

# PORSCHE DESIGN

## TOWER BANGKOK

### PRESS RELEASE

#### Porsche Design and Ananda Development Forge Landmark Partnership

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#### **Porsche Design and Ananda Development Debut Asia's First Porsche Design Tower in Bangkok**

**Bangkok/Stuttgart.** 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 ultra-luxury residence is located on Sukhumvit 38, one of the most prestigious addresses in the capital city of Thailand. Catering to ultra-high net-worth individuals, this 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 iconic project features 22 exclusive duplex and quadplex 'Sky Villas' ranging from 525 to 1,135 square meters, designed to set a new benchmark for ultra-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, ultra-exclusive architectural masterpiece fits

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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 Chief Executive Officer 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."

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#### **Architectural highlights, unique features, and luxurious amenities for future residents**

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 where dreams and passions can flourish unfettered. 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 stunning 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 sports cars 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 customized 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.

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#### **An ultra-exclusive building at 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.

The Porsche Design Tower Bangkok is the pinnacle of ultra-luxury living in Asia and a haven for urban dwellers' inspiring dreams. For further information and updates, please visit:

[pdtowerbangkok.com](https://pdtowerbangkok.com).

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#### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([porsche-design.com](https://porsche-design.com)).

#### **For regular updates on Porsche Lifestyle, please follow:**

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YouTube: [youtube.com/@porschedesign](https://www.youtube.com/@porschedesign)

#### **About Ananda Development:**

Ananda Development Public Company Limited is a leader in condominium development in prime locations along Bangkok Skytrain routes. Ananda's projects are distinguished by their style, modernity, and outstanding quality at reasonable prices. The company offers well-known brands such as IDEO, IDEO MOBI, and Ashton. Ananda is committed to developing its corporate image while continually presenting solutions for new urban lifestyles. For more information, please visit [www.ananda.co.th](http://www.ananda.co.th).

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