

AUTOMOTIVE

Porsche uplifts successful ballet program

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The brand invited young dancers to train and learn from professionals in the field. Image credit: Porsche

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

German automaker Porsche is celebrating a philanthropic milestone.

In partnership with youth advocacy organization ChildFund Korea and Korean cultural group Dance Planner, Porsche brought 15 juvenile ballet dancers to its headquarters in Stuttgart, Germany to learn from professional mentors as well as perform choreographed pieces at Theaterhaus Stuttgart. The programming serves as the closure to the inaugural "Porsche Turbo for Dreams Ballet" endeavor, an offshoot of the "Porsche Do Dream" initiative in South Korea, which supports local talents and nonprofits.

"Through the Korean ballet students' performance the audience in Stuttgart, the hometown of world-class ballet and Porsche, could feel the excitement and positive energy of this international cultural exchange," said Holger Germann, CEO of **Porsche Korea**, in a statement.

"With Porsche Turbo for Dreams' we want to help young talents on their way to fulfill their dreams and today they not only created memories that will shape their future, but it was an inspiration for everyone witnessing the result of their remarkable journey."

Next steps

"Porsche Turbo for Dreams" launched this year, with its debut initiative focused on supporting young ballet dancers in South Korea.

Students selected for the program ranged in age between fifth graders and high school sophomores, with the participants receiving personalized educational and professional guidance, German cultural experiences and a tour of Stuttgart Ballet's John Cranko School over the course of two weeks in June 2024.



Dancers also posed for profile photoshoots at the Porsche Museum. Image credit: Porsche

The camp concluded with performances of "Don Quixote Kitri Solo" and "Esmeralda Solo," as well as other modern choreographed numbers, at Theaterhaus Stuttgart.

Due to the success of the program, Porsche Korea is expanding the "Porsche Do Dream" endeavor to further develop future generations in five fields: education, sports, arts and culture, the environment and society. "Porsche Do Dream" has existed for 8 years, with the automaker donating a total of 7.63 billion South Korean won, or \$5.59 million at current exchange, to 118 domestic organizations and 31,417 local individuals.

By the end of the year, the company will contribute another \$1.28 million to its philanthropic venture.

Porsche has been active in the APAC region, with its Chinese division naming a new president and CEO this month ([see story](#)).