

Porsche Design and Ananda Development debut Asia's first Porsche Design Tower in Bangkok

27/08/2024 Porsche Design has unveiled its collaboration with Ananda Development, a prominent real estate developer in Thailand, to introduce the Porsche Design Tower Bangkok. The groundbreaking concept of the highly exclusive luxury residence is located on one of the most prestigious addresses in the capital city of Thailand.

The Porsche Design Tower Bangkok marks the first building of its kind in Asia and the third globally, following prestigious Porsche Design real estate developments in Miami, USA, and Stuttgart, Germany. This project features 22 exclusive duplex and quadplex 'Sky Villas' ranging from 525 to 1,135 square meters, designed to set a new benchmark for luxury living, with an average price of USD 15 million and up to USD 40 million. Construction will start next year and is set to be completed at the end of 2028.

The Porsche Design Tower Bangkok distinguishes itself through a pioneering partnership between Porsche Design, renowned for its design excellence, and Ananda Development, acclaimed for its

engineering prowess and meticulous attention to detail. Together, the two partners have conceived a future landmark with cutting-edge design and exquisite living spaces tailored to the authentic passions of its residents.

“I can't await the opening of the Porsche Design Tower Bangkok, which will be the third Porsche Design real estate project globally and the first in Asia,” says Lutz Meschke, Deputy Chairman of the Executive Board at Porsche AG. “This unique, exclusive architectural masterpiece fits perfectly into our approach to broaden the appeal to our most discerning customers by offering them exclusive experiences in all areas of life. The Porsche Design Tower Bangkok is the next big thing for Porsche in Southeast Asia. The region is becoming increasingly important for us which is highlighted by major events taking place here these days. To name just one example: in January we celebrated the World Premier of the new all-electric Macan in Singapore.”

Stefan Buescher, Chairman of the Executive Board of Porsche Lifestyle Group, expressed his vision on this project: “We are thrilled to announce our partnership with Ananda Development, marking a milestone in our constant pursuit of excellence. Following Professor F. A. Porsche's design philosophy of 'optimizing function while uncompromisingly reducing the form to the essentials,' Porsche Design Tower Bangkok represents a groundbreaking fusion of exquisite design and optimal functionality. Our vision is to create a living space where one's passion thrives. We aspire for passion in every endeavor, ensuring that our projects transcend living spaces to become expressions of individuality.”

Chanond Ruangkritya, President and CEO of Ananda Development, conveyed his enthusiasm for this pioneering collaboration with Porsche Design: “We are delighted to announce our collaboration with Porsche Design, which symbolizes an alignment of our belief – that passion fuels creativity and propels us to achieve excellence – as exemplified today in the concept of the Porsche Design Tower Bangkok. We believe the shared passion between both partners, coupled with Porsche's excellence in luxury design and Ananda Development's meticulous attention to detail in real estate, results in the creation of a truly exceptional residential establishment.”

Architectural highlights and unique features

A striking feature of the Porsche Design Tower Bangkok lies in the integration of "Passion Spaces" - the ultimate luxury garage for residents' meticulously curated collection of cars. These exceptional spaces that can be completely tailored to the individual liking offer residents a private sanctuary. Situated in the heart of the city, this private garage not only serves as a refined venue for social gatherings and exclusive events but also transforms into a versatile backdrop for indulging in various pursuits.

"The Loop" – a spiral access ramp for cars located at the center of the building – leads directly to the “Passion Spaces”. The façade of the high-rise represents functionality at its best by allowing for the transformation of spaces at the flick of a switch. Inspired by the “Kinetic Move” of the Porsche 911 Targa roof mechanism and its hybrid usability, the façade features a sophisticated, fully automated terrace door system allowing future residents a seamless blend of outdoor and indoor living.

Another architectural highlight is the exposed pedestal structure called “X-Frame” whose shape takes cues from the design of Porsche’s Mission R concept car and its exoskeleton structure, creating a unique entry experience. The top of the 95-meter-tall 21-story tower is embellished by “The Crown” – a light signature inspired by the iconic lighting designs of Porsche sportscars creating a landmark in Bangkok’s skyline.

On the inside, exclusive materials and luxury furniture enhance the exquisite living experience while the exclusively designed technically inspired luxurious kitchens feature electrically powered drawers and cabinet doors offering hands-free solutions, high-end customised appliances, and finest durable wooden kitchen façades. The state-of-the-art facilities include a 25-meter swimming pool, a performance fitness center, a spa, a social lounge, and a business lounge.

Sukhumvit Road: an ultra-exclusive location

Renowned for its suitability for luxurious living, Sukhumvit 38 offers unique qualities on the even-numbered side of Sukhumvit Road in the vibrant Thonglor area. Therefore, the Porsche Design Tower Bangkok provides residents with a sense of tranquility and privacy in their residential experience, while also offering convenient access to various amenities and lively attractions, including upscale restaurants, cafes, shopping malls, entertainment centers, and a variety of leisure activities.

For further information and updates, please visit: pdtowerbangkok.com.

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