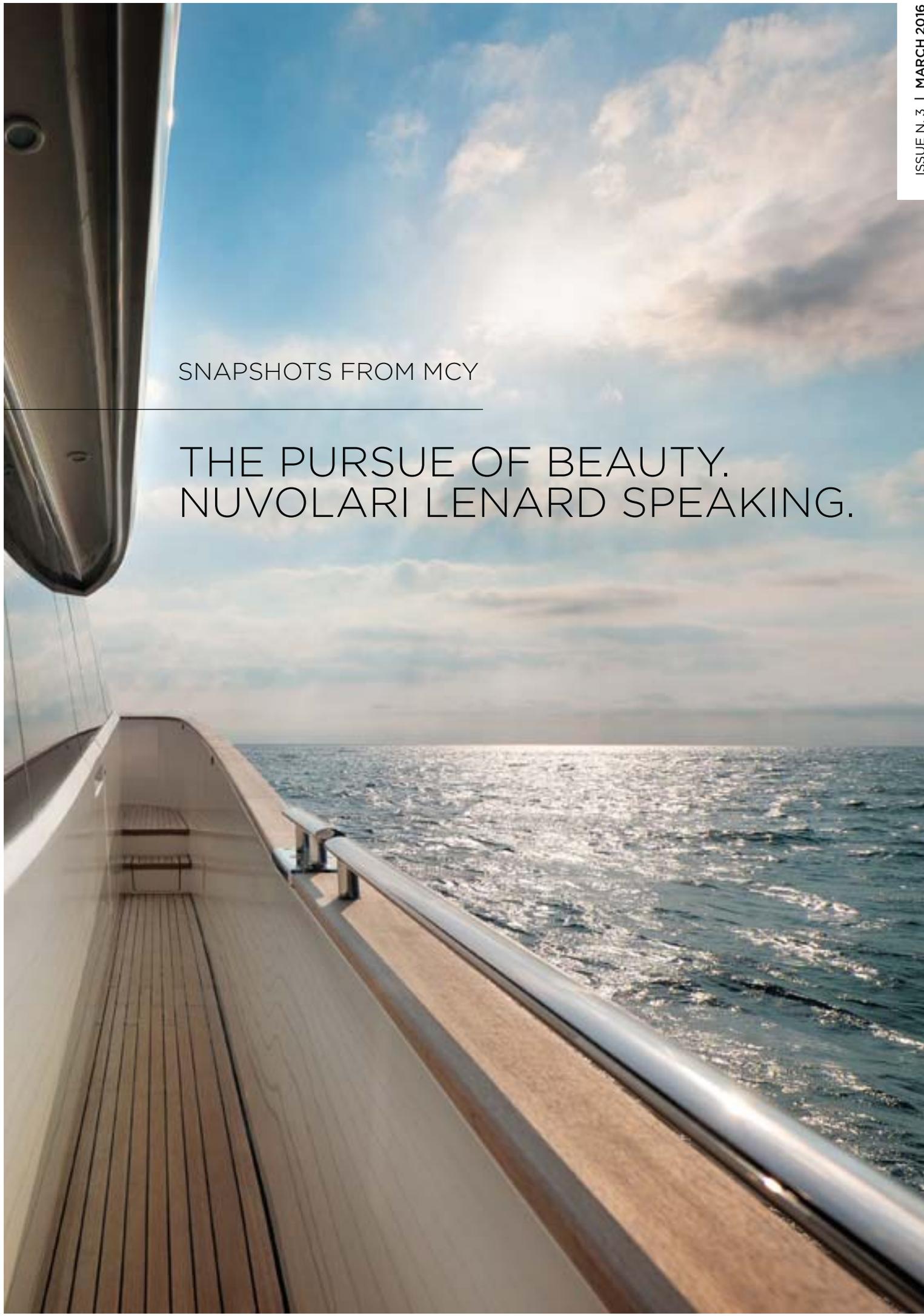


SNAPSHOTS FROM MCY

THE PURSUE OF BEAUTY.
NUVOLARI LENARD SPEAKING.



EDITORIAL



“ Dear Friend,

With Carlo Nuvolari and Dan Lenard Monte Carlo Yachts resets the meaning of key words such as style, functionality and customization.

