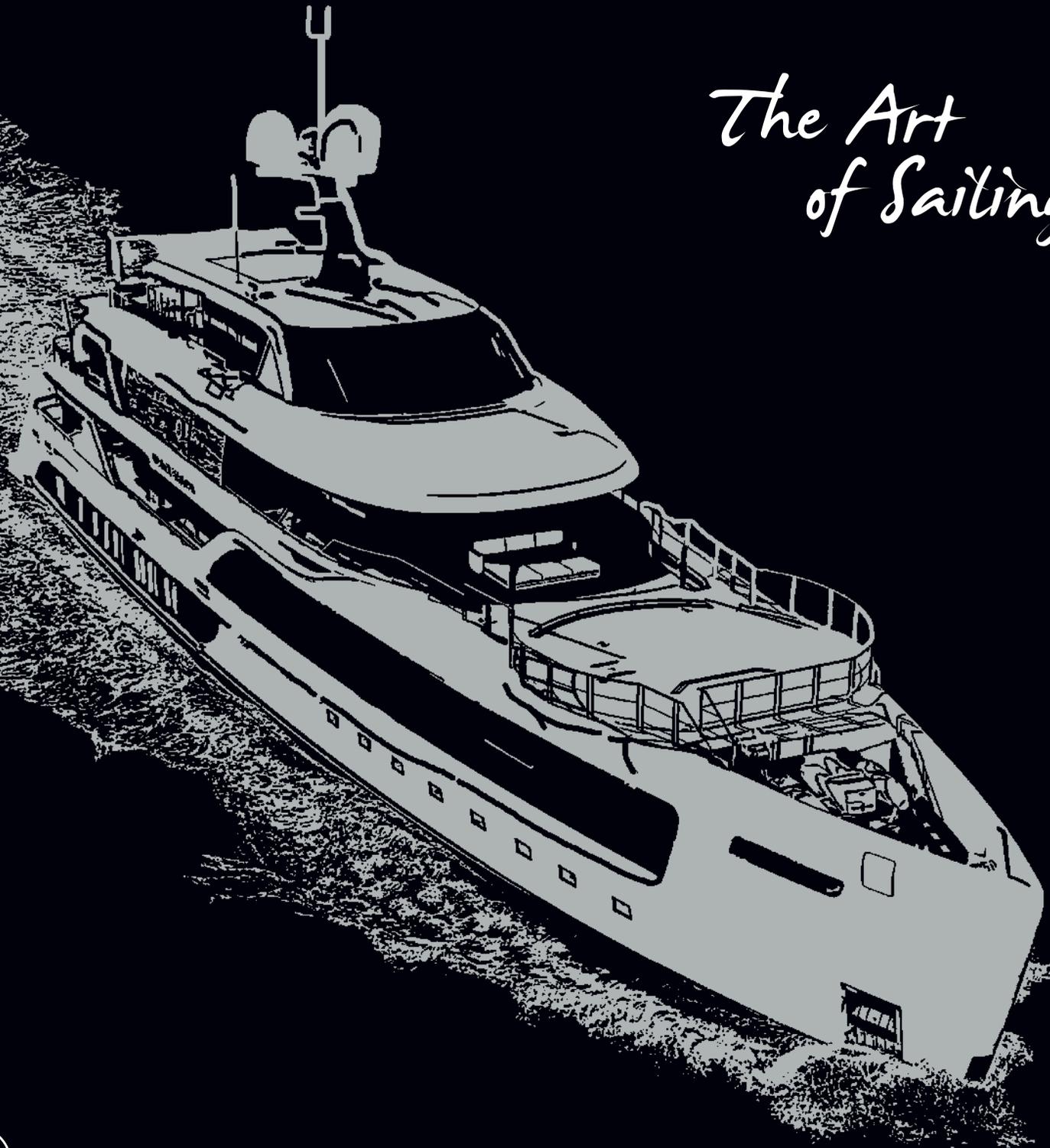


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*The Art
of Sailing*



[CREATIVE MINDS: OFFICINA ITALIANA DESIGN]



IT'S IMPORTANT TO

by Luciano Stanga





COMMUNICATE AN EMOTION

Some situations arise purely by chance, but then become a turning point in your life. That's how Officina Italiana Design came into being, and for over 20 years Mauro Micheli and Sergio Beretta's studio has been the exclusive design choice for the entire range of Riva craft.

Mauro Micheli set out on his professional adventure (after art college and Milan's prestigious Brera Academy) by winning a Riva competition. "They were looking for an assistant in the technical office. I wasn't a great boat enthusiast or designer, but I wanted to make a mark". So in 1984 he joined the yard as an assistant designer, working with architect Giorgio Barilani and interior designer Mauro Pagani. Gino Gervasoni, the son-in-law of Carlo Riva – a pillar of the nautical sector, the yard's CEO until the 1990s and someone who has been a great influence on the Riva brand – was especially struck by

Micheli's ability to design freehand. "It was a very intense period when I discovered and absorbed the company's DNA. Following the trail blazed 30 years ago by Carlo Riva was a constant source of pride". Then after 10 years at Riva came the fateful decision to found Officina Italiana Design with economics graduate Sergio Beretta, a man with managerial experience and four languages at his fingertips. "We combined our strengths, and as we shared a passion for art – the basis of all Mauro's creations – and design, it was easy. I was the more pragmatic one while Mauro was more creative, and it worked. The studio was in a hangar in a village near Lake Iseo". Now, 22 years later, the studio is based in a late-19th century building on via San Tomaso, near the Accademia Carrara, the team comprises ten designers, and the OID is responsible for over 25 craft designed for Riva – so far.



This rendering shows another view of the 50 metre. Below, the Sanlorenzo 52Steel presented at Cannes. Opposite page, the show and the innovative hard top on the Riva 110'. Opening, the 50 metre and the two founders of the Officina Italiana Design, creative mind Mauro Micheli (left) and CEO Sergio Beretta

It's a particularly successful and intense time for the studio – since the spring 2015 Riva has launched two 88' (Florida and Domino Super), two 76' (Perseo and Bahamas), a 39' (Rivamare) and even a car (the Fiat 500 Riva, restyled by OID together with the FCA style centre). By the end of the year the 100' Corsaro will also have taken

to the water, and the lines for a 110' are currently being completed. This yacht features some extremely interesting design solutions, including several innovative asymmetrical elements. With its 110' the Officina breaks into what is for them a new, promising sector – megayacht design. “We’re already working on two lines for Riva – one more classic and one more contemporary. The yard’s new initiative is strongly supported by Alberto Galassi (Ferretti Group CEO since 2014 - ed) and we readily embrace it”, says Beretta. Sanlorenzo, too, when asking OID to revamp the lines of six of its models, inserted a steel 52' and a 64-metre. “Series yachts are in my DNA”, Micheli adds, “but I admit that this is a new challenge and as a designer I accept it with pleasure. I believe strongly in the Riva Superyacht Division line. We’re working very hard, and the first example will most probably appear in 2018. It’s a more complex sector, because you have to make compromises, but so far our relationship with owners has been a good one. People show their confidence in us in terms of aesthetics and décor by choosing Riva. There’s a relationship of trust, which is vital if we are to work together with harmony and enthusiasm.” Success is “almost” guaranteed.



[CREATIVE MINDS]

