

## Milan Design Week SANLORENZO CELEBRATES THE POETRY OF THE SEA THROUGH DESIGN AND INNOVATION AT THE EXHIBITION-EVENT “INTERNI CRE-ACTION” WITH THE IMMERSIVE INSTALLATION WIND LABYRINTH

- From 7<sup>th</sup> to 17<sup>th</sup> April, the Cortile del Settecento of the Università degli Studi di Milano will set the stage for an immersive installation curated by Piero Lissoni, highlighting Nautor Swan’s recent entry into the Sanlorenzo universe.
- The maison’s renewed presence at the INTERNI exhibition-event reaffirms its commitment to sustainability, further strengthening its position as a leader and pioneer in the field.

*Press Release, 4<sup>th</sup> March, 2025* – This year at Milan Design Week, **Sanlorenzo** reinforces its role as a key player in the high-end design and lifestyle scene with an extraordinary installation created as part of the exhibition-event INTERNI CRE-ACTION, celebrating the fusion of yachting, art, and sustainable innovation.

In the evocative Cortile del Settecento of the Università degli Studi di Milano, **Wind Labyrinth** will come to life - an immersive work that translates the essence of sailing into an all-encompassing sensory experience. The labyrinth of sails serves as a metaphor for the sea as a boundless space, where the wind guides exploration and defines the journey. This installation brings to the forefront the world of **Nautor Swan**, a symbol of elegance and sailing performance, which has recently become part of Sanlorenzo, highlighting its ability to blend design, technology, and sustainability in a perfect synthesis of style and innovation.

*“Once again, with our participation in Milan Design Week and the exhibition-event organized by INTERNI, Sanlorenzo brings creativity and design elements into the world of yachting. With the Wind Labyrinth installation, through which we wanted to interpret and celebrate the essence of Nautor Swan, the latest star to join our galaxy, we aim to reaffirm our commitment to respecting the planet, where every element, from design to nature, contributes to an ecosystem of excellence and innovation”* states **Mr. Massimo Perotti, Executive Chairman of Sanlorenzo**.

The installation, curated by **Piero Lissoni**, artistic director of Sanlorenzo since 2018, takes the form of a labyrinth of sails, mainsails, and jib sails, reclaimed through an upcycling process, suspended in a harmonious dialogue between lightness and structure, evoking the continuous movement of the sea. The setup aims to transport visitors into a dreamlike dimension, where the contrast of light and shadow, the transparency, and fluidity of the sails create an ethereal and sophisticated atmosphere. An emotional journey that expresses Sanlorenzo’s vision: to redefine the relationship between man, nature, and technology, through an aesthetic and design language increasingly focused on sustainability.

*“This year, the installation embodies the wind and the sea, telling the story of this new world that is Nautor Swan, a brand that has joined the Sanlorenzo universe. We created a labyrinth made of many sails because, after all, even though the sea has no visible obstacles, it’s as if it were a vast labyrinth. The idea is to build a labyrinth made of wind, water, and sails,”* comments **Piero Lissoni, Sanlorenzo Art Director**.

Sanlorenzo thus confirms its pioneering role in the nautical world, underlining its commitment to carbon neutrality and technological innovation through this display. This is evidenced by the milestones achieved in the past year with three groundbreaking projects:

- 50Steel, the world's first superyacht with the Reformer Fuel Cell system powered by green methanol;

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- BGH-HSV by Bluegame, a hydrogen-powered chase boat that participated in the America's Cup;
- Swan 88 DreamCatcher, winner of the Eco Award at the Design & Innovation Awards by BOAT International, thanks to its advanced diesel-electric hybrid propulsion system.

With Wind Labyrinth, Sanlorenzo not only renews its presence at Fuorisalone 2025, but also deepens the connection between art, design, and yachting, presenting a new perspective on conscious luxury and reinforcing its role as an ambassador of a future where elegance and sustainability coexist in perfect harmony.

The installation fits perfectly within the theme "CRE-ACTION", showcasing how the sea, yacht design and design can merge into a fluid and interconnected narrative. The wind, an immaterial and unstoppable element, becomes the thread that links the tradition of sailing with the most cutting-edge visions in the world of luxury and innovation.

Wind Labyrinth is not just an installation, but a manifesto of the new luxury: visionary, sustainable, and connected with nature and the future.

#### *For more information:*

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#### **Sanlorenzo**

**First monobrand shipyard in the world** in the production of yachts and superyachts over 24 meters, **Sanlorenzo** boasts a tradition of over 60 years in the production of motor yachts, characterized by the combination of craftsmanship, design, and advanced technologies, meticulously tailored to each client's specifications.

Under the guidance of Mr. Massimo Perotti, Executive Chairman, who acquired the company in 2005, the shipyard has experienced **extraordinary growth**: consolidated net revenues from new yachts have grown from 42 million euros in 2004 to 930 million euros in 2024. In 2019, the company was listed on the Euronext STAR segment of the Italian Stock Exchange. The strong drive for innovation, an integral part of the company's vision, has allowed Sanlorenzo to develop innovative solutions that have revolutionized the yachting industry, such as hull terraces, asymmetric layouts, and the introduction of the concept of open space on board.

The approach to the world of art stems from the desire to propose a new way of experiencing the sea: for the first time in the yachting sector, Sanlorenzo has entrusted the interior design projects of its yachts to authoritative figures such as **Rodolfo Dordoni**, **Citterio Viel**, **Piero Lissoni** (the company's Art Director since 2018), **Patricia Urquiola**, and **Studio Liaigre**.

From a commitment to exploring new creative expressions comes **Sanlorenzo Arts**, an active and interactive platform founded with the aim of celebrating and supporting the encounter between art and the world of luxury yachting, promoting new creative expressions, and contributing to the production of culture and quality design. Sanlorenzo has strengthened its international presence through collaborations with important cultural institutions such as La Triennale di Milano, with the installation "Sanlorenzo: Il mare a Milano", winner of the Compasso d'Oro ADI 2020; and FuoriSalone, of which it has been a partner since 2016. From 2020 to 2022, Sanlorenzo was the Institutional Patron of the Peggy Guggenheim Collection in Venice, the most important museum in Italy for European and American art of the 20th century. From 2018 to 2023, with an exclusive agreement for the yachting sector, Sanlorenzo was the Global Host Partner of Art Basel, the most important modern and contemporary art fair on the international scene, for the annual events in Hong Kong, Basel, Paris, and Miami Beach.

In Venice, Sanlorenzo has decided to support the Italian artistic system by participating as the main sponsor of the Italian Pavilion at the 59th International Art Exhibition – La Biennale di Venezia, a unique opportunity that represents an extraordinary achievement for the shipyard, the first in the world to actively engage in promoting and disseminating contemporary art. This commitment will culminate in the inauguration of **Sanlorenzo Arts Venice** in 2025, a cultural and artistic hub destined to emerge as a reference point in the cultural landscape of the lagoon city. Conceived as a meeting place to foster discussion, Sanlorenzo Arts Venice will be designed to host art, design, and architecture exhibitions, offering a space where creativity merges with innovation in the yacht sector, showcasing the values and energy that characterize the Sanlorenzo world, where art, nature, and technology come together to create unique vessels ready to navigate the future of humanity on a new path.