

AUTOMOTIVE

## Porsche manifests artist-driven reimaginings of electric future

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*The team created a virtual universe and a psychedelically-patterned Taycan EV to explore it, celebrating what is to come in the fields of science and the arts. Image courtesy of Nelly Ben Hayoun-Stpanian. Photo by Naomi Ngoo Richmond*

By EMILY IRIS DEGN

German automaker **Porsche** is partnering with an out-of-this-world creative.

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The brand tapped extreme experience designer Nelly Ben Hayoun-Stpanian for the third and final installment of the "No Passengers" series. Together, they created a virtual universe and a psychedelically-patterned Taycan electric vehicle (EV) to explore it, celebrating what is to come in the world of science, the arts and humankind.

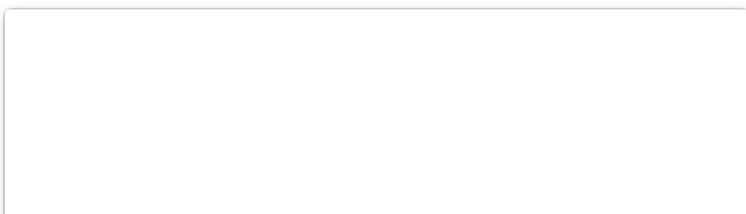
"I have been working for more than a decade in the space industry developing experiences," said Ben Hayoun-Stpanian, London.

"For me, it is essential to look for new visions for the future of humanity, being on earth or in space," they said. "I believe we can achieve this by using our radical imagination and plurality both in our thinking and in practices to offer new alternatives away from the current ideologies and oppressive narratives rooted in systemic racism and colonial history."

Shaping space

In the final film of the programming, **the designer** stars as the driver of the colorful EV, captaining it through new dimensions.

They and their majority-female team brought in their design expertise to create new textures and patterns, filling up their new universe with original shades, shapes and scenery. Donning a metallic space suit, rainbow-hued makeup and disco-esque jewelry, the artist races through different corners of the cosmic world.



[View this post on Instagram](#)

A post shared by Nelly Ben Hayoun Studios (@nellybenhayou...)

Portals covered in what looks like golden octopus suction cups act as driving tunnels, and overlooks with sweeping vistas of spewing violet volcanoes and neon planets act as rest stops, bringing together the specialties of both the creative and the automaker itself.

"It has always been a dream of mine to consider what Perpetual Potion' could be like, feel like or look like," Ben Hayoun-Stpanian said.

"Imagining the non-material textures of something that never slows or tires at the scale of the universe also presents us with our very own vulnerability and pushes us to reflect on our own human doings," they said. "With electric engineering, the new creative potentials are endless not just aesthetically, but also in terms of experience and connection to our various ecosystems, it brings the conversations around other forms of energies which you can also find in the universe and that is something that fascinates me."

#### *Episode three of "No Passengers"*

In the episode's behind-the-scenes interview with them, they stress the importance of questioning given systems, stating that societal norms are meant to be rocked.

This is a centerpiece of their own work, as someone who creates memorable experiences for people through art and the presentation of new ideas, both of which were incorporated into the film.

"The video is built as a show that never ends, as a part of an imaginary multiverse and inspired by my initial training in textile design in Japan working on kimonos and marble patterns, my work in the space industries and other immersive experiences I directed," they said.

"The result is showcasing a plurality of physic theories i.e., quantum physics, multiverses, Casimir experiment, etc. while making use of the latest technology in filmmaking with the software, Unreal Engine."



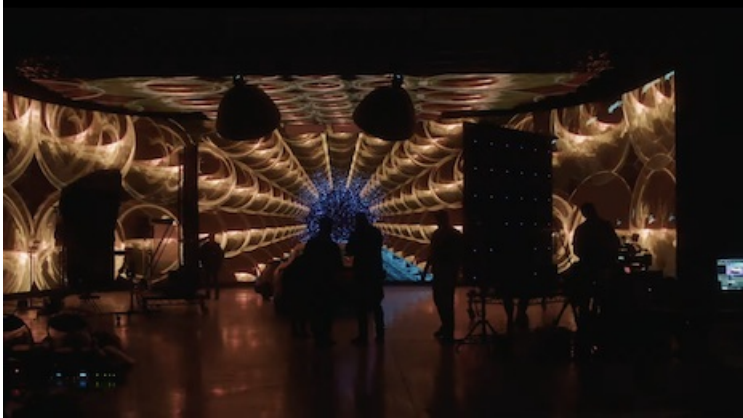
*Among the designer's accolades is founding the International Space Orchestra at NASA in 2012, which influenced the cosmic journey depicted in*

*the film. Image courtesy of Nelly Ben Hayoun-Stpanian. Photo by Naomi Ngoo Richmond*

The designer and Porsche paid homage to this philosophy with the Taycan EV's finish, using a vibrant, swirling pattern from their past textile work. A dawning planet was also given the same look, swirling in their character's eyes as they pulls over to watch it rise at the end of the film.

"In the video you can see all of my previous projects translated into Unreal Engine," Ben Hayoun-Stpanian said.

"For example, you see the volcano I did in [someone's] living room, dark energy made with marshmallows, the sonic boom in the Super Kamiokande and other scientific experiments," they said. "A lot of my work is about making such scientific experiences accessible to all of us, not just experts in the field, so that all of us can appreciate how all ecosystems are interconnected and that history is non-linear. "



*Using high-tech capabilities, another "extreme experience" was crafted. Image credit: Porsche*

The piece was made in collaboration with private member's club Soho House, which has worked with other luxury vehicle brands in the past ([see story](#)).

It has been working with Porsche since 2022, entering into a three-year partnership to create in-person programming throughout European members' towns, including the popular "Art of Dreams" exhibit, which came to the United States in the winter of the same year ([see story](#)).

Green art

The finale of the artistic series fuses Porsche's two heavyweight initiatives, electrification ([see story](#)), and the support of creative minds.

In February 2023, the automaker worked with German fashion house Hugo Boss on a collaborative drop. The campaign featured a slew of young artists, including Colombian artist Maluma ([see story](#)).

A few months later in April, Porsche progressed with a half-decade-long music partnership rooted in music, laden with cultural capital ([see story](#)). This time, German hip-hop was spotlighted.

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