LOG/
BOOK

SANLORENZO

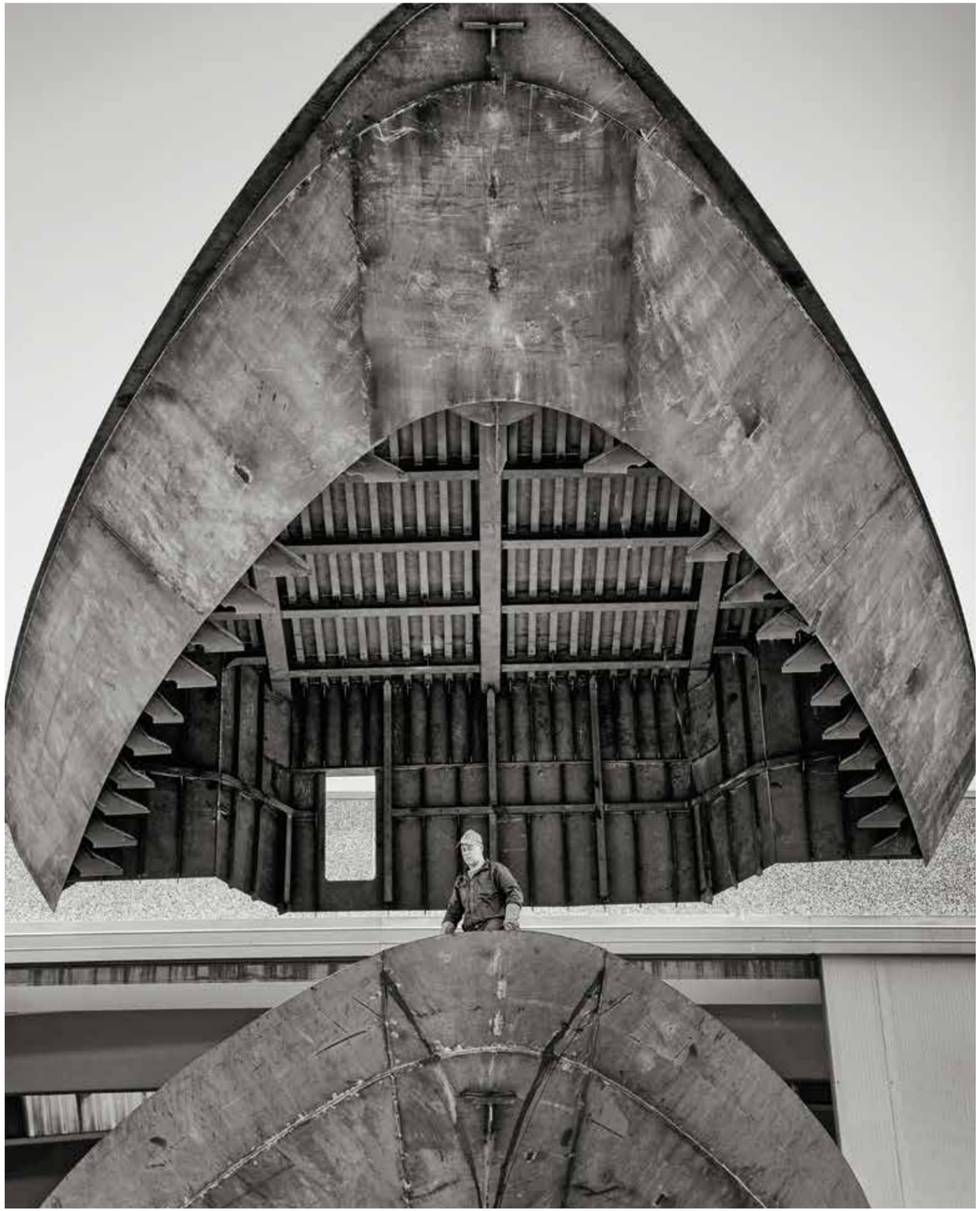

SANLORENZO
DAY ONE
DAY ONE
BORSA

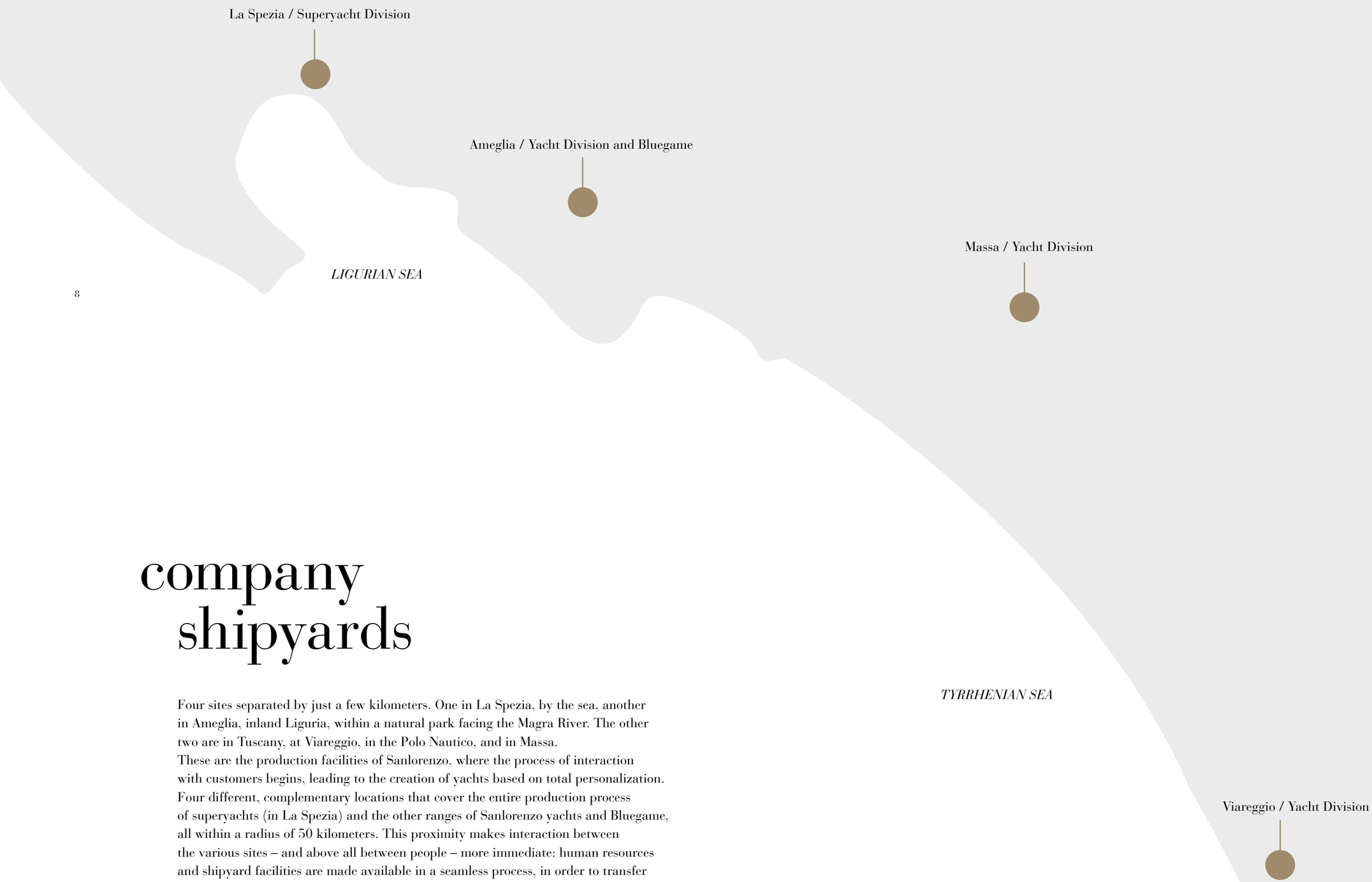
Six decades have transpired since brilliant minds and nimble hands began to make a waterborne dream come true: a Sanlorenzo yacht. An alchemy of intuition, skill and passion, leading to the creation of boats that stand out for their timeless design. Classic but contemporary, up-to-date without forgetting the past, understated yet futuristic thanks to innovative features that have immediately set new trends. The forceful streamlined arrangement of the windows inserted in the hull is the distinctive feature that makes a Sanlorenzo always recognizable, even in the midst of a thousand other vessels. And then comes all the rest, waiting to be discovered on board. First of all, the layout of the spaces, which are always unique to respond to the tastes and exigencies of every owner, precisely like a bespoke suit. And then the design, the refinement of the materials, the painstaking attention to detail, all converging in a paragon of elegance, balance, coherence. In short, a project with a soul, capable of surviving passing fashions, always ready to add a touch of emotion to a precise, individual way of navigating. The Sanlorenzo way.

