

ART, OCEANS AND PURPOSE: “BREATH TAKING” BY FABRIZIO FERRI IS THE FIRST INSTALLATION AT CASA SANLORENZO

- **“Breathtaking”, the acclaimed new installation by Italian artist Fabrizio Ferri, opens at Casa Sanlorenzo in Venice.**
- **First presented at the Museo di Storia Naturale in Milan, the installation features a new portrait – that of musician and activist Sting – the thirteenth in the collection.**
- **Promoted by Sanlorenzo Arts, the first exhibition at Casa Sanlorenzo is a powerful artistic statement on ocean pollution, aligned with Sanlorenzo’s long-term commitment to sustainability.**
- **The opening event was attended by multi-award-winning actor Willem Dafoe, who is depicted in one of the works.**
- **The exhibition will be open to the public from Tuesday 2 September to Sunday 23 November.**

Press release, 1 September, Venice – Sanlorenzo, a symbol of culture and craftsmanship in the world of yachting, proudly presents *Breathtaking* as the inaugural exhibition at Casa Sanlorenzo, the brand’s new cultural hub in Venice, under the banner of Sanlorenzo Arts. Conceived and created by internationally renowned artist Fabrizio Ferri, the installation is a reflection on the devastating impact of plastic and microplastic pollution in the oceans – a work that underscores the direct link between marine pollution and its lethal consequences for human life.

Housed in a restored 1940s villa overlooking the Basilica of Santa Maria della Salute, Casa Sanlorenzo was restored by Sanlorenzo’s Artistic Director, Piero Lissoni, and conceived as a place where design, dialogue, and environmental awareness converge. Accessible through the first pedestrian bridge built in Venice since 2008, the opening of this space marks a bold new chapter in Sanlorenzo’s journey, where excellence in yachting meets artistic and sustainable purpose.

Following its acclaimed debut at the Museo di Storia Naturale in Milan earlier this year, with more than 40.000 visits in four days, *Breathtaking* arrives in Venice with an entirely new addition: a portrait of music legend and activist Sting. In this haunting body of work, Ferri encases 13 iconic figures in plastic, suspended in a breathless stillness. The striking visuals evoke the silent suffocation of marine ecosystems under the weight of plastic pollution.

*“Not long ago, I stumbled upon some very disturbing photographs of a seal and a dolphin suffocated by plastic bags. Looking at these images I gained a new awareness: the deadly force of the contamination of the seas and oceans that we cause with plastic and microplastics is not only killing the oceans, we are also killing ourselves. To share this conviction, I conceived an installation, **Breathtaking**, capturing dramatic portraits of famous international talents as if asphyxiated by plastic. Their adhesion to the project has been immediate and emotional. Each of the large format prints will hang on a black wall, transfixed by two hand-forged iron nails. The viewer will be immersed inside this oval-shaped installation, at the center of which will be placed a transparent glass coffin filled with water.”* – said **Fabrizio Ferri**.

Breathtaking will immerse visitors in the haunting silence of the deep sea through a striking and fully enveloping installation. At its centre, a large glass coffin filled with seawater — a potent symbol of the fragility of marine ecosystems and of life itself — will stand surrounded by 13 large-scale images, mounted on a black wall and pierced with raw iron nails. Marina Abramović has contributed to the work by proposing the recreation of the ocean's soundless void through the use of noise-cancelling headphones.

With this first exhibition, Casa Sanlorenzo establishes itself not only as an exhibition space but also as a symbol of the brand's cultural commitment. Curated under the Sanlorenzo Arts programme, this venue is a platform for interdisciplinary exploration, where sustainability, design, and the sea become the canvas for a new creative dialogue.

Held during the Venice International Film Festival and the 2025 Biennale Architettura, the opening brought together leading figures from the worlds of yachting, architecture, art, and cinema – including multi-award-winning actor Willem Dafoe, whose portrait appears in the exhibition alongside those of Sting, of course, Helena Christensen, Misty Copeland, Charlotte Gainsbourg, Gala Gonzalez, Julianne Moore, Bridget Moynahan, Carolyn Murphy, Isabella Rossellini, Susan Sarandon, Naomi Watts.

“Casa Sanlorenzo is a natural extension of our philosophy, where beauty and responsibility go hand in hand,” declared **Massimo Perotti, Executive Chairman Sanlorenzo.**

“With Breathtaking, we open our doors not only to art but to a deeper conversation about the future of our oceans. This is not just an installation. It is a statement of intent.”

