

Taycan Turbo S Sport Turismo (WLTP)*: Electrical consumption combined: 20.9 – 18.7 kWh/100 km; CO₂ emissions combined: 0 g/km; CO₂ class: A

Special edition of electric sports car created by Sonderwunsch in partnership with Soho Home

Porsche Taycan Turbo S Soho House One: craftsmanship, design and a premium experience

- Unique Porsche Taycan Turbo S Soho House One expresses the heritage and values of Porsche, with interiors inspired by the creativity and design of Soho Home, as part of the long-standing partnership between Porsche and Soho House
- Soho Home is a modern interior brand designed for relaxed, sociable living
- Sonderwunsch department interpreted the distinctive design heritage of Soho Home with interiors created to mirror the look and feel of its 50 Soho Houses around the world
- Highlights include the unique Greek Street Green colour inspired by the exterior of Soho House's first location at 40 Greek Street (in Soho, London), innovative Variable Light Control glass roof, Truffle Brown leather interior with bespoke Murphy Jacquard seat fabric and burl wood detailing
- Taycan Turbo S Soho House One premieres at Icons of Porsche, Sunstede Silverstone Edition on 20/21 June

The Porsche Taycan Turbo S Sport Turismo Soho House One announced today is a unique expression of Soho Home combined with the Porsche values of heritage and design. Inspired by the interiors of Soho House's current Houses, Soho Home draws inspiration from the surrounding areas, creative communities, and the history of each location. Based on the 700 kW / 952 PS electric Taycan Turbo S Sport Turismo, the unique Soho House One complements the sharp styling and benchmark performance of the all-electric sports car with a unique Greek Street Green metallic paint with distinctive satin finish, a luxurious leather interior featuring bespoke seat fabrics and burl wood details, and an innovative glass Variable Light Control roof.

Reading, Great Britain. The unique Porsche Taycan Turbo S Soho House One, created as a showcase for the breadth of individualisation offered by the Porsche Sonderwunsch programme to present a new expression of the Soho Home design language, for the first time in a car. Every detail celebrates the tradition of Soho Home to high quality materials and exceptional craftsmanship, ensuring every piece is thoughtfully made and built to last.

The distinctive satin exterior is finished in the same green as the exterior of Soho House 40 Greek Street. The wheels are finished in a contrasting Monteverde Green. Inside, the design and overall ambience has been transformed to reflect the relaxed and modern interiors of Soho Home, mixing elements such as the upholstery in a distinctive fabrics, wood and leather.

The seat material is inspired by the Soho Home Murphy Jacquard in an exclusive chocolate shade, featuring a pattern inspired by the geometric motifs of 180 House in London. This is complemented by burl wood and Truffle Brown leather trim.

Creativity is part of the brand heritage of Porsche, which can be traced back to the visionary, dream-driven approach of Ferry Porsche. Both Soho House and Porsche have a tradition of celebrating creativity through cultural programming including special art commissions.

Faithful to this philosophy, the Taycan Turbo S Soho House One is a unique performance car that elevates the experience of the benchmark electric sports car.

“Soho House has been a long-term partner of Porsche creating exceptional member experiences for their global community. Their culture of creativity aligns closely with our own heritage and values, making an ideal partnership for meaningful cultural engagement,” commented Deniz Keskin, Director, Brand Management and Partnerships, Porsche AG.

“Soho Home, the interior brand from Soho House, and Porsche both stand for excellent design and craftsmanship. In the case of Soho Home, it provides access to modern interiors inspired by Soho House’s 50 locations globally. On our side,

Porsche builds exceptional sports cars with an emphasis on style and creativity. This makes the Taycan Turbo S Soho House One the perfect expression of our shared values of creative excellence and innovation.”

Taycan in detail

Matching the Greek Street Green paint colour

The unique design paint finish is derived from the new Paint to Sample Plus colour Greek Street Green. As part of the Sonderwunsch individualisation, this colour is transformed into a full-surface matte finish and enhanced with carefully executed design elements, including a continuous fine coach line in the colour SH ONE Brass, as well as individually painted lettering and a Soho House logo.

