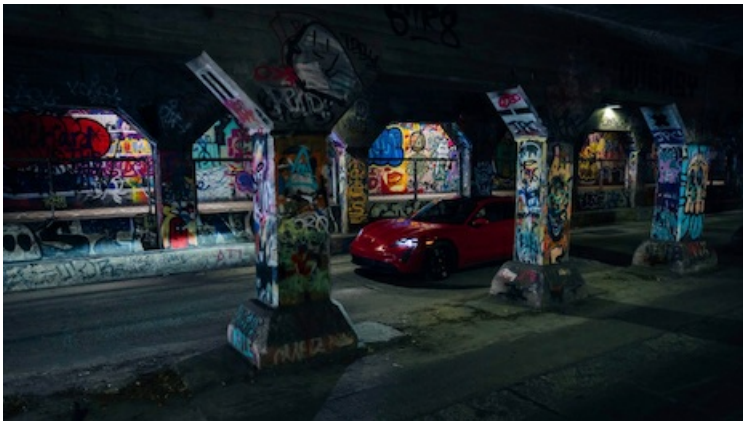


AUTOMOTIVE

Porsche pushes play on collaborative film release centering hip-hop

April 13, 2023



A five-year creative partnership between the German automaker and music journalist Niko Backspin has yielded "Back to Tape 3" arriving in August, the iterative documentary will explore the nuances of the American hip-hop scene. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is progressing with a five-year creative partnership rooted in music and laden with cultural capital.

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In 2018, the luxury label linked up with music journalist Niko Backspin the very year that the documentary "Back to Tape," whereby Mr. Backspin is seen tracing the roots of German hip-hop during a road trip, debuted the expert opts to pursue the subject at hand in a Porsche Panamera, seen throughout the selection. The pair have now reunited to next explore the nuances of the American hip-hop scene, having just announced the release of a "Back to Tape" part three on the anniversary of the original film's premiere.

"The hip-hop movement has always connected people beyond borders, languages and social backgrounds," said Dr. Sebastian Rudolph, vice president of communications, sustainability and politics at [Porsche AG](#), in a statement.

"These are all values with which we at Porsche identify wholeheartedly."

Regional push

Backed by Porsche and born against the backdrop of the longstanding collaboration, a new version of the iterative documentary is to be released on Aug. 11, 2023.

Whereas the documentary's protagonist initially perused the underground scene in cities such as Munich, Hamburg, Berlin, Frankfurt, Stuttgart and Heidelberg, Mr. Backspin would go on to expand his purview, touring Paris, Barcelona, London, Berlin and Copenhagen two years later, for the "Back 2 Tape," released via the Porsche Newsroom and Backspin TV on YouTube.

The second part of the "Back to Tape" trilogy went live in April 2020

Having garnered more than 20 international PR and communications awards and generated around one million organic views, the film has even crossed over into other mediums in recent years, inspiring a 212-page [cultural and travel guide](#) about the road trips, published by Porsche and Backspin in 2021.

Now, with help from the brand, the writer will attempt to navigate the intricacies of the U.S.-born musical genre.

For "Back to Tape 3," Mr. Backspin stops in hotbeds such as Atlanta, Los Angeles and New York, meeting with newcomers and legends alike, his Porsche in tow all the while.



Music journalist Niko Backspin appears on the streets of Los Angeles, Porsche in Tow, for a third "Back to Tape." Image credit: Porsche

The project, which arrives aside another milestone, as the company celebrates its 75th anniversary ([see story](#)), allows Porsche to showcase a level of cultural prowess whilst resourcing the documentation and preservation of a significant global movement in music.

"We want to invite people to encounter hip-hop culture and all its varieties openly and positively," said Mr. Backspin, in a statement.

"For us the focus is not on concerts, new albums or hit singles, but on people and their stories: their past, how they see hip-hop, their value system."

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