

## **Air|Water Poland – Over 250 Porsches, 4,500 Visitors, and an Energy Warsaw Has Never Experienced**

If one could measure an event's success by the intensity of emotions, then Warsaw transformed into the capital of automotive exhilaration last weekend. The first European edition of Air|Water – the cult event created by Patrick Long and Jeff Zwart in California – drew more than 4,500 attendees and over 250 Porsche vehicles to Stacja Muzeum and Nocny Market. The space was arranged not like a traditional car meet, but rather like a living museum of automotive history and street art. Historic locomotives, unique artworks, Porsche Museum cars, collectors' treasures from private collections, and atmospheric partner zones all contributed to a full-spectrum experience unlike any previous event of this kind in Poland.

### **Icons from Zuffenhausen**

One of the event's highlights was the presence of Porsche Museum cars from Stuttgart. On display were, among others, the hybrid 918 RSR concept with 767 hp, the one-seater Boxster Bergspyder weighing just 1,130 kg, and the legendary ultra-light 1968 909 Bergspyder – one of only two in the world. Also featured were the 911 GT3 R Rennsport, a track-only race car limited to 77 units, the Cayenne S Transsyberia built for an extreme Siberian rally, the 908/03 Spyder – known from Targa Florio – and the iconic 911 Carrera RS 2.7.

But it wasn't only museum pieces that captured attention. Among private vehicles on display were several Porsche 356 Speedsters – one of the purest forms of the classic roadster. Motorsport enthusiasts paused over the 911 Carrera RS (964 generation), the 911 GT2, and the extremely rare 911 S/T. A standout was also the one-off 911 Dakar in the distinguished Red 58 Special livery, created as a tribute to Sobiesław Zasada, Marek Wachowski, and their stellar performance in the 1968 London–Sydney Marathon.

### **When Automotive Culture Meets Lifestyle**

Air|Water is more than cars. It's about community, emotions, and an atmosphere that can't be replicated. Among visitors were well-known creatives, artists, and influencers – including Bedoes, Pezet, Jimek, Tomek Makowiecki, and Steez from the duo PRO8L3M – not as headliners, but as guests who, like thousands of others, wanted to experience this unique blend of culture, design, and automotive passion. Over two days, the venue at Towarowa 3 buzzed with life – offering excellent street food, music curated by the Night Market, and an evening gathering zone at Platform 2.

Air|Water Poland wouldn't have had this energy without partner involvement, especially Porsche Polska, whose new headquarters is located adjacent to the event site. Together with Porsche Centrum Warszawa Okęcie, Porsche Centrum Warszawa, and Porsche Store Warszawa, they arranged not only display areas for standout customer vehicles but also experiential zones designed for carefree, lifestyle-oriented interaction with the brand.

PRM added a fashion twist, and thanks to artist Gioele Corradengo, attendees were treated to a live performance. On the first day, he hand-spray-painted a Porsche 911 Carrera; on the next, he personalized t-shirts in front of the audience. CarBone showcased advanced, artisanal interior modifications, while the LaSquadra stand featured a flawlessly built Singer restomod – an example of absolute craftsmanship in the restomod world.

As Paweł Mazurek, Marketing Communications & Event Manager at Porsche Polska, notes, the philosophy behind Air|Water goes far beyond typical promotional activities:

“Meaningful engagement goes far beyond advertising or traditional showroom experiences. Air|Water is a perfect example of that philosophy. It’s not driven by commercial KPIs but by the desire to offer value through curation, creativity, and community. It’s a place where long-time collectors meet first-time dreamers, where families with future drivers meet engineers and artists who shape the brand’s future. They spark conversations that last far beyond the weekend.”

### **A Community Driven by Passion**

Air|Water Poland attracted collectors of classic and modern Porsches, as well as those dreaming of their first Zuffenhausen model. Importantly, many attendees traveled from abroad to see the European debut of the event. Organizers prioritized quality, authenticity, and curation—focusing on atmosphere over numbers. This was evident in every detail: from the car layout orchestrated by Jeff Zwart to the visual styling and flawless site preparation. Guests showcased their vehicles from the UK, Denmark, Norway, Hungary, and the Czech Republic.

The event was produced in Europe by VMR, an agency specializing in automotive experiential marketing, and also responsible for bringing Luftgekühlt to Poland last year. As Mateusz Klawiter, founder of VMR and conceptualizer of the Polish edition, states:

“The first edition of Air|Water in Poland is not only a professional success—it also confirms the strong and conscious Porsche team VMR has built. The community around Porsche in Poland is exceptional, and I’m proud to be a part of it. Through events like this—together with Porsche Polska and our partners—we’re setting trends not just in Europe, but worldwide.”

Air|Water Poland proved that automotive culture doesn’t need to stay locked in showrooms or on racetracks—it can be a living part of urban life, filled with art, emotions, and inspiration. It wasn’t just an exhibition; it was a celebration of passion, style, and freedom.

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