

AUTOMOTIVE

Asia's first Porsche Design Tower to debut in Bangkok

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Porsche Design Tower Bangkok will feature 22 exclusive duplex and quadplex "Sky Villas," with prices per unit starting at \$15 million. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

Germany's Porsche Design is taking to Thailand for its third global real estate project.

The launch of Asia's first branded tower from the company, set to feature 22 exclusive duplex and quadplex "Sky Villas," is coming soon. Created in collaboration with local developer Ananda Development and announced on Aug. 27, construction will commence in 2025, with completion expected by the end of 2028.

"We are thrilled to announce our partnership with Ananda Development, marking a milestone in our constant pursuit of excellence," said Stefan Buescher, chairman of the executive board of **Porsche Lifestyle Group**, in a statement.

"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," Mr. Buescher said. "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."

Luxury living

The residential building promises ultraluxury living spaces that reflect Porsche Design's dedication to excellence and Ananda Development's market expertise in Southeast Asia.

Bespoke materials and furniture placed throughout common spaces, plus room-specific upgrades such as kitchens with custom appliances and electrically-enabled drawers and cabinet doors, are among the interior touches and advanced technologies to be expected in each square-foot multifamily home.



A rendering of a living space at the forthcoming Porsche Design Tower in Bangkok. Image credit: Porsche

Across floors, state-of-the-art facilities include a 25-meter swimming pool, a performance fitness center, a spa, a social lounge, and a business lounge, in addition to other exclusive amenities.

Average prices start at \$15 million, extending to \$40 million. Unit options range from roughly 5,600 to 12,200 square feet in size.

"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," said Chanond Ruangkritya, president and CEO of Ananda Development, in a statement.

"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."

An integrated showroom called "Passion Spaces" built to house buyers' luxury car collections the private garage doubles as an event venue as well as "The Loop," an interconnected spiral access ramp for automobiles installed into the core of the building.



Asia's first Porsche Design Tower will feature a showroom dubbed the "Passion Space." Image credit: Porsche

Other design elements are pulled directly from the layout of the brand's models. The structure's facade, for instance, is inspired by "the "Kinetic Move" of the Porsche 911 Targa roof mechanism and its hybrid usability," opting for "a sophisticated, fully automated terrace door system allowing future residents a seamless blend of outdoor and indoor living."

In a similar fashion to Porsche Design's initial two openings in highly sought-after locations such as Miami ([see story](#)) and Stuttgart, Germany, the tower will be located on Sukhumvit Road, a prime area boasting a blend of leisure attractions including shopping malls, restaurants and cafes and entertainment centers.

"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," said Lutz Meschke, deputy chairman of the executive board at Porsche AG, in a statement.

"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," Mr. Meschke said. "The Porsche Design Tower Bangkok is the next big thing for Porsche in Southeast Asia."

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