

# Bridging the gap between studio & shipyard

Gemma Fottles

Officina Italiana Design has been in the industry for over two decades, and has an impressive portfolio to show for it. Celebrating their 20th anniversary last year, the coming years are set to be a challenge for the ten strong team based in Milan, with a new range of superyachts coming up for Riva, as well as projects for SanLorenzo.

Projects with Riva are something they have become very accustomed to almost since the inception of the company. With founding partner Mauro Micheli originally coming from Riva before he established Officina Italiana Design with business-minded partner Sergio Beretta, the brand has maintained a close and healthy relationship with the shipyard, and are solely responsible for the exterior lines and interior design of all of Riva's current range of models. "We have a history with the shipyard. Since Mauro worked there almost 30 years ago, we've seen all of the changes that have taken place," Beretta comments.

Clearly this relationship has its many benefits and advantages, but as with most things, this inevitably also comes with a few potential cons. One of which is the issue of brand loyalty; are Officina Italiana Design limited to whom they can work with because of the existence of such a close relationship with Riva? The answer, in short, is yes - though perhaps not coming with the negative connotations of shackled obligation. An example of this is easy to find, as the brand is completely free to work with current

partners SanLorenzo.

"We've actually got a partnership with SanLorenzo which will go on for the next two years," confirms Mauro Micheli. "We have six boats to design for them, and one of them we brought to the Cannes Yachting Festival, the new 86 Fly, where we have designed both the exterior and interior."

The potential 'con' issue still stands though; the deal with SanLorenzo will indeed draw to a close with no further work planned as a direct result of the relationship with Riva. "As you know, these two groups are competitors, so with

working with both of them, we had to make a decision from our heart, and that was to - ultimately - focus more on the Riva side," Beretta explains. "We decided to go ahead with SanLorenzo because we want to fulfil the contract and because it is a brand with a great value. After we finish the contract, we'll go on to work with Riva." Beretta does not view this as a negative point, however. He says: "We love this brand, we're part of its history." Another perceivable disadvantage of an exclusive relationship between studio and shipyard goes hand in hand with creative control

and freedom of design. Obviously, Riva is a well-known Italian brand with a distinguishable style. When the designer wants to, perhaps, make a significant departure from a standard style, or an alternative to the norm, it can prove problematic. There is already a wealth of expectation surrounding the brand, and opinions to changes will of course be rife. Though not necessarily negative, this can put a lot of pressure on the designers. Micheli adds, "That is something that we always have to face - high expectations are not always easy! We try to always be relaxed about it... Of

course it's creative work, but we still have to face these expectations, and the production must always go on. The Riva lines come naturally to us now, but it can still be stressful."

Though stressful, challenge often fuels creativity, and this is exactly what we can expect in coming years from Officina Italiana Design. "We have plenty of models to draw, so it's going to be very challenging! We're actually going to rebuild the entire range in four or five years time, so there are big challenges ahead."

Specific details around the upcoming range are still being kept a closely guarded secret, though Beretta confirmed that larger yachts are definitely on the cards for the future. "It's projects of 50 to 90 metres." Beretta goes on to verify that the wheels are already in motion when it comes to the range, with the first 50 metre vessel already in production with an owner. He continues, "We are very, very on this project. There is a level of customisation, and we're also involved in this part of the project. We have a superyacht division as part of Officina Italiana Design which is completely Riva dedicated."

Beretta concludes with a little more information of what we can expect from the new Riva range, stating: "We'll have two 50 metres, and we'll have different options; classical and contemporary. Right now we're focusing on the more classical one, which remembers the Riva history and styling details from the past. That one is currently in the shipyard."



Riva 50m

## An explorer with no limits 103m Sea Hawk unveiled



Sea Hawk

Ahead of the Monaco Yacht Show, Matthias Bosse, the captain of the 104.85 metre Lady Moura, introduced a new yacht design company, Hawk Yachts. The company focuses on creating true luxury explorer yachts, a focus exemplified by their very first superyacht design; the 103 metre Sea Hawk. A real 'no limits' philosophy is at the core of the design, with just some of her stand out features including an impressive range of 12,000 nm,

a capacity storage of three months, and oversized propellers and machinery designed to withstand substantial ice and debris interaction.

In addition, Sea Hawk comes with both diesel-electric propulsion and electric only propulsion, included to ensure the vessel is well prepared for more sensitive waters. Currently the yard tender has been completed, with a short-list of potential yards to build the vessel already drawn up.

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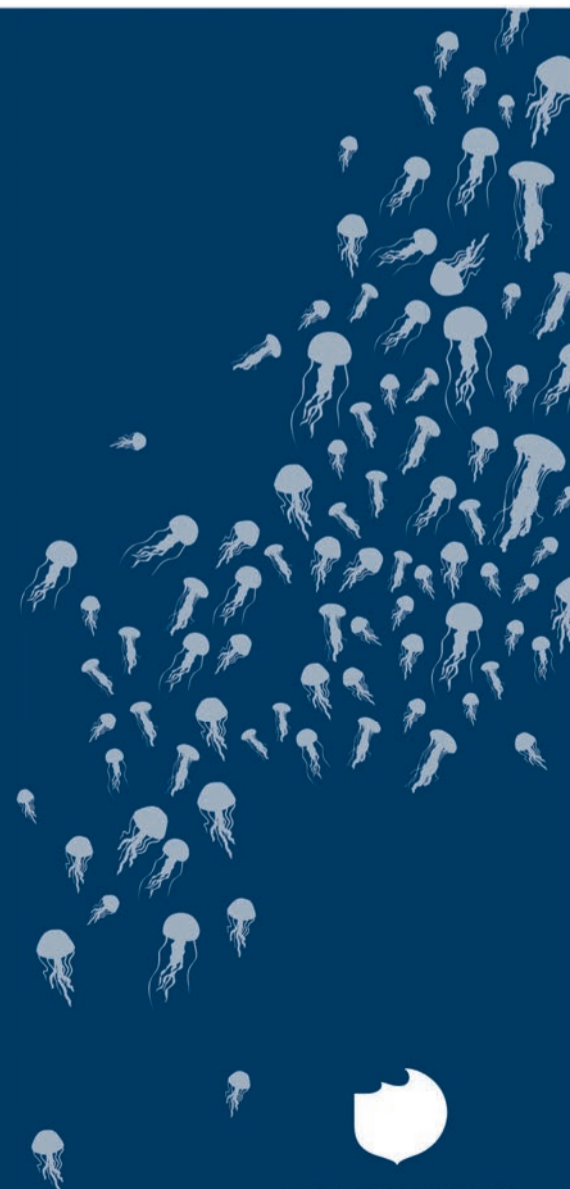
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