



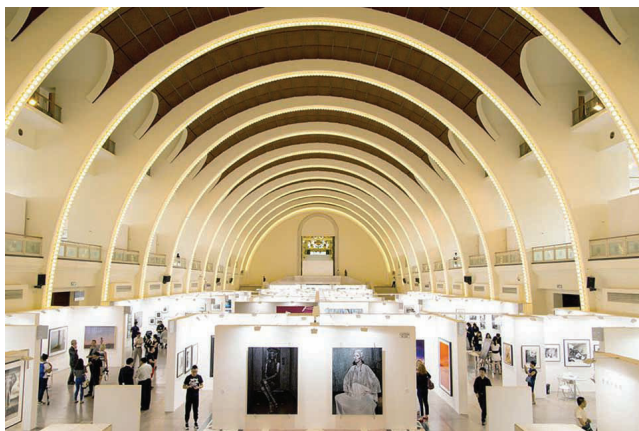
CASE STUDIES OF EXCELLENCE

**CAMPAIGN: PHOTOFAIRS****CLIENT: PORSCHE****AGENCY: FREEMAN****CAPTURING AN AUTOMOTIVE WONDER**

The PHOTOFAIRS is a top international art fair focusing on artistic imagery. It was created to serve the growing demand for a collection of contemporary photography in China and Asia Pacific. Porsche, the automobile manufacturer specializing in high-performance sports vehicles, was the show's chief partner. Porsche wanted to show visitors the "fascination" for the Porsche brand in the show's largest exhibiting space with a booth of 700 square meters.

MORE THAN JUST A VEHICLE

To tell the story through a mix of local and international artists who have collaborated with the brand, we curated the artwork, selected the featured photographers, and created an art-focused experience for visitors to discover Porsche under a different perspective. Porsche values came to life through the display of portraits, abstract photography, and street photography.

**ENGINEERING AN EXPERIENCE**

The exhibition was divided into four spaces: Passion, Precision, Vision, and Creation. Each area was dedicated to telling the stories behind "Fascination." Seven artists were featured, including two Chinese artists who gave a preview of their artwork for the upcoming PHOTOFAIRS show. In

addition, Porsche organized a photography competition a month before the exhibition and visitors were asked to vote for their favorite photographs.

TUNED TO PERFECTION

The three-day exhibition at Shanghai Exhibition Centre attracted more than 30,000 visitors and over 50 galleries from 28 different cities. The exhibition showcased the super sports cars in various artistic layouts, demonstrating Porsche's passion and commitment to the race track.

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