



Italian studio explores new design horizons in Dubai

By David Robinson | March 08, 2022

Officina Italiana Design looking to develop new relationships and ideas

The co-founders of Italy's Officina Italiana Design studio, Mauro Micheli and Sergio Beretta, have been spending time in Dubai to draw on its East-West culture and lifestyle, exploring new horizons in terms of developing design ideas and concepts.

"We have always strived to embrace new stimuli, and travel and art are our main source of new ideas and insights," says Sergio Beretta, whose company exclusively designs Ferretti's Riva line. "At a very complicated time like this with the pandemic still going on and the very serious international situation, travel has not always been simple: that's why we focused on Dubai. We saw the city as a real powerhouse of ideas."

Dubai is one of the biggest markets for yachts of over 40m, which themselves account for 13% of the world fleet. According to the Superyacht Builders Association (SYBAss), the region has contributed to the overall growth of the high-end nautical market to the tune of 7%.

"Made in Italy' is particularly popular in Dubai and there are many Riva owners and enthusiasts there too," Mauro Micheli adds. "It's a world interested in large yachts, a segment we are focusing on with the Riva Superyacht Division. We are making interesting new contacts and it is great to see this momentum at first-hand after such a long period of lockdowns and stasis."

The Riva 130' *Bellissima*, which was just presented at the Miami International Boat Show, is the latest confirmation of Riva's ambition to make its mark on the superyacht sector following the success of the 110' *Dolcevita*.