

**SuperyachtNews**



# **Monaco Yacht Show 2018 Insight Report**

## BUSINESS



BY RORY JACKSON

The Monaco Yacht Show (MYS) has once again come and gone in the blink of an eye, and yet the myriad announcements and topics of conversation revealed during its staging will continue to reverberate throughout the superyacht market for the days, weeks and, in some cases, years to come. For many businesses, MYS provided the perfect launch pad to announce new directions, partnerships and infrastructure developments.

On Friday 14 September, the superyacht industry was saddened to learn of a fire that broke out in the floating dock of Lürssen's shipyard in Bremen-Aumund and on board the superyacht that was within it. At an exclusive event on the Tuesday before MYS, Peter Lürssen, managing partner of Lürssen, provided an update on the situation at the yard.

"The event has been a great shock to us and our deepest regret goes first and foremost to the owner, who was expecting the end of the production process, with the delivery due for early next year," explained Lürssen. "But – and this is an important message that I would like to bring across – this damage does not affect the substance of our company and the group. We have always been very conservative in the way that we structure and maintain our group and, as bad as this fire is, it does not affect the substance of our group. With regards to the cause of the fire, I know as much as you do and we are waiting for a report from the police, followed by a report from the insurance companies."

However, the news was not all sombre on the part of Lürssen. The German superyacht manufacturing behemoth, best known for the production of the world's largest yachts, announced that it had signed the contract for the construction of a 54m project. Indeed, over the past year in particular, Lürssen has been actively pursuing projects in the 55-80m market, having previously been overlooked for certain projects because of its reputation for only building the world's largest vessels – a fact that Lürssen was eager to dispel.

“While we are grateful for the success of our large builds, it is essential not to forget that our core business must be between 50m and 80m,” continued Lürssen. “Although the preconception is that Lürssen only builds large yachts, we have delivered a considerable number of smaller vessels over the past 15 years, including 29 under 90m. Over the same period, we have delivered 15 yachts above 90m.

With both the interior and exterior penned by Bannenberg & Rowell Design, project 13800 represents the first time the two superyachting stalwarts have collaborated so closely since Coral Island in 1994.

Elsewhere, Amico & Co., the Italian refit specialist, introduced a whole host of infrastructure developments that are due to be completed in the coming years. Chief among these are the creation of a new superyacht marina in Genoa and a proposal that will see the Amico & Co. refit facility become a turnkey destination for superyachts in the 40-150m range. The development of the refit facility includes a 15,000sqm yard expansion and the construction of a 4,000-ton shiplift capable of lifting vessels of around 95m.

However, the development of Genoa as a superyacht hub doesn't solely rely on infrastructural investment. In tandem with the new marina and improved facilities, Amico & Co. is playing an active role, with a number of local partners and government officials, in the operation of a new superyacht association called Genova for Yachting. Amico & Co., together with 30 local partners, will use its lobbying power and influence to bolster the yachting market in Genoa.

Further major news in the refit sphere included the announcement that MB92, which recently acquired Compositeworks (now known as MB92 La Ciotat), has become the long-term partner to La Ciotat Shipyards in the development of a new 23,000sqm refit facility that will be serviced by a 4,000-ton shiplift. MB92 will be granted occupancy rights for the next 35 years.

“We needed a shrewd and skilled partner to enter into a 35-year partnership with us, in order to maximise this opportunity and create a win-win deal,” commented Jean-Yves Saussol, CEO of La Ciotat Shipyards. “This means not only sharing the costs with us, but sharing the revenue as well. MB92 presented us with the best offer in this respect.”

Reports from the ground of MYS 2018 suggest that the show was a resounding success for the superyacht market with shipyards, be they refit or new build, suggesting that, more so than in recent years, the event provided a serious opportunity to get contracts signed and business moving. There was a near unerring positivity about an apparent market uptick, but time will tell as to whether this is business bravado, or the industry is enjoying a purple patch. [RJ](#)

## TECHNOLOGY



BY WILLIAM MATHIESON

It seems sustainability is all the industry could talk about at this year's Monaco Yacht Show and, let's be honest, that's no bad thing. This subject matter comprised much of the discourse – both the urgent need to address the degradation of the world's oceans and the industry's imperative to tackle its own footprint. The recycling of superyachts, anyone?

