

AUTOMOTIVE

Porsche, Instagram celebrate 50 years of hip-hop history in Atlanta

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City officials will issue proclamations to those who have played a crucial part in advancing Atlanta's music community at the co-hosted event on Oct. 27. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

Joining forces with social media platform Instagram, German automaker Porsche is marking a musical milestone in the city of Atlanta.

The partners will celebrate 50 years of hip-hop at a private event on Oct. 27, hosted in association with the Mayor's Office of Film, Entertainment & Nightlife. The commemoration will take place at Porsche Cars North America headquarters, which have remained rooted in Georgia's capital for a quarter century.

"We are thrilled to celebrate five decades of hip hop with an Atlanta twist," said Ayesha Coker, vice president of marketing at [Porsche Cars North America, Inc.](#), in a statement.

"At the same time, we're proud to join Instagram and the City of Atlanta Mayor's Office of Film, Entertainment & Nightlife to uplift those musical artists and executives who make the genre and this city our home for 25 years exceptional."

Generational genre

Prominent figures from Atlanta's hip-hop scene are expected to attend the Thursday affair, with some receiving city proclamations for their roles as staples of the music community.

"At Instagram, we strive to bring people together through creativity, and the connections that have emerged from Atlanta's hip hop community are unparalleled," said Malika Quemerais, head of artist partnerships at [Meta Platforms, Inc.](#), in a statement.

"With a member of our team on the ground in Atlanta now, we couldn't be more excited to join Porsche and the City of Atlanta to celebrate the incredible achievements of local artists."

Contributions are recognized as an ongoing, year-long celebration of the anniversary of hip-hop continues.

So far, several luxury entities including French Cognac brand Rmy Martin ([see story](#)), online retailer Farfetch ([see story](#)) and even Porsche itself ([see story](#)) have taken part.



Several luxury labels have been apt to recognize the cultural significance of the genre this year. Image credit: Farfetch

At the event, three local DJs KP The Great, DJ Osho and Mix Master David will take the stage to perform sets.

Leading up to the outing, Porsche has been offering test drives of its all-electric Taycan supercar to select musical artists at the Porsche Experience Center Atlanta's new West Track.

"In celebrating 50 years of hip hop, we honor a cultural phenomenon transcending time, borders, and generations," said Atlanta councilmember Marci Collier Overstreet, in a statement.

"Hip Hop has emerged as a powerful form of self-expression and artistic innovation; it has shaped the music industry and influenced fashion, language, and contemporary global culture," Ms. Overstreet said. "The Atlanta City Council joins Mayor Andre Dickens, Porsche Cars North America, and Instagram in celebrating the genre's innovation and inclusivity with a commitment to the principles that have made it a cultural force.

"Our city will aspire to continue honoring and preserving its legacy."

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