

AUTOMOTIVE

## Porsche highlights the power of partnerships at SXSW 2023

April 7, 2023



The Porsche X- Collaborations Unseen exhibit was at the center of SXSW. Image credit: Porsche

By KAYSORIN

AUSTIN, TX German automaker Porsche made a splash at this year's South by Southwest with its Porsche X Collaborations Unseen exhibit, which showcased a unique collection of art cars, as well as panel discussions and a music activation.

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At SXSW last month, the brand wanted to focus on the power of collaborations, said Robert Ader, chief marketing officer of Porsche AG, in a statement.

"Collaborations are one key to shape the future positioning of our brand," he said. "They open new perspectives for us and uncover new creative facets of Porsche."

### Unveiling the future of automotive art

One of the highlights of the exhibit was the public debut of Mirage, a legendary Porsche 911 Carrera RS 3.8, from the upcoming Paramount Pictures film, *Transformers: Rise of the Beasts*.

Porsche has a longstanding partnership with Paramount Pictures and this is just the latest project the two companies have worked on together.

Mirage will take center stage at the exhibit, along with two 20-foot statues of Optimus Prime and Optimus Primal from the same movie. Guests at the exhibit also had the opportunity to see the first U.S. presentation of the Porsche Vision 357, which was the 75th-anniversary concept car that pays homage to the very first Porsche sports car, the 356.

Alongside the Porsche Vision 357 sat the Porsche Vision Gran Turismo show car, which was developed specifically for use in the new Gran Turismo 7 on PlayStation 4 and 5 and designed by Belgium-based artist Vexx.

Rounding out the exhibit were two other prominent art cars: the Chris Labrooy: 996 Swan Car and Daniel Arsham 928 Nebula Car, which were publicly shown for the first time at SXSW.

### Driving ideas forward

In addition to the showcase of unique and bold designs, guests also had access to a series of panel discussions

centered on collaborations with partners such as Paramount Pictures, FaZe Clan, Up.Labs and Hodinkee.

This year's theme, "Collaborations Unseen," explores the power of collaborations and how they can shape the future positioning of brands.

Porsche has a longstanding history of collaborations and partnerships, and the exhibit was designed to connect dreamers across disciplines and showcase the power of partnerships in driving innovation.

The exhibit also featured a range of creative workshops, musical performances and gaming experiences. Musical highlights included evening performances by artists such as Madison McFerrin and MorMor on Friday, March 10; Big Boi and Sudan Archives on Saturday, March 11; and Kelela and Sadie on Sunday, March 12.

Porsche's return to SXSW was an exciting and innovative showcase of unique and bold designs, partnerships and collaborations.

From the public debut of Mirage to the presentation of the Porsche Vision 357, attendees enjoyed some of the most inspiring and creative designs in the world of automotive art.

"Pushing the bounds of innovation, tech and design are core to Porsche's DNA," said Kjell Gruner, president/CEO of Porsche Cars North America, in a statement.

"We are eager to return to Austin for a second year to engage with new creators and innovators at South by Southwest," he said. "The ability to innovate is one of the intangible benefits for all attendees when we come together in these creative spaces."

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