

Kasing Lung presents limited art collectible at "Icons of Porsche 2025"

22/11/2025 Labubu is the most famous character in the "The Monsters" series, which inspires fans and collectors worldwide. As part of the "Icons of Porsche" event in Dubai, the sports car manufacturer, together with artist Kasing Lung, will present a strictly limited collector's edition of the "King Mon" character as well as an art car with a Labubu behind the wheel. The cooperation partners are thus celebrating ten years of "The Monsters" and 60 years of the Porsche 911 Targa at the same time.

Shaggy fur, long ears, pointed teeth and cheeky grins, that's how charming and daring the monsters look. These troll-like figures enjoy international cult status among young and old, and some examples have now become sought-after collector's items. The art collectible "King Mon in Porsche 911 Targa" has the potential to do so: The high-quality metal sculpture, which is just under 40 centimeters tall, can be seen for the first time as part of this year's "Icons of Porsche" event in Dubai and will be available in 2026. The production version will be limited to 60 units worldwide, the number is inspired by the "60 years of Targa" anniversary.

"Having one of my characters in a car for the first time and reimagining the iconic Porsche Targa was truly inspiring," says Kasing Lung. "King Mon" is one of the monster characters and is a powerful and courageous leader who exudes self-confidence. The protective instinct and its confident charisma correspond to the qualities of the 911 Targa. In 1965, Porsche presented this iconic body variant with the wide roof bar for the first time. Since then, the 911 Targa has combined the advantages of an open-top convertible with the everyday comfort and safety of a coupé.

"Kasing Lung understands how to combine emotion and form in a unique way – a quality that also distinguishes our brand. The cooperation underlines how closely topics such as creativity, cultural relevance and emotional appeal are linked to the Porsche brand today," says Deniz Keskin, Director Brand Management and Partnerships at Porsche AG. With "King Mon in Porsche 911 Targa", the sports car manufacturer is continuing its collaboration with Kasing Lung: In March 2025, at the invitation of Porsche Taiwan, it exhibited selected works of art in the newly opened Porsche NOW showroom in Taipei.

While the limited figure represents a King Mon in a historic miniature Targa, a life-size Labubu figure takes a seat in the Art Car – a 911 Targa (Type 992). Dressed in a Porsche T-shirt, this is another attraction of the "Icons of Porsche" event. Inspired by the Dubai venue, Kasing Lung has created a Labubu-style design for the sports car.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

911 Targa 4 GTS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 10.8 – 10.5 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 244 – 239 g/km

*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: Kasing Lung presents limited art collectible at "Icons of Porsche 2025"/Images/img_2.jpg
Title: Kasing Lung, 911 Targa 4 GTS, Art Car, 2025, Porsche AG
Subline: Artist Kasing Lung

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2025/company/porsche-art-collectible-labubu-icons-of-porsche-41201.html

Media Package
https://pmdb.porsche.de/newsroomzips/f2dd75c2-403d-4d34-9f32-bdcf8282ae7c.zip

External Links
https://iconsofporsche.com/home