But superseding the conversation was the manifestation of this sustainable technology aboard the yachts themselves.

Among the biggest ticket in town this year was Tankoa's latest delivery, 72m *Solo*. Not only did she win the award for greenest vessel of the year at the curtain-raising Monaco Yacht Show awards ceremony (and yes, I did vote for her), the range of innovative solutions once you stepped aboard her were plain for all to see.

The three Northern Lights generators, two 230kW and one 155kW, are equipped with HUG soot burners to eliminate the usual black smoke stains on the sides of the hull and allow guests to enjoy the exterior spaces, while the main engines are equipped with Eco Spray SCR (Selective Catalytic Reduction), significantly reducing emissions.

The vessel is also equipped with a CO<sub>2</sub> monitoring system allowing the captain to reduce emissions. Thus, the yacht is delivered with an Environmental Management Plan (EMP) manual.

*Solo* was also the location of the launch of Kaleidescape's impressive new Marine Movie Service. "The superyacht sector is supposed to be about delivering the finest on-board experience, including on-board entertainment. Kaleidescape's new marine movie service makes it convenient for captains and crew to purchase the greatest movies for owners and guests to enjoy," said Scott Molloy, crew trainer in yacht AV systems.



Meanwhile, four years after the Amels engineering and HUG teams got together to develop an SCR solution for the Amels Limited Editions series, the LE188 Volpini 2 was at the show, making her debut and headlines for demonstrating just what yacht engine rooms of the near future will look like. The yacht features HUG exhaust treatment systems on the main engines and the gensets, meaning she is the first superyacht to meet full IMO Tier III compliance. Indeed, when underway she has been recording NO<sub>x</sub> figures of c.660 parts per million with the system bypassed, but just 60ppm with the system switched on – a 90 per cent reduction in NO<sub>x</sub> emissions. There's no getting around the fact, though, that the space required for the treatment systems does suggest smaller yachts could face an interesting design conundrum in the years to come.

Talking of efficient systems, one of the notable company debuts was that of Synergy, a new partnership between HVAC consultant and Will Faimatea's Bond TM. This collaboration will bring a new dimension to the design, implementation and functionality of one of a superyacht's most overarching and largest physical systems. As Faimatea explained, in conversation with Technical Editor Charlotte Thomas, "Patrick has shown he has the expertise within the HVAC field, and together with our engineering and systems management experience, we are delivering the same superior level of consultancy within the HVAC arena."

For operators, satcomms seems to be a perennial hot potato. Design Editor Georgia Boscawen spoke with Ole Kristian Sivertsen, CEO of connectivity giant Priva, who explained, "A show is not about having a new product – the important thing is that we are changing platforms into highly customisable [propositions], which we can create to the specific needs of every client.

"One size does not fit all in this industry and that's the approach [we are taking] ... Instead of having a massive standardised support centre, we have done it in a supportive style, where we can truly enrich the time for every client as well. For every ETO that calls in, we know that when things aren't working, every microsecond matters ... We need to make sure that the people that work for these owners are empowered to ensure they have the best experience possible."

Elsewhere, there was the usual patter about cyber security, or the lack thereof. It is not so much a case of the security propositions themselves not being up to scratch, but a dearth of knowledge among those on board – both crew and guests. With the proliferation of devices aboard today's yachts, the potential routes into the mainframe are multiplying exponentially. There needs to be a widespread and concerted effort to maintain the positive steps the industry has taken to educate operators about cyber security best practice, and due diligence, as Inmarsat did at this year's show, and will continue to do with its round table programme over the coming months, in addition to its publicly available Connectivity Report.

And I'll conclude with a conversation I had with the Yacht Creators team. They're always exploring new ways to engage next-gen clients (check out the interview with company founder Barin Cardenas in issue 190 of *The Superyacht Report*), and they're finding increasing traction with VR technology as a sales tool for their *Maharani* concept. It may be fairly well established as a technology, but Cardenas said being able to walk a client around a concept adds a level of tangibility to the process that an abstract design cannot. The utilisation of VR, and its effectiveness to inspire a client, may divide opinion. But we can all agree that new clients are the industry's collective target for 2019, so anything that can help should be embraced. **WM**

## FLEET



BY FELIX SOWERBUTTS

There is simply no show on the international circuit that compares to the Monaco Yacht Show (MYS). Sure, it's not the largest or the most focused by any stretch, but it delivers a range of quality products, designs, technologies and ideas like no other, and it's a spectator sport for the competition between the world's best shipyards to present their best wares.

