

Visionary in Bangkok: Chanond Ruangkritya

15/08/2025 Thai real estate developer Chanond Ruangkritya has helped develop Bangkok into a modern metropolis – and is now fulfilling a dream with his most ambitious project to date: Porsche Design Tower Bangkok, a luxurious residential tower in the popular Thonglor district. How does someone like that relax?

Let's begin with the most important question: what stands the test of time? "Not a whole lot," says 51-year-old Chanond Ruangkritya cheerfully. As he sees it, the self is nothing more than a physical construct of the body, and any pursuit of wealth and fame is ultimately pointless. Ruangkritya is not only a successful real estate developer and sports car collector, but also a devout Buddhist. He meditates regularly and practices breathing techniques and the art of letting go.

Asked about the last time he lost control, he thinks long and hard – but nothing comes to mind. "Sometimes my wife asks me how I can keep so calm when the kids are tearing around," he says and laughs.

Outside, the rain beats against the tall windows on the 37th floor of the Coco Parc residential complex with views over Benjakitti Park. Located on the expansive grounds of a former tobacco factory, the green oasis not only offers space for recreation away from the hustle and bustle of city life, but also serves an environmental function with its forest, wetlands, and lakes.

Ananda Development, Ruangkritya's real estate group, was responsible for developing the luxury apartment building close to the park, like so many other modern buildings that dominate the cityscape today. The company head calmly conducts a business call as assistants rush back and forth around him. Then he starts his playlist, which alternates between Kendrick Lamar and Drake. "If it were up to me, I'd spend 80 percent of my time listening to music."

While he can usually do as he pleases, even a very busy CEO has to occasionally submit to the onslaught of meetings and appointments. However, there are always clearly formulated objectives. "All of the participants need to know in advance what to expect from the meeting. Otherwise, nothing gets done." Ruangkritya manages the approximately one thousand employees in his company with a firm hand, but also motivates them wherever possible. "Sometimes you need to crack the whip. But only very rarely." If you spend any time with him, you'll notice that all of the employees around him seem to be incredibly focused on their work.

Studying in the US

He moved from Thailand to the US at the young age of eight, "at his own request," as he says. School in Florida, an economics degree in Berkeley, California. In 1998, Ruangkritya moved from the US back to Thailand to support his parents, who also had a real estate company. At that time, the Asian economic crisis had thrown everything into turmoil. The baht – the Thai currency – plummeted, and banks went bankrupt. "It was like 2008 in the US, when Lehman Brothers collapsed, except that there was no government in Thailand to bail out the banks," recalls Ruangkritya. More than anything else, he sorted out the finances of the family business, which was fundamentally healthy. After that, the banks knew who he was. Some of the investors from that time have maintained a trusting relationship with him to this day and support his construction projects.

When he was little, as he says today, he couldn't stand the constant stop-and-go traffic on the way to school in the booming city of Bangkok.

That's why he likes to plan his real estate projects for a growing, rising middle class in popular areas – with a good connection to public transportation. "People here spend 44 days a year in traffic," says the entrepreneur.

He had that figure calculated when he founded Ananda Development in 1999, at which time around 6.3 million people lived in Bangkok. Now it's around 11.2 million. His company is growing with the city. Gazing out into the rain, Ruangkritya explains that he enjoys jogging in Benjakitti Park, but sometimes even runs from his home in the Thonglor district to Chinatown – approximately 30 kilometers there and

back – setting off at daybreak.

In the evening, the many shops bathe Yaowarat Road in the heart of Chinatown in neon light. But in the morning, before temperatures rise to 30 degrees Celsius, business activities dominate the scene.

Old temples next to modern towers

He loves this variety. If you walk on to the river, you can see Wat Arun temple on the other side. The city's iconic landmark stands there confidently nestled in a row of modern skyscrapers. The fact that the tall and short buildings, the old temples, and the ultramodern towers ultimately join to form a man-made panorama has always fascinated a professional like Ruangkritya, who played an active role in shaping this landscape.

“I started my long runs in preparation for marathons,” he says. It's worth mentioning here that the avid jogger looks more like a fit 40-year-old than a 51-year-old. “Biohacking!” he says in response. He makes sure to get enough sleep, maintains an anti-inflammatory diet, meaning he prefers foods that help to reduce inflammation in the body, gets regular exercise, but also enjoys going to parties. He's well aware that his time – including his time on earth – is limited and wants to make the most of it.

