

AUTOMOTIVE

Porsche brings initiative and immersive art installation Dream Big' to US

November 23, 2022



German automaker Porsche is bringing "The Art of Dreams" installations to the United States, coupled with "Dream Big," a sensory experience from Scottish artist Chris Labrooy. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

Aiming to target affluent art collectors, German automaker Porsche will bring "The Art of Dreams" installations to the United States, coupled with "Dream Big," a sensory experience from Scottish artist Chris Labrooy.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"The Art of Dreams," an international series of contemporary art installations, has brought the importance of dreams to the conversation since October. Mr. Labrooy's "Dream Big" install during Miami Art Week offers another visual of the brand's mission.

"Porsche embodies the fulfillment of dreams," said Robert Ader, chief marketing officer of **Porsche**, in a statement. "With our The Art of Dreams' initiative, we want to inspire people to do just that to dream.

"But we also want to support artists and make extraordinary works accessible to the public," he said.

"In the U.S., the best way to reach the art and design community is during Miami Art Week, when the creative heart of the world is beating in Florida. We're excited to be making our first appearance there."

Visitors can find "Dream Big" on the beach outside the Prez Art Museum Miami in Florida, open from 11 a.m. until 6 p.m. daily until Dec. 3.

Driven to wish

Dreams and wishes are at the heart of the art installation.

The larger-than-life sculptures, bright colors and playful sets are directed at the childhood selves of visitors. They are also a challenge to the adults to still hold on to their big dreams.

The anchor of "Dream Big" is a white Porsche 911 Carrera 4S, being played with a giant orange being in a helmet. It is reminiscent of children playing with toy cars.

This imaginative display is also a nod to the virtual reality projects that Porsche is engaged in, soon to be released to the public.

Mr. Labrooy himself is a big fan of the company, owning several Porsche models.

At the Royal College of Art in London, he studied product design. He started experimenting in the digital world after he earned his master's degree.

Mr. Labrooy meshed his knowledge of the tangible with his growing interest in the surreal, with many of his projects displaying classic models of Porsche 911. He brought a digital artwork of his to life in 2021 for the first time.

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.