Understandably, it's the largest boats in the show that perennially draw the most attention, so it was ill-fated that the two largest exhibits, 95.2m *Kismet* and 90m *DAR*, were denied entry for the opening period of the show due to choppy seas. While the former never actually made it into the show – through no fault of the exhibitor – *DAR* did, and with her imposing, glass-laden exterior profile, the majority in attendance appreciated the impressive craftsmanship by Oceanco and exterior designer DeBasto Designs.

Further along the dock was *Elandess*, the 74.5m Abeking & Rasmussen build, designed by Harrison Eidsgaard. Compliments for this boat were aplenty – in fact, a number of show attendees said it was the most impressive boat they had ever set foot on. The art collection, communal spaces, lounge underneath the swimming pool waterline and underwater viewing lounge are but a few of the boat's highlights. The experienced, hands-on owner, yard and designer have created a truly impeccable product in which every fine detail has been thought through.

The 88.5m *Illusion Plus*, built by Chinese shipyard Pride Mega Yachts, has some fantastic spaces to offer – you really do get a sense of the sheer volume (3,642gt) in the double-height salon and staterooms when you walk through the boat. That, for me, is the main selling point of the yacht as it stands because the finishing touches are yet to be made. I'm not so sure the quality is up to the standards of her Northern-European counterparts; however, at €35,000 per gross ton, she looks to be priced where she should be.

The 72m *Solo* proved to be a very popular boat in the show and was built on the technical platform of its predecessor – and sistership – 69.3m *Suerte*, at Tankoa Yachts. *Suerte* had been a great success upon delivery in 2015 – so popular with one charterer, in fact, that he embarked on a four-month charter, which eventually turned into ownership. Consequently, the seller returned to the yard to build *Solo* and it has been rumoured that another larger project could eventually be in the pipeline for this owner.

My impression is that Tankoa has really put itself on the map with *Solo*. The dark, chic Francesco Paszkowski interior has some great spaces, quirky artefacts and a homely feel. It was announced during the show that the yard is developing a full-custom division, which could prove to be a lucrative move if *Solo* is anything to go by.

Moving further down the size scale, the now award-winning 51m Heesen *Irisha* proved to be an efficacious showcase of Heesen's full-custom division. Built on one of the yard's successful platform hulls, she features a sleek and sporty exterior design by Harrison Eidsgaard, which is characterised by complex, curved glass running from the bridge to the upper deck. Her clean and classy interior, also by Harrison Eidsgaard, puts the finishing touches to a laudable collaboration.

Last but not least, I thought the 49m Rossinavi full-custom build *Flying Dagger* drew admirers for its narrow, sporty superstructure, which was designed by Enrico Gobbi of Team For Design. The sprawling sun deck features a metallic and woven metal canopy that opens and closes to provide a sunny or shaded space. Further performance-driven features include a shallow draft and a water-jet propulsion system, allowing her to reach a top speed of 21 knots.

I don't think it's fair to call them 'dark horses', but it was good to see some mid- to upper-league shipyards turning heads this year and proving that they are in the mix with the best shipyards in the world. While I've only focused on the latest new builds in this feature, the quality extended right through the brokerage boat line-up, which showcased some impeccably maintained yachts and some wonderful opportunities for buyers. **FB**



## OWNER



BY RACHEL ROWNEY

For the owners present at the Monaco Yacht Show (MYS), a few days in Port Hercules is an unparalleled opportunity to catch up with their peers. The individuals I spoke with all found the networking events a way not just to meet with fellow yacht owners, but also to learn more about the inner workings of the industry. The engagement of owners in the industry's seminars (such as the Monaco Yacht Summit) is proof that happy customers will continue to drive our market forward.

Further, I found that many of those companies who revealed a new direction or declared a new project often cited that it was a result of significant feedback from their clients. I lost count of the number of occasions where I heard the phrase 'reacting to the market's needs' at the show. Sunseeker, the iconic British yacht builders, announced its decision to partner with Dutch shipyard Icon Yachts to begin producing metal yachts for the first time in its history (with a 49m vessel to be completed in 2021). This was determined by their research that although their clients loved the brand, the need for a larger size vessel saw these loyal customers outgrow the current Sunseeker offering. "The problem we've always had was that we knew we were building a great marketplace up to 40m, but then those clients disappeared [to other yards]," explained Sunseeker's sales director Sean Robertson in conversation with *SuperyachtNews* after the announcement.