The implementation of this design paintwork follows a multi-stage, handcrafted painting process. It begins with colour and design validation, during which both the level of satin finish and the precise layout of the coach line were defined and technically ratified through samples and data sets. This preparatory phase typically requires around 40 working hours, as the alignment process between design, development and paint engineering is inherently iterative, going back and forth to refine and test at different stages.

Once the exterior colour procedure was fixed, the next stage was the disassembly of the vehicle within the Sonderwunsch Manufaktur. All components for painting, such as emblems, spoilers, trim elements and, in some cases, body parts, were removed to ensure clean transitions and edges in the final paint finish. This stage generally requires approximately a further 40 working hours, depending on the scope of disassembly.

After transfer to the paint shop, the surface preparation begins. This includes cleaning, degreasing and uniformly sanding the existing series paintwork. In parallel, the design areas - most notably the continuous fine coach line - were masked with extreme precision. Due to its geometry and the high visual standards required, this masking process involves a significant amount of manual effort. Together, these

steps typically accounted for approximately 100 to 130 working hours, with a substantial share dedicated to the precise masking.

Emiel Burki, Exterior Designer for the Taycan, Style Porsche, applied the coachlines by hand in the Sonderwunsch Manufaktur.

The subsequent paint build-up is applied in multiple layers. It begins with the application of the design elements, where the fine line, lettering and logos require differentiated application processes, including multiple masking and painting cycles. This stage required approximately 60 working hours.

In the next step, the paint finish is completed with the application of the matte clear coat, followed by a comprehensive visual and quality inspection. Focus was placed on the consistency of the matte (satin) effect, the cleanliness of transitions from body panels and shut lines, and the precision of the coach line. This phase took around 15 to 30 working hours.

Once the painting process is completed, a formal inspection is carried out to ensure both paint quality and adherence to the design specifications. Any necessary rework is performed immediately thereafter. This stage typically involved around 10 to 30 working hours.

In the final stage, the Taycan was reassembled in the Sonderwunsch Manufaktur as part of the final assembly process. This included the reinstallation of all previously removed components as well as a final quality check, requiring approximately 40 working hours.

In total, the design paintwork for this very special Soho House One Taycan represents several hundred hours of work. The primary drivers of this effort are the full-surface matte finish, the highly precise manual masking of the continuous design line and the multi-stage paint application process. This combination results in significantly greater complexity compared to a standard production paint finish; but underlines the exclusive character of this Sonderwunsch customisation.

Interior upholstery – inspired by 180 House London

The development of the Soho Home fabric, from the interior of a private members' club to the cockpit of a sports car, presented a particularly compelling challenge: the aim was to translate the distinctive appearance of a high-quality upholstery textile into a durable, vehicle-ready solution.

To achieve this, a voluminous flock yarn was used to reproduce the characteristic visual appearance and tactile feel of the material. At the same time, such a unique automotive application required a specialised weave construction that ensures robustness and long-term durability.

However, the unique pattern of the fabric demanded a different weaving approach. The key challenge in development was therefore to strike the optimal balance between visual appeal and resilience. In addition, the yarns are dyed precisely to the specified colour tones of the Murphy Jacquard, to achieve an authentic and refined overall aesthetic.

These new material approaches result in a successful combination of design and functionality.

Wood trim

The selection and development of a bespoke wood finish for the interior of the Taycan Turbo S Soho House One was carried out over a period of 16 months. An open-pore wood derived from root burl was specified, with a targeted selection between walnut burl and ash burl to enable a distinct aesthetic expression.

As part of an extensive colour-matching process, multiple colour shades were evaluated with regard to processability and the optimal gloss level. The final design was subsequently validated under near-series conditions to ensure feasibility and implementation within the Sonderwunsch programme.

Variable Light Control roof – technology applied in an innovative way

Porsche has offered a panoramic roof with Variable Light Control as a customer option since 2022. In the Taycan Turbo S Soho House One, the familiar innovative glass panel with electrically adjustable liquid crystals features a unique design element.

