

## Sanlorenzo at the Milan Design Week 2022

*The artisanal nature and the technological research of the shipyard at the FuoriSalone*

Press release, June 6, 2022 - Sanlorenzo participates in FuoriSalone 2022 with a dual presence to express once again the identity and values of the brand in unexpected settings in unconventional ways. On the one hand, **the industrial nature of the shipyard is revealed in a scenographic way** and on the other, **the product becomes the protagonist** in recounting Sanlorenzo's research aimed at sustainable development of boats.

### FABBRICA – curated by Piero Lissoni, as part of INTERNI Design Re-Generation

Sanlorenzo returns to the wonderful setting of the **Università degli Studi di Milano**, as part of the exhibition-event INTERNI Design Re-Generation, with a project by **Piero Lissoni** entitled FABBRICA, to **reveal something about the place where boats are built** and bring to life at an evocative level the experience of climbing aboard and the **new perspectives** that ensue.

At the centre of the historic courtyard, a high scaffolding of Innocenti tubes plays with the full and empty spaces of the colonnade, in an interweaving of straight lines that create the pathway for visitors. The structure thus conceived refers to the **structures actually used to build boats** in their shipyards.

*"It's as if we've brought a piece of the shipyard, the place where boats are built, into the courtyard of the State University. It almost seems as if yachts are born under cabbages, but the truth is that behind them there is the work of many people, as well as the research, knowledge and technology of a complex industrial reality. The intention for me is to reveal precisely this aspect."*

Piero Lissoni, Art Director of Sanlorenzo

This thought expresses the **desire to make visible**, through FABBRICA, **what often remains hidden**: the research and technology of a cutting-edge industry that is also attentive to reducing its environmental impact in order to meet the new challenges linked to sustainability and therefore "conscious design for a new future", one of the themes that the **Design Re-Generation** exhibition aims to explore.

The intention of the project is also to try to **recreate the vibrant experience of boarding a Sanlorenzo yacht**, offering a **fascinating elevated view** of one of the vessels through a route made up of ramps that take visitors from the ground up to the central part.

This area is a recreation of a *fly bridge* and, thanks to a sophisticated sound system that reproduces discernable sounds of a luxury experience at sea, it is intended to recreate the feeling of hospitality of Sanlorenzo boats, as well as offering **interesting new vantage points over the courtyard of the University**.

The impact of the entire installation changes after dusk, revealing a vertical superstructure of LED bars that lights up as night falls, **transforming the perception of the installation itself** and making it astonishingly scenic.

### YACHT Sailing Through Design & Technology for A Sustainable Sea – ICA Group & One Works in collaboration with Sanlorenzo

From 7th to 10th June, the spaces of One Works in via Sciesa 3, Milan, will become the theatre for the full-size digital version of the SD90/s, **Sanlorenzo's green yacht** that bears the signature of Zuccon International Project for the exterior lines and **Patricia Urquiola** for the interior design. A unique and spectacular experience that allows one to **visit and interact in virtual reality with the new Sanlorenzo yacht**, focusing on its environmental impact. The refined search for sustainable, cutting-edge materials and the use of solutions that optimise efficiency, consumption and performance for improved efficiency even with hybrid propulsion, make the **SD90/s a vessel that represents Sanlorenzo's responsible**

**evolution**, where research, innovation and technology, combined with 'conscious design for a new future' find maximum expression.

The same location also hosts the photographic exhibition '**Naviganti**' by **Silvano Pupella**, a journey behind the scenes of the Sanlorenzo shipyards amidst '**stolen**' shots of absolute beauty and duotones. The images create a strong contrast with the virtual presence of SD90/s.

Among the initiatives of the *YACHT Sailing Through Design & Technology for A Sustainable Sea* event are also **four live talks**, one for each day from **7th to 10th June**, which in the Creative Hub at One Works will feature some of the most important personalities from the world of boating, design, architecture and social commitment to the environment.

**Massimo Perotti** will open the series of talks, on Tuesday 7th June at 7 pm, in dialogue with **Patricia Urquiola** and **Walter Mariotti** during the meeting "*Nautica sostenibile: An Open Yard*"; on Wednesday 8, in the talk entitled "*Designing Social Sustainability*", **Carlos Madrid**, Associate Principal studio SOM, **Fabiana Maccarini**, Head - P&O Marinas Strategy, Dubai, and **Giuseppe Noto**, CEO Marina Development Corporation, will debate; On Thursday 9 June, **Sergio Buttiglieri**, Style Director Sanlorenzo, **Gea Politi**, Director of Flash Art, and **Cristiano Seganfredo**, Strategic advisor of the UN's Ethical fashion initiative, will instead discuss the theme "Art and design at the test of sustainability". Closing the meetings, on Friday 10 June, there will be a discussion on "Sustainability, from the sea to the world" with **Beatrice Del Balzo**, National Councillor of MareVivo onlus and **Natasha F. Pulitzer**, architect of the SYNERGIAprogetti studio.

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