

# SANLORENZO

## Sanlorenzo presents “Naviganti exhibition. A journey into Sanlorenzo's shipyards” at the Casa dei Tre Oci in Venice

*“Naviganti. A journey into Sanlorenzo's shipyards”*

*Casa dei Tre Oci – Sale de Maria*

*Venice*

*31st August – 02 novembre 2019*

**Sanlorenzo**, one of the world's leading producers of yachts and superyachts, in conjunction with **Biennale Arte 2019**, is proud to present the “**Naviganti exhibition. A journey into Sanlorenzo's shipyards**” on display from 31 August to 02 November in Venice at “Sale De Maria” in the **Casa dei Tre Oci**, a privileged campus for the formulation and cultural comparison of contemporary languages, with particular attention on photography.

Conceived as a true first hand look at what's involved in the production process at our shipyards, the exhibition, with an ad hoc **set-up curated by Piero Lissoni**, Art Director of Sanlorenzo, is to feature more than **30 black and white images by photographer Silvano Pupella**, who uses his lens to give us a visual tale of the **harmony between craftsmanship and technology** that has over the last 60 years made Sanlorenzo a veritable nautical excellence.

The evocative photographic portfolio which was put together within the La Spezia shipyard, reveals how each **Sanlorenzo superyacht is the result of a complex, transversal and innovative project**: each boat over 40 meters long, comes to life from the hull, forged in metal like some work of art, and on through the work of skilled local artisans who take the greatest of care with every little detail, making each piece unique and special, thereby assuring the desired reaction from the owner every time.

The photos of Silvano Pupella thus recount the work of these highly skilled artisans whose masterful craftsmanship makes these sophisticated elegant yachts what they are, as if they were being crafted in a Renaissance workshop.

His decisive black and white, introducing us at the initial production stages of the steel superyachts, is able to excite enhancing the hidden charm and the intrinsic beauty of the unfinished products.

The spatial expansions which Sanlorenzo succeeded in adding to his projects, as these images state most clearly, amaze and even overturn the perception of the limit that one always has on board these self-propelled jewels. Images that, documenting the various preparatory stages of the metal hulls, can perfectly relate the atmosphere of this place full not only of technology but also of precious and irreplaceable practicality.

This project, which was created by Mr. Massimo Perotti, Chairman of the company, once again shows **Sanlorenzo's ability to embrace new and creative languages to talk about itself and offer new perspectives regarding the world of boating and Made in Italy**.

This decision, this philosophy, has **linked the company to the world of art and design** over the years, with direct participation in some of the most important events in these areas. With this new project, on the occasion of the Biennale Arte 2019 - the most internationally recognised and prestigious review of contemporary art in the world - Sanlorenzo is once again confirmed as being **a key player in top events related to the world of art**.

From 2019, indeed, Sanlorenzo is part of the **Tre Oci Club**, a **network of companies** that share a passion for

photography and support Casa dei Tre Oci in a path of cultural and artistic growth through **its history and identity**.

Among the past **collaborations** with **Galleries and cultural institutions** we can include: La Triennale di Milano, during the FuoriSalone del Mobile 2017 and 2018, with the displays "Sanlorenzo: Il mare a Milano" and "Il mare a Milano: Yachtville" and together with Tornabuoni Art gallery, he organised exhibitions on board his own yachts dedicated to the Italian Monocromo and Alighiero Boetti during the Art Basel Miami Beach event in 2016 and the 57th Art Biennale event in Venice.

In this coherent and transversal path, Sanlorenzo also signed a **global partnership agreement**, in 2018, **with Art Basel** the world's leading art fair for modern and contemporary art, for the annual appointments in Hong Kong in March, Basel in June and Miami Beach in December.

#### **Thanks to:**

Alpi

Artemide

Bellotti

#### **Silvano Pupella**

*Chaos is the origin of all things, it is life, it is movement, confrontation, contrast; randomness and unpredictability are the rules that govern it. For over 30 years I have been in charge of business and company, covering various roles as a manager. "my chaos" however was a passion, a real second life, and I lived it through photography where I unceasingly sought contrasts which I could reveal and then seize and retain using images.*

*But photography is not just about pictures, it is a rich box of sensations, emotions, it nourishes and stimulates the senses, it must be seen, "felt", touched.*

*For this reason, over the years I have searched for materials, media and printing techniques that would allow me to enhance and convey the richness of the senses contained in images.*

*In recent years, the merging of thirty years of experience within the company and the ability to communicate through symbolic imagery, led me to bring to life projects for companies using artistic photography as a powerful communication tool.*

*Each company is a complex, multi-faceted and multi-shaped universe that has its own life, its own identity and its own soul that make it unique. Every company in its life leaves traces of itself, distinctive signs of its being: its products, the people who interpret it and represent it, and the ideals it communicates.*

*My job is to seek out these traces, synthesize them through photography and present them in a story in images that interpret the essence of the company and its uniqueness.*

#### **Sanlorenzo**

*For over 60 years the Sanlorenzo shipyards have been producing high quality motoryachts, the result of the union of artisan care, design and advanced technologies, all then custom-made according to the specific requests of the owner.*

*Founded in 1958 by Gianfranco Cecchi and Giuliano Pecchia with the opening of the first shipyard near Florence, Sanlorenzo was taken over in 1972 by Giovanni Jannetti who launched the first fiberglass hull boat in 1985, then moving the seat of the company to Ameglia (La Spezia). In 2005, Massimo Perotti - experienced in over twenty years of activity in the sector - took up the reins.*

*Thanks to the management of Mr. Perotti, now Chairman of Sanlorenzo, the yard has seen some extraordinary growth, bringing turnover from 40 million euros in 2005 to 380 million in 2018.*

*Today among the world's leading producers of yachts and superyachts, the company can count four production sites: La Spezia, dedicated to the production of Superyachts, Ameglia for the production of medium and large size yachts, Viareggio, for the production of yachts larger than the 100 ft fiberglass model and finally Massa, the new center for the study and development of future models.*

*With determination and entrepreneurial vision, Mr. Perotti introduced the real innovations that have profoundly changed the world of yachting at Salorenzo. A fundamental step here was opening to the world of design through collaboration with important names such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (from 2018 Art Director of the company) and Patricia Urquiola.*

*Here once more we see a unique and innovative approach that has also pushed the company to connect, over the past few years, to the world of art through collaboration with important galleries and cultural institutions. In 2018*

*Sanlorenzo signed a global partnership agreement with Art Basel, the most significant modern and contemporary art fair on the international scene, for the annual appointments in Hong Kong, Basel and Miami Beach.*

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