

SANLORENZO

Sanlorenzo debuts at the Salone Nautico di Venezia

The shipyard is back in the spotlight in Venice with the first Italian event of 2022

Press release, 24 May 2022 - In a 2022 that sees **Sanlorenzo** as one of the main players on the Venetian cultural scene, the shipyard is taking part in the **Venice Boat Show**, scheduled from **28 May to 5 June** at the Arsenale. Now in its third edition, it is one of the leading international trade fairs in the sector, showcasing the excellence of international yachting.

By now familiar with the Venetian context, given its participation as main sponsor of the **Italian Pavilion** at the **Biennale Arte 2022**, its presence at Palazzo Franchetti with **ARENA** by Piero Lissoni, at the Casa dei Tre Oci with "**A point of view**" by John Pawson, and its support of the **Peggy Guggenheim Collection** as *Institutional Patron*, **Sanlorenzo** takes part in the kermesse with some of the most significant models of its yacht fleet: **SX88, SX76, and SL78**.

The **SX76** and **SX88** crossovers: Two boats designed for true lovers of the sea, in which the vast glass surfaces allow a constant dialogue between indoor and outdoor. A synthesis of the classic motoryacht with flying bridge and the explorer type, the crossover **combines style and functionality** in a common language that perfectly meets the desires of the most experienced owners, as the result of an **ongoing dialogue between the company and its clients**. The SX line is a project that responds to the needs of an ever-changing market, a line that fully represents Sanlorenzo's tailoring skills, designed for true boating enthusiasts.

Among the main features of the **SX88 and SX76** is the positioning of the wheelhouse on the *flying bridge*, freeing up the forward area of the saloon on the deck and allowing the *main deck* to be transformed into a **unique open space environment**. This availability of large open spaces within the boat, coupled with the vast glass surfaces, maximises indoor/outdoor communication.

Representing the planing range is the **SL78**, one of the company's historical models. The SL78 is a boat that stands out for its elegant and well-proportioned lines as well as for the innovations introduced on board, including the lowering of the bulwark at saloon height that allows more light to enter through the large windows. The spaces have been redesigned to **combine technological research, nautical excellence and Italian tradition**.

Sanlorenzo's debut at the Venice Boat Show adds a new stage, this time more closely linked to the nature of the shipyard, to the brand's already packed **calendar of international events**. In a year that is proving to be particularly significant for its growth, Sanlorenzo **continues its transversal path through yachting, design and art**, always searching for **new and creative ways** of telling the story of itself and of living the sea and distinguishing itself in every sector thanks to a **vision oriented towards the future**, innovation and contamination between different artistic languages.

For over 60 years the Sanlorenzo shipyards have been producing high quality motoryachts, the result of a combination of craftsmanship, design and advanced technologies, made-to-measure according to the owner's specific requests.

Founded in 1958 by Gianfranco Cecchi and Giuliano Pecchia with the opening of the first shipyard near Florence, Sanlorenzo was taken over in 1972 by Giovanni Jannetti who launched the first fibre-glass hull boat in 1985 and moved the headquarters to Ameglia (SP). In 2005, Massimo Perotti - with a wealth of experience gained in over twenty years of activity in the sector - took the baton.

Under the direction of Mr. Massimo Perotti, Chairman of Sanlorenzo, the shipyard has gone through a period of extraordinary growth, bringing consolidated net revenues from new yachts to a level of 40 million euros in 2004 to 585,9 million euros in 2021.

As one of the main producers worldwide of yachts and superyachts, Sanlorenzo has today four production plants: La Spezia, dedicated to the production of Superyachts, Ameglia for the production of medium and large size yachts, Viareggio, for the production of fibreglass yachts over 100 feet and Massa, the centre for the research and development of new models.

With the acquisition, Sanlorenzo received a significant impetus for innovation and over the years has successfully implemented numerous completely unprecedented concepts that have profoundly changed the yachting world. A major milestone in this journey was its opening to the world of design through the collaboration with renown designers such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (Sanlorenzo's Art Director since 2018), Patricia Urquiola, John Pawson and Christian Liaigre.

This unique and innovative approach has also led the company to link itself to the world of art through collaboration with major galleries and cultural institutions: starting with Art Basel, the most important modern and contemporary art fair on the international scene, of which it is a global partner for the annual events in Hong Kong, Basel and Miami Beach. In 2020, Sanlorenzo also became Institutional Patron of the Peggy Guggenheim Collection (the most important museum in Italy for 20th century European and American art). In 2022 Sanlorenzo decided to support the Italian art system by participating as main sponsor of the Italian Pavilion at the 59. International Art Exhibition - La Biennale di Venezia, a unique opportunity as well as an extraordinary achievement for the shipyard, the first in the world to actively engage in promoting and disseminate contemporary art.

Press Office R+W: Valeria Portinari, tel. + 39 02 33104675, email: valeria.portinari@r-w.it