

Icons of Porsche returns to Dubai this weekend, celebrating automotive heritage, art, and culture

18/11/2026 The Icons of Porsche festival returns to Dubai this weekend (21-22 November 2026) for its sixth edition, this year at a new location in The Square Nad Al Sheba.

Dubai |Bringing together automotive heritage, art and culture, this year's festival offers visitors two days of unique F&B experiences, live entertainment, creative art installations and exclusive first looks at Porsche cars.

The Districts

Divided into unique experience zones, each space offers a different perspective on the world of Porsche.

- **RACEBORN: 75 Years of Porsche Motorsport t**akes centre stage, celebrating Porsche's rich history

and legacy in motorsport.

- **Porsche4Kids Beach** offers a beach-inspired playground made for young Porsche fans, complete with Tom Targa and Tina Turbo, arts and crafts, and more.
- **Camp Porsche** comes alive, where attendees can discover some of Porsche's most iconic sports cars, including the Cayenne and 911 Dakar.
- At **Dreamers Row**, individuality meets Porsche craftsmanship, showcasing cars shaped through Exclusive Manufaktur, Sonderwunsch and Paint to Sample (PTS).
- The **Esports Arena** puts visitors in the driver's seat, with immersive driving experiences and competitive challenges that let them test their racing skills.

Music & Entertainment

Music sets the tone across the festival, with a diverse line-up of regional and international talent spanning live performances, pop-rock, soul, R&B, funk and electronic music.

Taking to the stage throughout the weekend are:

- Ark Angels
- Chelsey Chantelle
- Emily Peacock
- Greg Pearson
- Whitley Ruchea
- Ethnotronika
- Jay Abo
- The Nomads
- Karman Line
- DJ Liutik
- Junior J

Art & Culture

Art and automotive culture come together at Icons of Porsche through a contemporary Arabian souk celebrating Porsche-inspired creativity. Bringing together regional and international visual artists, photographers and sculptors, the showcase explores the relationship between automotive design and creative expression.

Artists set to showcase their work include:

- Cobalt 03
- Dashaartsi
- Davit Mikayelyan
- FSC.RED
- Garage & Gentry
- Hurwegena
- Race Sculpture
- Scaliper
- Siyarty
- Sofia Shina

• Gallery • René Staud • Toskill	• Tryartz • Paul McLine

Food & Beverage

A diverse line-up of food and beverage partners will keep guests fueled throughout the weekend, with everything from crowd favourites and street food to specialty coffee, sweet treats and desserts.

- **Food & dining:** Pickl, The Lazy Guy, Al Mallah, Fibber Magees, Bonbird, Naan & Co, Sausage Saloon, Meokja, Fresh Market, Dastarkhan and Munchie House.
- **Drinks & speciality coffee:** Naelus, Tropicool, Green 11, Five Origins and SH Café.
- **Sweet treats & desserts:** Twisty Treats, House of Pops, Intellect, Melt, Bake My Day, Berry Dip, Flufftopia, Coco Club, Mom's Crepe, DIP'D and Baked with Love.

Community & Lifestyle

Beyond the cars, guests can immerse themselves in the Porsche lifestyle through a series of community activities and exclusive collaborations, including the following.

- **NailsLAB:** Custom Porsche-inspired nail stickers, bringing automotive design into the world of beauty and personal expression.
- **DRVN by Porsche:** Exclusive drinks created for the festival.
- **Bake My Day:** Specially created Porsche-themed treats, adding a playful twist to the festival's food and beverage offering.

Icons of Porsche 2026 is supported by its official partners, Bose, Mobil 1 and Michelin, who return to be part of this year's festival.

Getting There

Guests are encouraged to arrive by taxi. Careem app offers two options for discounted fares to Icons of Porsche:

- '**IOP2026**' for **15% off 2 Careem rides**, up to AED 15 per ride, to or from the festival (does not include Hala Taxi)

- '**ICON25**' for **25% off 2 Hala Taxi rides**, up to AED 10 per ride, to or from the festival

Thos arriving by car should use the parking facilities at Meydan Racecourse, with complimentary free shuttle services available to transport all ticket holders directly to The Square Nad Al Sheba.

Tickets to Icons of Porsche in Dubai are still available via IconsOfPorsche.com, priced at 85 AED. Children under the age of 12 can register for free tickets when accompanied by a ticketed adult.

Follow Porsche Middle East and Africa on Instagram @porsche.middleeast for more event updates.

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