

VOLUME FIFTEEN 2014

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concept ▶ design ▶ construction

MEGAYACHTS

The On-Board Office

A/V System Innovations

Tender Launch Logistics

[+]

Helicopter Landing Pads

Waterborne Wellness Centers

Balcony and Terrace Evolution

THE FUTURE OF benetti DESIGN

**Benetti tasked 16 design firms with developing fresh concepts for
Benetti Custom yachts on hulls ranging from 164 to 295 feet.**

↳ Design Innovation from Benetti is not one but 27 new concepts coming from top designers in—and even outside of—yachting. The outcome is a fascinating journey to new frontiers of style, new ideas and directions based on Benetti’s proven hull platforms. Several designers put more than one platform to use, creating multiple concepts. Interestingly, Benetti allowed all of the designers to retain ownership of the concepts.

“Evolving the design, the style and the family feeling imprinted on Benetti yachts by one hundred and forty years of history is an ambitious task, but as tireless devotees of novelty, evolution and challenge, we had no alternative,” says Vincenzo Poerio, CEO of Benetti’s megayachts business unit. “Then again, looking ahead and anticipating the market has always been encoded in Benetti’s DNA.”

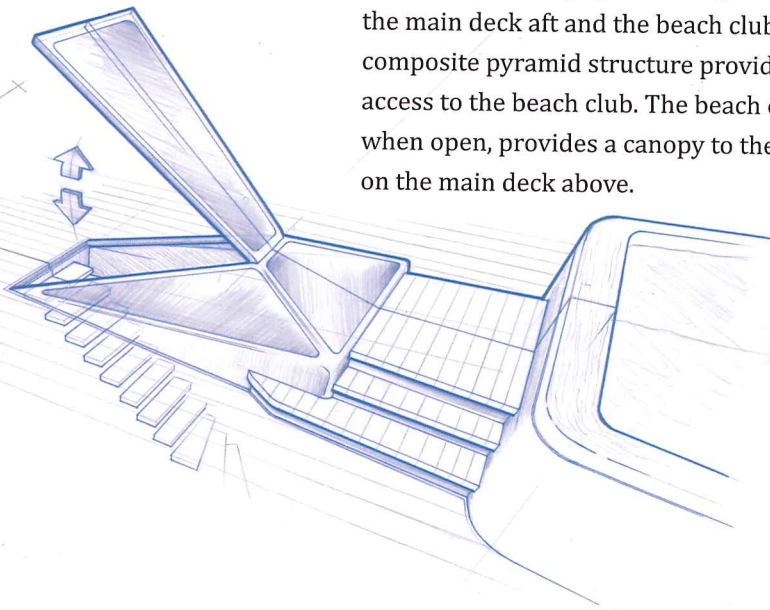
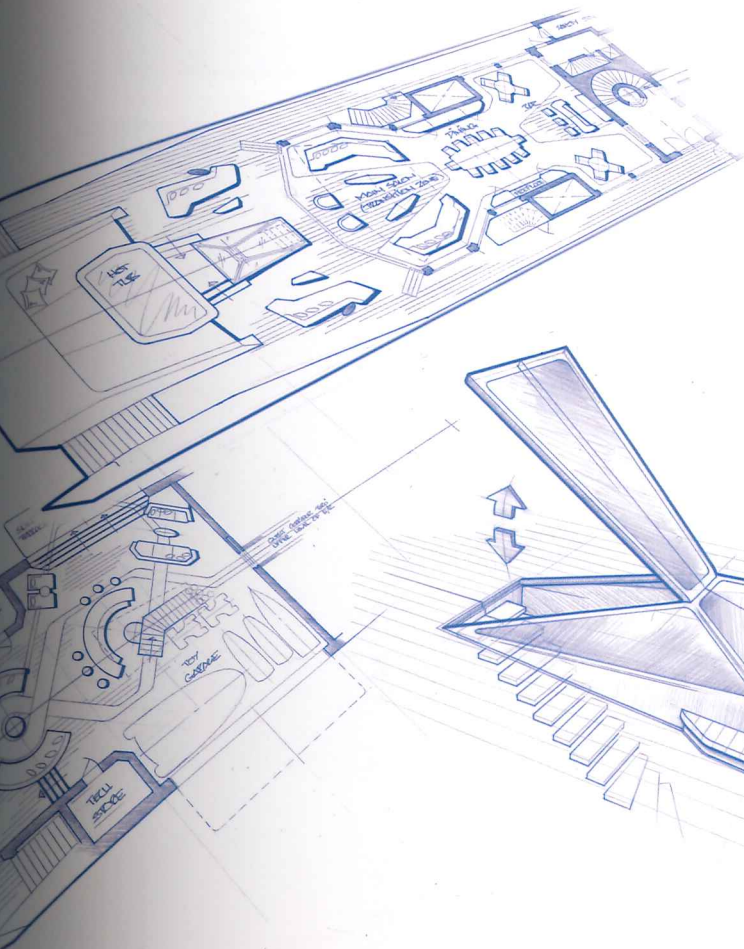
We selected unique projects from 10 studios for review and trend-spotting. Speculate along with us on how these concepts might shape the future of large steel motor yachts.



▶ NAUTA YACHT DESIGN

Nauta Design chose the 229-foot (70m) platform believing this to be the perfect size to include extraordinary outdoor spaces, balance and cleanliness of lines and seamless inside/outside connections and harmony. Combining Nauta's philosophy of light and brightness in exterior and interior spaces with classic Benetti elements, the firm was able to incorporate a beach club with an impressive sea lounge that includes a large wellness and fitness area and can convert into a disco. Moving the garage amidships allowed for this extended al fresco lounge.

Interior styling was developed in cooperation with Standby/Marijana Radovic and was segmented by sliding panels to create flexible spaces. These divisions are designed and structured to give a feeling of intimacy without excessively fragmenting the interior.



◀ BANNENBERG & ROWELL

Dickie Bannenberg says the firm wanted to “continue the design language in our studio at the moment— taut, angular, interesting surface geometry, purposeful, muscular designs.” He and design partner Simon Rowell also focused on indoor/outdoor spaces in their 262-foot design with big skylights and a glass prism that connects the main deck aft and the beach club below. The glass/composite pyramid structure provides natural light and access to the beach club. The beach club's transom door, when open, provides a canopy to the sunpads and spa tub on the main deck above.