In essence, the roof glass is matte white in its default state and without power, non-transparent and intended to reflect the summer heat. A control panel allows the driver to set the roof to specific degrees of opacity.

Where the Taycan Turbo S Soho House One differs, is the various opaque modes present varying interpretations of a bespoke pattern. Instead of the regular lateral shaded panels, the glass features a laser-etched geometric pattern that is repeated progressively across the glass panels according to the driver's preference. As a further delight, in its partial phases the sunlight casts a playful, patterned shadow across the interior. And even when the glass is totally opaque, the pattern is still subtly discernible by passengers when they look up.

There are seven layers in the roof construction to deliver this effect. The core features a polymer matrix with a wafer-thin conductive layer on both sides, referred to as indium tin oxide. If no voltage is present between these layers, the matrix is matte. If the alternating voltage is active, the liquid crystals rearrange themselves and provide a clear view. A safety film and layer of glass appear on each side of this innovative core. Thanks to a silver coating, the outer layer reflects the heat of the sun and the inner layer has an insulating effect. The conductive layers are divided into nine segments with lasered seams that are almost invisible.

World premiere at Icons of Porsche, Sunstede Silverstone Edition

The Taycan Turbo S Soho House One premieres at Icons of Porsche, Sunstede Silverstone Edition on 20/21 June, and will then be displayed at events through the summer including Soho House Festival and the Goodwood Festival of Speed.

Porsche Sonderwunsch - dedicated to customers special wishes

Ferry Porsche famously commented that he built his first car, having looked around and not been able to find his perfect sports car. What once drove Ferry Porsche, we now make possible for our customers – through the Porsche individualisation programmes, every owner's vision becomes an individual Porsche.

The Sonderwunsch (special wish) department takes attention to detail to the next level, and helps customers make their very own Porsche dream come true, no matter what year their car was built. Whether it's a new vehicle before delivery, a vehicle already owned, or a classic Porsche, and whether it is a special design and equipment, or maybe even a true one-off vehicle, the Sonderwunsch team can make dreams come true.

Completely new vehicle concepts as well as tailored adjustments to the vehicle body are possible, for example a custom-designed gear lever and modified rear wing as an homage to racing icons. As the project manager, the customer will lead a team of designers, engineers and specialists to develop your unique One-Off.

Sonderwunsch overall fulfils a broad array of personal individualisation, and comprises four pillars (One-off, Factory Recommission, Factory Commission and Restoration).

The Soho Home Story

Soho Home is a modern interior brand designed for relaxed, sociable living. With more than 25 years of design heritage, the range was created to mirror the look and feel of Soho Houses around the world.

What began as a small collection of staples has evolved into a diverse interiors brand that includes furniture, tableware, accessories, lighting, home fragrance, and textiles.

The Soho Home Approach to Design

Each collection is developed in collaboration with the interiors of current and upcoming Houses, drawing inspiration from the surrounding areas, creative communities, and the history of each location. Its designs are defined by a commitment to high-quality materials and exceptional craftsmanship, ensuring every piece is thoughtfully made and built to last.

Signature materials woven throughout the collections include burl wood, marble, and made-to-order upholstery. All textiles, handmade by skilled artisans, showcase intricate patterns and techniques inspired by Soho Houses worldwide.

The Story of Barwell

Since 2010, the Barwell range has been synonymous with Soho Houses, from Greek Street in London to New York. Designed by Marcus Barwell, Soho House Design's Managing Director, Barwell was the first crystal collection and remains a timeless staple in our range.

Over the years, the barware collection has grown to include a wide range of glass styles, alongside bars, stools and accessories - all thoughtfully crafted to elevate the at-home drinking experience.

Interior Design Service

The Soho Home interior design service includes a complimentary consultation to help members and customers bring their design ideas to life. From finding the right layout to curating furniture selections, they can connect with Soho Home interior designers either virtually or in person to recreate the style and atmosphere of the club settings in their own homes.

Ends