

For Immediate Release

## The Norman Foster Foundation joins Porsche's 'The Art of Dreams' initiative with a collaboration to be presented during the 19<sup>th</sup> International Architecture Exhibition of La Biennale di Venezia



Madrid, 12 February 2025

The 8<sup>th</sup> Edition of Porsche's 'The Art of Dreams' initiative is envisioned by the Norman Foster Foundation. The collaboration will take place with an architectural installation in Venice at the 19<sup>th</sup> International Architecture Exhibition of La Biennale di Venezia curated by Carlo Ratti.

Titled *Gateway to Venice's Waterways*, the joint endeavour embodies their shared vision on the future of mobility. Venice, renowned for its timeless beauty and rich heritage, is poised to become a symbol of progress and innovation, offering lessons for cities worldwide. The project aims to open discourse and demonstrate the Norman Foster Foundation and Porsche's commitment to future mobility.

In response to this year's theme of the Biennale Architettura 2025—*Intelligens. Natural. Artificial. Collective.*—*Gateway* is a physical manifestation of the intersection of dreams and reality through inspirations of nature and technology; showing how design can reconcile the complex demands of modern urban infrastructure with a commitment to sustainability. The project is led by the Norman Foster Foundation, Michael Mauer and Ragnar Schulte from Porsche, Miguel Kreisler, Empty-BAU; and Christopher Hornzee-Jones from Aerotrope Ltd.

**Norman Foster**, President, Norman Foster Foundation, stated: 'The collaboration between the Norman Foster Foundation and Porsche underscores the importance of a holistic approach—bringing together experts from diverse fields to shape the future of mobility. By integrating technology, insights from nature and lessons from the past, we can reimagine cities that are not only more sustainable but also more connected and efficient. *Gateway to Venice's Waterways* is a testament to this vision, demonstrating how innovation and tradition can coexist to inspire new solutions for the urban landscapes of tomorrow.'

**Michael Mauer**, Vice President, Style Porsche, said: 'Design and architecture share the same attributes: in contrast to art, both disciplines stand for an interplay of aesthetics and technology as well as functionality and realisability. The complexity of both topics creates a clear distinction from pure styling as well as a great fascination for the other discipline. The exchange with creative colleagues beyond the boundaries of classic automotive design is always enriching for us. Creativity thrives on communication and freely conceived ideas—the collaboration with the Norman Foster Foundation team provides us with exciting food for thought.'

*Gateway to Venice's Waterways* will remain open for the duration of the 19<sup>th</sup> International Architecture Exhibition of La Biennale di Venezia, from 10 May to 23 November 2025.



### Norman Foster Foundation

Founded in London in 1999, and headquartered in Madrid since 2017, the Norman Foster Foundation promotes interdisciplinary thinking and research to help new generations anticipate the future. Central to its work is Norman Foster's enduring philosophy that architecture, infrastructure and urbanism directly impact the quality of our lives as new cities are created and existing ones evolve. Since its launch, the Foundation's educational programmes—comprising workshops, forums and fellowships—have encouraged new thinking and research to help future civic leaders prepare for the challenges they will face, based on data rather than fashion. Those programmes and principles led to the creation of the Norman Foster Institute which launched its first Master's Course on Sustainable Cities in January 2024.

The Foundation is also home to the Norman Foster Archive and part of his Library, which provide a window into the larger narrative and history of our built environment through the work of Norman Foster and other prominent architects. The Archive is an open online resource and contributes to exhibitions worldwide. The education programmes and research teams are supported by the Foundation's in-house architectural team. The work of the Foundation is shared with a wider audience through the books and reports created by the Norman Foster Foundation publications team.

The Norman Foster Foundation is the recipient of various awards and was recognised as a Centre of Excellence by the United Nations Economic Commission for Europe (UNECE) in 2021. The Foundation is headquartered in Madrid and operates globally.

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### Porsche and 'The Art of Dreams'

Porsche AG has its headquarters in Stuttgart-Zuffenhausen. The sports car manufacturer is one of the most valuable luxury brands in the world. The company sees itself as a pioneer of sustainable mobility. The strong corporate culture is based on passion, pioneering spirit, sportsmanship and family cohesion. 'The Art of Dreams' was first presented in October 2021 in Paris at the Palais Galliera with the installation 'Remember Your Dreams' by Cyril Lancelin. For each edition, Porsche invites an artist or collective to create an installation on the theme of dreams. 'The Art of Dreams' is part of important art platforms, including: Singapore Art Week, Milan Design Week, Art Basel Miami, the Design Parade Hyères festival and Frieze Seoul. Previous collaborations with artists include: Ruby Barber, Chris Labrooy, Numen/For Use, Thomas Trum, Capsule Global, Audrey Large, Théophile Blandet, Ezra Miller, Kwang Ho Lee and Nice-workshop.

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