

AUTOMOTIVE

Porsche continues its spotlight on dreamers in poignant series

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Krithin Paul Pereira is an illustrator and automotive student. Image credit: Porsche

By KATIE TAMOLA

German automaker Porsche is depicting the importance of one's dreams in a continuation of an emotional series.

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Entitled "Dreamers. On.," the series follows a new set of individuals driven by strong passions, support from loved ones and a desire to do more. With three new vignettes following brothers in business, a talented artist and a groundbreaking chef, Porsche continues to align itself with others striving for absolute greatness.

Carrying on the legacy

One new vignette from the series follows Morgan and Ryan Yeo, director and operations director, respectively, of woodworking business Roger & Sons. Roger & Sons was founded by the late Roger Yeo.

From the very beginning of the short film, Mr. Ryan Yeo speaks of his father's immense passion and dedication for his business with palpable reverence.

Rogers & Sons is a woodworking business that prioritizes sustainability

Mr. Ryan Yeo explains that he and Morgan, along with their brother Lincoln, have always found great inspiration from their father's work legacy. When their father passed away a few years ago, the sons knew they wanted to pass on their father's legacy to others.

"When we took over the company, we saw the opportunity to transform the business into a legacy that not only extends to today, but to tomorrow and beyond as well," Mr. Ryan Yeo says in the film.

The son then discusses how he and his brothers aim to meld the traditional and modern in their business, developing techniques that reach countless consumers. They aim to give trees a second life and yearn to have their business guided by sustainability.

With a moving conclusion, Mr. Ryan Yeo shares that he hopes, above all, that his father is proud of his sons.

Another vignette follows Krithin Paul Pereira, illustrator and automotive student.

Beginning with myriad photos of his childhood, the vignette introduces the artist with narration from his mother. She explains his longstanding love of and obsession with cars.

Mr. Pereira loves Porsche so much that he created a book of illustrations of several models

Born with cerebral palsy, Mr. Pereira faces obstacles each day, but has never once let them stand in his way.

Despite the physical challenges Mr. Pereira experiences with his hands, his talent is astounding, and activities including swimming, horse riding and robots have helped increase flexibility, paving the way for the artist to continue fostering his passion for illustration.

Mr. Pereira has always loved the Porsche brand, and applied his talents in creating a book of illustrations of the automaker's vehicles. The book is previewed in the vignette.

"One morning Krithin told me, Ma I had a dream that I was driving a beautiful sports car," his mom says. "Through these drawings, he has been reliving his dreams."

She continues explaining that although he has faced challenges, her son's passion and dedication to his craft is inspiring. His genuine love for illustration and the art of automobiles is infectious.

Mr. Pereira's dreams are just beginning, his mother explains. Having visited the Porsche museum in Stuttgart, Germany in 2018, he also hopes to one day design his own sports car.

To round out the set of new films, chef Aeron Choo is introduced. Ms. Choo has always had a vast appreciation for Japanese cuisine, a love she has always wanted to foster by making her own food.

The road to carving space for herself within the culinary industry has not been easy, however, as it is not historically a space welcoming to women.

"Traditionally, females are not allowed to be a sushi chef," Ms. Choo says in the film. "But I refuse to change my dream."

Ms. Choo has never given up, describing her early days in Japan at the age of 16, waiting outside of restaurants, asking owners for any opportunity to exist in their culinary spaces.

She continues explaining that she had to work to prove herself.

Ms. Choo carved a space for herself in a sector that is not at all welcoming to women

And she did just that, overcoming a sea of rejection to train with a master chef.

Ultimately, she returned to Singapore and opened Kappou, at the impressive age of 22.

With this, she holds the immense accomplishment of becoming the first woman to own and helm a Japanese restaurant in Singapore.

Like the other dreamers Porsche has placed a spotlight on, this is just the beginning.

"Every day, I look in the mirror and say, I can do it'," she says. "Nothing is going to bring me down."

Dreaming with Porsche

Maintaining the dream of a better, brighter future is core to Porsche's approach.

Last August, Porsche initially introduced "Dreamers On," an attempt to support consumers around the world in achieving their dreams, while anchoring its brand purpose, which is, poetically, "driven by dreams."

In its first media partnership with Vogue and Wired magazines, Porsche has also introduced "The Art of Drive," an interactive online mentoring program with notable personalities who discuss how they strive to fulfill their dreams and inspire other people to do the same through short films, articles, interviews and digital events ([see story](#)).

Last December, Porsche dedicated a marketing push to those who turn their dreams into realities.

A continuation of its global Dreamers campaign ([see story](#)), "One of Us" follows the stories of various characters who are dedicated to their crafts and will stop at nothing to achieve their dreams. Founded on the idea that everything begins with a dream, Porsche hopes to relate to a variety of passions, from music and social justice to tennis and surfing ([see story](#)).

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