The industry is also expanding in other ways but always as a result of conversations with clients. Buddy Darby, the owner of Christophe Harbour, remarked that his marina's venture into building more 100m+ berths came from his fellow owners requesting longer and longer stays, using St Kitts and Nevis as a base to travel from rather than neighbouring islands. Aeneas Hollins, Darby's ex-captain and now director of yachting at the marina, echoed this viewpoint, explaining that his conversations with captains influence every part of the marina's ecosystem.







The announcements at Monaco proved to me that the industry is becoming more and more adaptable, with many companies showcasing a range of services that owners may not be aware of. Lurssen's 54m contract illustrates how important it is that specific shipyards are not pigeonholed, as the German behemoth is keen to demonstrate its prowess in the sub-90m arena, something that it's not necessarily well-known for. Feadship revealed its complete 'rebuild' programme, which hopes to preserve the authenticity of the Feadship fleet. "It might be a novelty in our industry, but this will authenticate and protect the pedigree of the Feadship brand," argued Farouk Nefzi, marketing and brand director for the shipyard. In recent years, the influence of the automotive world has become much more apparent and this development is no different, acknowledging the positive impact that returning a vessel to its yard of origin has on both the resale value and the authenticity of the vessel's lineage.

It cannot be denied that for owners with yachts on the market, the Monaco Yacht Show offers a world stage for their vessels. Over the coming months, it will be curious to see how many of these yachts are still on the brokerage market.

For me, if I was looking to immerse myself in the world of yachting, the show remains the place to attend in order to discover and explore what the industry has to offer. If yachting brands continue to listen to their clients, offer a wider range of opportunities and use MYS as the platform to announce their expansions, the show will invariably be at the forefront of an owner's mind. RR

## DESIGN



BY GEORGIA BOSCAWEN

For the design community, the Monaco Yacht Show provides the ultimate platform to showcase not only new designs, but also inspiration, trend spotting and potential collaborations which may arise as a result of the show. This year was no exception, as a number of highly anticipated yachts made their debut in Port Hercules and several studios and shipyards unveiled an array of exciting new concepts. One of the other facets of the show was affirming some new design trends in the market.

Some of the interiors on display were truly outstanding at the show this year. There is such a difference between a superyacht interior that has been done to death – simply to make it as ‘super-luxury’ as possible (there are plenty of these on the market) – and one that is executed with the perfect balance of luxury combined with more relaxed elements on board and meticulous attention to detail. A great example of the latter was Abeking and Rasmussen’s 74.5m *Elandess*, designed by Harrison Eidsgaard, featuring a natural colour scheme, with some dark blues and greys added into the mix, and elements such as an open central staircase connecting the lower and upper decks, featuring a skylight which draws light right down into the hull of the vessel. The result is truly spectacular.

Another impressive interior was Tankoa’s latest project, 72m *Solo*, designed by Francesco Paszkowski and Margherita Casprini. The project features a dark-grey colour scheme drawing attention to the yacht’s art collection selected to bring some dashes of colour into the interior. The layout of the yacht moved slightly away from the traditional GA – which was nice to see – with no doors from the aft deck into the main salon, which has created space for an additional lounge area. Tankoa also used the show to announce a series of developments at the shipyard, including the introduction of a new custom division, which CEO Euro Contenti said, “will be positioned to compete with Northern European shipyards.”



In terms of exteriors, finally the world got to see M/Y *DAR*, the striking new 90m Oceanco delivery designed by Luiz de Basto, an unmissable project that does offer something different to the market. We're tired of seeing the same superyacht profile in the industry, whereas *DAR* is daring, but it works and the result is spectacular.

During the show, Rosetti Superyachts unveiled its new 52m supply superyacht concept, which features a vast 142sqm aft deck. Alongside the new design, Fulvio Dodich, Chairman and CEO of Rosetti Superyachts, said, "The new design is really the introduction of a new trend. It is important for us to demonstrate our flexibility in offering different supply vessel concepts."