more *than meets the eye*

the company today

From 1958, the year of its founding in Limite sull'Arno, to the present, Sanlorenzo has stood out for its constant, unstoppable progress. A major milestone came in 2005 with the acquisition of the shipyard by Massimo Perotti, now the Executive Chairman, from its previous owner Giovanni Jannetti. Through farsighted initiatives based on a mixture of managerial skills honed in over 25 years of experience in the upper echelons of one of the world's most important shipbuilders, a visionary focus on the future and a practiced taste for finely crafted beauty, Perotti has taken Sanlorenzo to the very top of the worldwide yachting sector. Keeping faith with its tailor-made approach, Sanlorenzo has been able to dramatically increase sales, reaching the level of 900 yachts constructed across the company's history. The key success factors: the lines that stand up to changing fashions, exceptional craftsmanship, a special relationship between the entrepreneur and the yacht owner, the commitment to service and the constant drive towards innovation. In a few years the shipyard has climbed in the ranks of the Global Order Book, the worldwide listing of the 20 largest producers of yachts over 24 meters in length, reaching second place (first in the world for single-brand shipyards). Today Sanlorenzo can offer a very wide range of yachts through its Yacht and Superyacht Divisions and the new Bluegame brand. In all cases, the leitmotif is the pursuit of uniqueness without compromise: large or small, every boat is made precisely as the owner desires. With a true haute couture spirit.