Open until 23 November, *Breathtaking* places Sanlorenzo at the heart of Venice's cultural season, inviting its yacht owners, art collectors, creators, and change-makers into a space that reflects the brand's most pressing values: innovation, sustainability, and beauty with purpose.

The *Breathtaking* installation, curated by Geraldina Polverelli Ferri and Cristiano Segnanfreddo, was photographed in New York by Geraldina Polverelli Ferri and in Italy with the support of Nobile Agency, in collaboration with Università Cattolica del Sacro Cuore, with the backing of Credem Euromobiliare Private Banking.

The exhibition is open to the public from Tuesday 2 September to Sunday 23 November, from 11:00 am to 7:00 pm (Thursday to Sunday).

About Fabrizio Ferri

Born in Rome in 1952, Fabrizio Ferri is an internationally recognised photographer, writer, and philanthropist. He began his career at just 17 as a photojournalist, documenting Italian political and social life. In 1974, he moved to London and later to New York, launching his career as a fashion photographer. Since then, he has become one of the most influential names in the field, working with magazines including Vogue, Harper's Bazaar, Elle, and Vanity Fair.

Celebrated for his sophisticated yet authentic style, Ferri has photographed some of the most iconic figures of our time, including Isabella Rossellini, Naomi Watts, Madonna, Monica Bellucci, Julia Roberts, Charlize Theron, and Beyoncé. He has also created campaigns for prestigious brands such as Bulgari, Gucci, Ferrari, Dolce & Gabbana, and Valentino.

Ferri is also a film director: in 2022, he directed Portrait of the Queen, premiered at the Rome Film Festival and distributed in over 1,000 cinemas worldwide.

As a visionary entrepreneur, he founded Industria Superstudio in 1983 in Milan and in 1991 in New York – multifunctional photographic complexes that revolutionised the industry. In the 1990s, he created the Eataly brand and founded the Università dell'Immagine, an innovative institute dedicated to the study of perception through the five senses.

In philanthropy, Ferri has made a significant contribution, notably through Stop Think Give, a charity campaign in collaboration with Bulgari and Save the Children, which raised over \$10 million for education in the world's poorest countries. He has also supported the Pediatric AIDS Foundation, helping raise millions of dollars for the fight against paediatric HIV.

In 2025, Rizzoli published his first book, Fin Qui.

Ferri epitomises the modern Renaissance man, blending art and social commitment in a multifaceted and inspiring career.

About Sanlorenzo

For more than 60 years, Sanlorenzo has defined Italian excellence in yacht building, crafting custom-made motoryachts and superyachts that blend refined design, innovation, and advanced engineering. Founded in 1958, the shipyard is the world's leading mono-brand builder of yachts over 24 metres. Since 2005, under the ownership and leadership of Massimo Perotti, Sanlorenzo has undergone extraordinary growth — expanding its portfolio, production capacity, and global prestige. In 2019, the company was listed on the Euronext STAR Milan, further cementing its role as a leader in luxury yachting. Sanlorenzo's yacht and superyacht production spans six specialist shipyards across Italy, with models from 24 to over 70 metres in both composite and metal construction. The Group also includes Bluegame, below 24m — known for innovative crossover models — and the newly acquired Nautor Swan, a prestigious name in sailing and high-performance motor yachts. Design and architecture have always been core to Sanlorenzo's identity, thanks to long-standing collaborations with world-renowned studios including Piero Lissoni, Patricia Urquiola, Dordoni Architetti, and others. This fusion of yacht engineering and interior design sets Sanlorenzo apart in the world of high-end nautical craftsmanship. Looking ahead, Sanlorenzo is leading the sector toward sustainable innovation. Its "Road to 2030" strategy includes pioneering efforts in low-impact propulsion, such as green methanol fuel cells and hydrogen-powered tenders, developed with partners like Siemens Energy, MAN and MTU. In 2024, Sanlorenzo marked two major milestones: the delivery of the first 50Steel superyacht equipped with an onboard fuel cell system, and the launch of hydrogen-powered Bluegame tenders for the America's Cup. This same year, the Group acquired Nautor Swan and Simpson Marine, strengthening its portfolio and commercial footprint across Asia and beyond. Through initiatives like the Fondazione Sanlorenzo and Sanlorenzo Arts, the brand continues to support culture, sustainability, and the sea — values brought to life with the opening of Casa Sanlorenzo in Venice, a new home for design and dialogue

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