Perini Navi unveiled a far more diverse yachting portfolio than it is traditionally known for, with the launch of several new lines: the 'Argonaut', 'Voyager' and 'Heritage' motoryacht collections and the 'E-volution' range of high-performance sailing yachts. "We wanted to provide a good selection of different styles, which is why we've used different design studios," explained Franco Romani, Design and Style Director at Perini Navi, to Brokerage Editor Felix Sowerbutts. "We have started building motoryachts under the Perini brand, which combine the expertise of Picchiotti and the know-how of the sailing yacht designers at Perini."

In addition to debuting their latest delivery M/Y *Irisha* at the show – designed by Harrison Eidsgaard – Heesen invited the press to take a closer look at one of the yard's latest designs, 80.1m Project *Cosmos* designed by Winch Designs. Director of Sales Mark Cavendish explained that the new project is a performance-focused vessel which is also the largest project ever designed by the Dutch shipyard. "The idea of the boat is that it's aesthetically pleasing to the eye and fast-cruising – those were the key criteria passed to Winch and they have done the design beautifully."

The official unveiling of a new design collaboration between Fincantieri and Van Geest Design took place during the show as the entities came together to present the 106m *Mirage*. The new concept was inspired by cityscapes and reflective surfaces and has an ultra-modern distinctive finish, which I think is a really interesting addition to the market.

A number of developments were being spoken about by numerous designers leading up to the show, primarily the integration of more subtle interior styling, which seems to be a trend associated with the younger generation of superyacht owners. And it was great to hear from a number of designers at the show that this is a trend that is here to stay.

Designing a superyacht is not about creating the most expensive looking interior possible; it's about designing an interior to fit the lifestyle of those on board, and I think that came through this year in a number of interiors. **BB**

## CREW



BY BRYONY MCCABE

For crew, the Monaco Yacht Show provides a valuable opportunity to hear directly from the Maritime and Coastguard Agency (MCA) and discuss the latest training and regulatory updates impacting the superyacht industry during the annual PYA Sea Changes Seminar. Sir Alan Massey, who was presented with a token of recognition for his positive support of the large-yacht industry during his time as CEO of the MCA, spoke specifically about the Agency's willingness to evolve.

"The MCA wants to develop policy and certification structures that enable the growth of the superyacht market and adapt to new developments and technologies, therefore keeping the superyacht industry safe, innovative and a good place to develop careers," said Sir Massey to attendees during the show.

An example of this proactive approach, which was announced during the PYA seminar, is a new alternative pathway for yacht crew working towards the MCA's Officer of the Watch certification. The change, which now allows crew the option of progressing via the RYA Yachtmaster Coastal Certificate of Competency, was brought about due to the increasing average size of superyachts and a need to offer an option for crew with experience only on these larger vessels.

Cyber security on board was also a hot topic circulating in many discussions happening throughout the show. In a roundtable discussion for captains and ETOs, Inmarsat presented some interesting findings about the issue from the 2018 Inmarsat Connectivity Report. According to the report, the average level of cyber security on superyachts is minimal, with 64 per cent of superyachts relying on a simple firewall as their only cyber defence.

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“The general mentality is that you are out at sea, so you don’t need to worry about cyber security, but this just isn’t true anymore,” explained Wayne Perks, Inmarsat’s manager of cyber security services. It was acknowledged that, as well as investing in on-board software to minimise threats, awareness needs to be raised amongst crew of cyber risks through education and training.

Being an owner-centric show, historically the Monaco Yacht Show has not had an extensive offering for crew. However, this has been changing in recent years, with ACREW offering a dedicated space for crew throughout the show and more crew-focused events every year. For example, the longstanding Fraser Captains’ Dinner and Awards was held once again at the Monaco Yacht Club during the show in recognition of the captains and crew within the Fraser fleet.

The Fraser event takes place every year to thank the charter captains and crew who work hard for their guests throughout the year. This year, the ‘Charter Captain of the Year’ award went to Captain Alex Aslou of M/Y *Bacchus*. The crew and captain Ferdinando Tarquini of M/Y *Force Blue* won the ‘Best Charter Crew’ (yacht over 50m) award and the ‘Best Charter Crew’ (yacht under 50m) was awarded to Captain Mattia Dzaja and the crew of S/Y *Ohana*. **BM**