“It's a good idea anyway for a real estate developer to explore the city on foot,” he says. That's an absolute must for tourists too. Sometimes he takes a tuk-tuk back to his home in the Thonglor district. His garage houses 13 Porsche models, which he very rarely drives in city traffic.

We climb into an electric van and head through the city toward Thonglor. “Look at this. I have everything I need here,” explains Ruangkritya. He slides the seats back and forth and shows how the screen lowers from the ceiling when it's time for a phone conference. The seats can even massage the passengers' backs. All in all, this is the opposite of the Porsche RS models that Chanond Ruangkritya collects. “But this here is more of an everyday device, like a microwave,” he says.

He wants to make a short stop at the EmSphere shopping mall, a concept developed by a friend of his. It just might be the most popular mall in a city with no shortage of shopping options. “Shopping malls are a part of our everyday culture,” says Ruangkritya. When it's always hot outside, you come to love places that are air-conditioned throughout and offer both shopping and entertainment. At EmSphere, you'll find a carefully curated selection of products more casual than luxurious, but also an exquisite club on the roof.

Visiting Curvistan Bangkok

The next stop is Ruangkritya's current favorite place in the city. The best way to describe Curvistan Bangkok in Thonglor might be as a pop-up store for Porsche enthusiasts. An alternating selection of special models are displayed on a platform along with posters and design relics. And there's a good

café. “It's more about cultivating the brand and looking after customers and the community than selling vehicles,” explains Ruangkritya.

Porsche owners can enjoy the visually powerful stories behind the individual models, while others can dream about it as they sip their coffee. With luxury products taxed at exorbitant rates in Thailand, a Porsche sports car is a purchase that requires extraordinary passion. A temple like Curvistan Bangkok is a suitable space for honoring the vehicles.

Ruangkritya came up with the project with German creative designer and photographer Stefan Bogner, who publishes the travel magazine Curves. There's a meeting room set up on the second floor with dark wood, a luxurious kitchen, and a low lounge suite. The entrepreneur drops onto a sofa and hands the floor over to an enthusiastic employee, who presents a video about the planned Porsche Design Tower Bangkok, which will be built just a stone's throw away, and explains the exciting concept. Scheduled for completion in the fourth quarter of 2028, it will be the first structure of its kind in Asia and the third worldwide, after Miami and Stuttgart. Porsche Design Tower Bangkok is not only making a dream come true for the real estate developer, but is also his company's 100th construction project. And Ruangkritya would like to expand the concept to other big cities in Asia.

The Porsche Design Tower

The exclusive project's location in Thonglor is no coincidence, as Ruangkritya's neighborhood boasts a pretty unique mix of street food and fine dining, along with hidden bars behind unassuming doors. Both elegant and attractive. The tower will house 22 residential units – rather than apartments, they'll be “stacked villas” consisting of quadplex and duplex units. There will be a spiral-shaped ramp at the core of the tower referred to as “The Loop,” allowing him to drive his vehicle up to the “Passion Space.” “One customer is interested in setting up a Pilates studio there, while others will park their cars.” Any exhaust gas will be extracted from the Passion Spaces, which are also soundproof. “They can throw parties here without disturbing their neighbors,” explains Ruangkritya. Additional project highlights include a customizable facade, which, inspired by the “Kinetic Move” of the Targa roof mechanism and its hybrid design, features a fully automatic terrace door system that enables a seamless transition between the inside and outside.

The “X-Frame” pedestal structure reflects the design of the Mission R concept vehicle. And “The Crown,” a light signature at the top of the 95-meter tower, takes its inspiration from the Porsche light signature and will enrich Bangkok's skyline at night.

The prices for the exclusive residential units begin at 15 million US dollars. Some of the units have already been sold, and Chanond Ruangkritya himself will also own one of the villas there. He and his wife plan to leave their previous condo to their three children, who will soon be grown up.

Three levels of sports cars

Now we accompany the successful entrepreneur to a building that's unassuming from the outside, close to his home. A roller door lifts to reveal a matte black hall that houses three levels of sports cars lined up next to and above each other. He can raise and lower the cars at the press of a button, like in a vertical closet. “Which model would you like to see?” he asks. There's a Cayman GT4 in one space, a 911 (964) in another, and in front of that a Carrera GT raring to go. Ruangkritya pushes the car himself a few yards into the right position for the photographer, the wheels squeaking along the carefully polished floor.

