

Curvistan arrives in Bangkok

03/09/2024 Curvistan has announced its grand opening at its new location in central Bangkok. The venue offers leisure and entertainment for the Porsche community and beyond as a bar, a café, an art gallery and a hangout that celebrates car culture, art and design.

Celebrating the spirit of the global Porsche community in the heart of South-East Asia, Curvistan Bangkok is a collaboration between Stefan Bogner, creator of the internationally acclaimed Curves magazine, and Chanond Ruangkritya, an entrepreneur and dedicated Porsche enthusiast. With various local and international curators involved, this space aims to provide an unparalleled experience for motorheads and Porsche lovers alike.

After Curvistan pop-up galleries have already excited the car communities of Munich and Singapore, Curvistan Bangkok has found its home on a new venue at Sukhumvit 38, conveniently located next to the BTS Thonglor Skytrain station. Designed as a venue for Porsche fans, it is set to become the city's new hotspot for passionate drivers and design enthusiasts. It not only provides a destination where friends can gather to discuss cars and shop for driving essentials and accessories – a packed schedule of vibrant events also aims to foster unforgettable shared experiences.

Stefan Bogner – a multi-talented photographer, designer, and die-hard Porsche enthusiast – is the man behind Curvistan. As the publisher of the magazine 'Curves', Bogner captures the beauty of the journey itself, blending nature, motion, and design. His vision resonated deeply with Chanond, the CEO of a top-tier real estate company in Thailand who has harbored a passion for Porsche since his early years. Chanond had always envisioned creating a Porsche clubhouse in the heart of Bangkok. This vision has come to life with the opening of Curvistan Bangkok.

An open space to connect

“It’s more than just a place, it’s an open space where the Porsche community can connect, share their passion, and see their dreams come to life,” says Stefan Bogner. “Curvistan offers a unique blend of coffee shop, automotive and art gallery, and concept store, providing a vibrant experience for all Porsche enthusiasts. This was achieved through collaborations with distinguished local curators, each a specialist in their field, ensuring every element of Curvistan works in perfect harmony. I am thrilled to celebrate another milestone for Curvistan in this prime location of Bangkok.”

Curvistan is supported by Porsche Thailand and Porsche Asia Pacific, on the back of many exciting developments in the Kingdom of Thailand. Porsche Thailand, itself responsible for the operation of the Porsche Lifestyle Boutique within the Curvistan Bangkok space, is on the verge of opening three new dealerships in the wider Bangkok area, so that more Porsche fans can come into the fold. Together with Curvistan Bangkok, the aim is to grow the Porsche community in Thailand, allowing like-minded individuals to connect, share stories, and embark on more unforgettable journeys in their Porsche sports cars together.

A network of esteemed partners

Elevating the Curvistan experience is a network of esteemed local lifestyle and design partners. Leading this collaboration is Das Treffen, Asia Pacific's largest Porsche community, which organises events featuring rare classics and limited supercars while also publishing a magazine that nurtures the Porsche community in Thailand. Next is Socrates Delicious Syrup Company, a prominent player in Bangkok's nightlife with ten major bars. Other contributing partners include Impact Exhibition Management, which owns The Coffee Academïcs and has been a leader in specialty coffee since 2012, overseeing all things coffee at Curvistan. Vitra, the Swiss company renowned for its innovative designs and collaborations with leading designers and architects, brings timeless style to Curvistan through exclusive furniture and lifestyle pieces created in partnership with Norse Republics, Thailand's leading Nordic design distributor. Vitra produces iconic furniture pieces, including designs by Charles and Ray Eames, George Nelson, and Verner Panton, and has recently released a new furniture series in collaboration with Porsche.

The gallery will display curated collections from the Porsche universe, which will rotate every two to three months. The inaugural exhibition "Porsche: A Design Manifesto" explores the holistic design

philosophy and diverse aesthetic cosmos behind the Porsche brand – from sports cars and watches to sunglasses and skyscrapers.

The venue will welcome visitors from around the world every day, with operating hours from 7:00 to midnight. The exhibition area is open from 7:00 to 18:00. For further information and updates, please visit Facebook: Curvistan Bangkok and Instagram: curvistanbangkok.

About Porsche Asia Pacific Pte Ltd

Porsche Asia Pacific Pte Ltd is a subsidiary of Dr. Ing. h.c. F. Porsche AG, based in Stuttgart, Germany. Best known for the 911 model line, Porsche also manufactures the Cayenne, Macan, Panamera, 718 Boxster and 718 Cayman models. In 2019, it introduced the Taycan, its first fully-electric sports car.

Porsche Asia Pacific commenced operations on 1 October 2001 and currently oversees 13 countries from its headquarters in Singapore: Brunei, Cambodia, French Polynesia, Indonesia, Malaysia, Mongolia, New Caledonia, New Zealand, the Philippines, Singapore, Sri Lanka, Thailand and Vietnam. As a market incubator, it offers support to its importers and dealers in After Sales, Business Development, Marketing, New Business Fields, Public Relations and Sales, helping them to further professionalise operations and cater to customer needs to ultimately grow their business. The recently announced Porsche Experience Centre Singapore is the 11th such location in the world, and the first to be designed from the outset to cater to a local and regional community of customers and fans, scheduled to open in 2027.

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