's Play Next podcast will highlight new artists and cover challenges facing the music industry.

The 10-part series will have weekly episodes hosted Scottish radio personality Edith Bowman ([see story](#)).

Toyota Corp.'s Lexus and Cond Nast-owned music publication Pitchfork tapped two producers to collaborate on a single promoting the new Lexus IS. In a two-part documentary series, producers MC Madlib and Kaytranada debuted

a single in the Lexus IS Wax Edition to celebrate the launch of the new IS, a vehicle ideal for music lovers.

The documentary explores and illustrates the melding of music and driving and the ways both entities thrive on creativity and thoughtful creation while touching on how the sports sedan is the ultimate vehicle for the musically inclined ([see story](#)).

"Younger customers are looking for brands that are active in health, safety, environment and community," ARTful Communication's Mr. Miller said.

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