To this day, Ruangkritya is still passionate about all things analog: internal combustion engines and manual transmissions. He takes the visitors up to the mezzanine for an even better view of the collection, which also includes two 911 GT3 RS models of generations 996 and 997 as well as a 911 Carrera RS (993). “I initially only wanted to install two levels, but my wife immediately said, ‘Do three!’ And still, I've run out of space.” If he wants to buy a new car, he'll need to sell one first.

From the mezzanine, you can also read the German words on a Cayman GT4, which say in red on pink, “Rüssel,” “Hals,” “Schulter,” “Wamme,” “Schinken,” and “Schwanz” (snout, neck, shoulder, jowl, ham, and tail). “An homage to the famous race car with the nickname ‘Sau’ (Pink Pig), which competed in Le Mans in 1971,” explains Ruangkritya. Many old racing posters adorn the walls of the hall. On the mezzanine, you'll find a kitchen, a lounge suite, and two roll cages in which you can play the video game *Gran Turismo* .

Board games, model cars, and microphones for an evening of karaoke are ready and waiting. Ruangkritya laughs out of sheer pleasure. “But,” and here his mood dampens just a bit, “I don't come here nearly often enough.” However, the sports cars do make it out of the garage – less in Bangkok than in the area surrounding the city – with Ruangkritya behind the wheel himself.

If he's not training for a marathon, Ruangkritya's ideal Sunday is an early drive in one of his RS models. And that's not limited to the regular excursions with other Porsche fans in Thailand referred to by the German name “Das Treffen” (The Meeting). “I enjoy those too, especially for getting together with friends,” says Ruangkritya. “But we tend to make too many stops. I love to drive and only stop when the car has to.” In other words, at the gas station to top up or eat a quick sandwich – and then back on the road. “For twelve hours, if at all possible.” Without music, even if it is so important to him at other times. That's his idea of happiness, driving a 911 GT3 RS until his back hurts.

There's just one question left: what's the point of it all if you're always aware of just how transient everything is? As far as Chanond Ruangkritya is concerned, that's not a contradiction. “It's the moment that counts,” he says. And every moment should be purposeful. That's why he likes to get up so early in the morning and watch the sun rise. “It reminds me of the beauty and transience of life.” And that's the reason for the meditation, the Sunday drives, living life to the fullest, the structured conferences, and the music, which should be playing whenever possible. And that's why he very rarely gets worked up.

That would spoil the next moment.

Info

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MEDIA ENQUIRIES



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Consumption data

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

Path: Visionary in Bangkok: Chanond Ruangkritya/Images/img_1.jpg
Title: Chanond Ruangkritya, Real estate developer, Bangkok, 2025, Porsche AG
Subline: Chanond Ruangkritya

Path: Visionary in Bangkok: Chanond Ruangkritya/Images/img_2.jpg
Title: Bangkok, 2025, Porsche AG
Subline: A booming city: Bangkok's population has nearly doubled over the past 30 years. A great deal has been invested in the infrastructure to deal with the gridlock, making the Skytrain and Metro the better everyday choice.

Path: Visionary in Bangkok: Chanond Ruangkritya/Images/img_4.jpg
Title: Chanond Ruangkritya, Real estate developer, 911 Carrera RS, Bangkok, 2025, Porsche AG
Subline: Shopping as a lifestyle: Chanond Ruangkritya in front of the EmSphere shopping mall and behind the wheel of a 911 Carrera RS in the original paint, Ruby Star, one of his favorites in his collection.

Path: Visionary in Bangkok: Chanond Ruangkritya/Images/img_5.jpg
Title: Chanond Ruangkritya, Real estate developer, Bangkok, 2025, Porsche AG
Subline: From design to tower: The real estate developer plans for his most ambitious project to date, Porsche Design Tower Bangkok, which is currently under construction in his neighborhood.

Path: Visionary in Bangkok: Chanond Ruangkritya/Images/img_7.jpg
Title: Cayman GT4, Chinatown, Bangkok, 2025, Porsche AG
Subline: Colorful: Chinatown is the ideal backdrop for the Cayman GT4 in the legendary "Pink Pig" design.

Link Collection

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