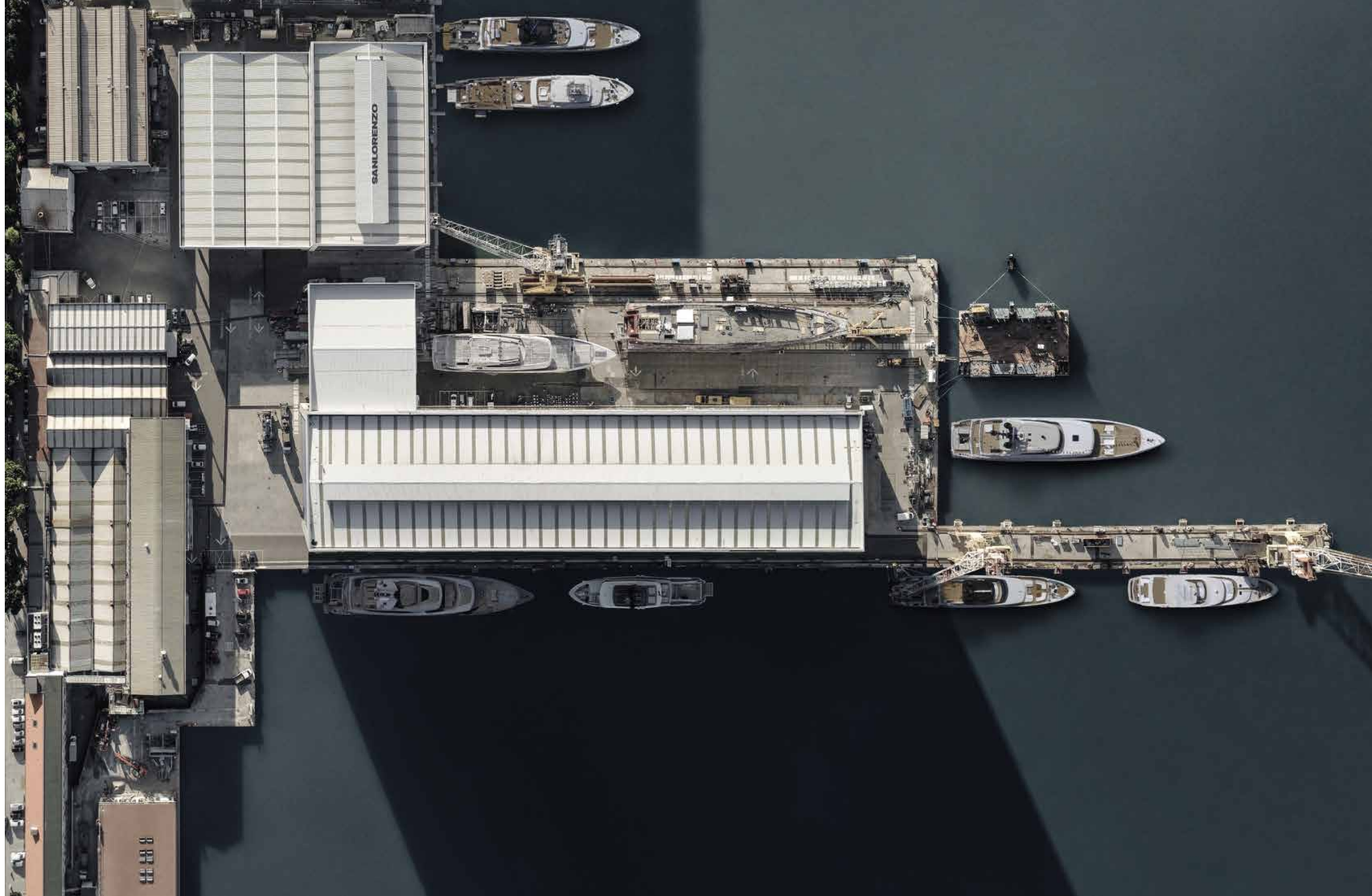


company shipyards

Four sites separated by just a few kilometers. One in La Spezia, by the sea, another in Ameglia, inland Liguria, within a natural park facing the Magra River. The other two are in Tuscany, at Viareggio, in the Polo Nautico, and in Massa.
These are the production facilities of Sanlorenzo, where the process of interaction with customers begins, leading to the creation of yachts based on total personalization. Four different, complementary locations that cover the entire production process of superyachts (in La Spezia) and the other ranges of Sanlorenzo yachts and Bluegame, all within a radius of 50 kilometers. This proximity makes interaction between the various sites – and above all between people – more immediate: human resources and shipyard facilities are made available in a seamless process, in order to transfer and safeguard the quality that has always been the key factor in the production of Sanlorenzo yachts.

superyacht division

At La Spezia, a building from the late 1800s once owned by the INMA shipyard and then by Cantieri San Marco, purchased in 2017 together with the adjacent production area, hosts the Sanlorenzo executive offices; this is also the site for the making of the metal superyachts, from 40 to 80 meters.
In an overall area of 50,000 square meters facing the sea, the design and production departments utilize 30,000. Large service areas and over 500 linear meters of docks form a contrast with the historic building which, following the acquisition, has been restored by the architecture firm Archea.
The renovation has conserved the original structure, expanded with the addition of another level that now hosts the guesthouse and the private gourmet restaurant open exclusively to yacht owners.
The interiors, on the other hand, have taken on a contemporary look through the leitmotif of wood for all the walls, the use of concrete and precisely tuned lighting that alternates ambient effects with wayfinder fixtures. A facility that has been recently refurbished through the implementation of a very elegant and unique project by Lissoni & Partners.
The Superyacht Division has recently added to its building facilities a 4,992 sqm area in Viareggio.





Superyacht Division
La Spezia building facilities
total area 50,000 sqm
buildings 30,000 sqm
offices 2,500 sqm
quays 500 m

plus 4,992 sqm located in Viareggio

A executive offices
B outfitting
C floating dock
D workshop
E warehouse
F carpentry

The production sites of La Spezia, Ameglia, Viareggio and Massa are where future yacht owners come into direct contact with all the phases of workmanship. To make the experience even more effective and satisfying, Sanlorenzo is reorganizing all its spaces, relying on the design consulting of the studio Lissoni & Partners. The first phase has taken place in La Spezia, in an area that over the years has undergone additions and alterations to the various buildings. In 2019 Lissoni & Partners completed the renovation of the original structure, in a delicate architectural procedure that fully respects the identity of the late 19th-century building. After eliminating added features, original parts of the facade have been revealed and the classic spans enhanced, conserving existing portions wherever possible. New architectural elements have been inserted only when strictly necessary, underscoring the concept of the construction as a "factory", a place of work and production that requires no disruption because it is endowed with its own intrinsic dignity.



La Spezia: the new sheds