Style becomes love for beauty, not bridled by limited standards but open to continuous evolution. The natural blend of the sense of freedom we feel boating and the perception of safety and comfort of a villa. The luxury to be shielded in a protective environment with direct connection to open spaces and nature around.

Functionality becomes the tuning between necessary and unnecessary, the final result of a team work, designers together with the engineering and marketing departments in MCY.

Customization becomes the chance to provide unique personalities and moods to the yacht, without masking its style. It's an individual's expression, to have unique artworks deserving the name of the loved ones.

With Nuvolari Lenard we are shaping the future of yachting. ”

Federico Peruccio
Marketing and Communication Manager



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THE PURSUE OF BEAUTY. NUVOLARI LENARD SPEAKING.



CARLO NUVOLARI AND DAN LENARD share awareness and great passion for their work. Together they have created one of the world's most active design studios, renowned for its Italian style. From the outskirts of Venice they have created boats for Carlos Slim, the world's wealthiest man, and film director Steven Spielberg, to name a few famous owners. Their yachts are built, by others, in shipyards such as Oceanco in Holland, Lürssen in Germany, Beneteau in France and Monte Carlo Yachts in Italy.

The Nuvolari-Lenard studio is located a few kilometres from Venice in the Venetian countryside. It is a striking building, forming the nest in which their greatest creations are hatched.

THE PURSUE OF BEAUTY.

NUVOLARI LENARD SPEAKING.



DAN LENARD

CARLO NUVOLARI

HOW DID YOU START DESIGNING TOGETHER?

DL - We met at the Geneva Fair. Carlo was working with a small shipyard, and we suggested to them that we could look after the design aspect. Of course, in those days there were no computers, and everything was done by hand on a one to ten scale. An 18 metre boat measured nearly two metres on the plan. So, at the time, the designs were simpler, because it was difficult to draw complex lines by hand. Now it is easy to do on the computer.

“ *We’ve never looked back.
For us the best design is the next one.* ”

CN - There wasn’t a precise plan at the beginning. When you start a new company you may have a long term view of what you want to achieve of course, but we couldn’t imagine the sequence of our designs. We just did the first, it was a success, so we jumped into the next, we moved ahead, and at a certain point we realized that we had been structuring ourselves. That’s how we became a more established company. We’ve never looked back. For us the best design is the next one.

THE PURSUE OF BEAUTY.

NUVOLARI LENARD SPEAKING.

WHAT WAS THE INSPIRING IDEA?

CN - When the studio was established, in 1991, nearly 25 years ago, we definitely targeted the pursue of beauty. We are still pursuing beauty. This was our mission then and this is our target today and tomorrow.

DL - We said "it will become a collaboration of two people, working together as one to create a single object". And that is what makes us strong today. We are a single entity: I design for Carlo, Carlo designs for me and we have no problem in making criticisms before showing the design to the client.

WHAT WAS YOUR FIRST DESIGN?

DL - The VZ 18. We did it for a shipyard that produced two units per year. It is still in production, with a few modifications.

They have always done two per year, so in 20 years, they have built 40 boats. However, it was a significant output for that time. Ten years back, if 45 pieces came from one parent company it was a great success, even for the most important firms on the market. The numbers have grown by a huge amount in the last decade.



THE PURSUE OF BEAUTY. NUVOLARI LENARD SPEAKING.



WHICH ARE THE SIGNS THAT DISTINGUISH A NUVOLARI LENARD DESIGN?

DL - We truly don't have "our" style, we decided not to have one. A new project always starts from the beginning. We are continually shuffling our cards and our clients, shipyards and private clients, have understood that this is our approach to design. That's why very different projects have arrived on our desks - sailing yachts, dinghies, big or small yachts, tenders, explorer or fast yachts... In all these years we have basically covered every area of yacht design and it's not because we chose to do it, but because we chose to never repeat ourselves.

CN - We are engaged in some very large projects, but we create also hundreds of

“ “ *We truly don't have "our" style, we decided not to have one. A new project always starts from the beginning.* ” ”

small and medium size boats. The smallest one was 5 meters, and now we are working on a boat of 140 m, thus we cover the complete range of boating.

Tomorrow I'll meet a customer and I'm sure they will say "show me something". We have nothing ready but we'll create something for them. The story will start tomorrow. If they recognise our experience, in what we say, the capacity to create a good design, and they feel comfortable with us.

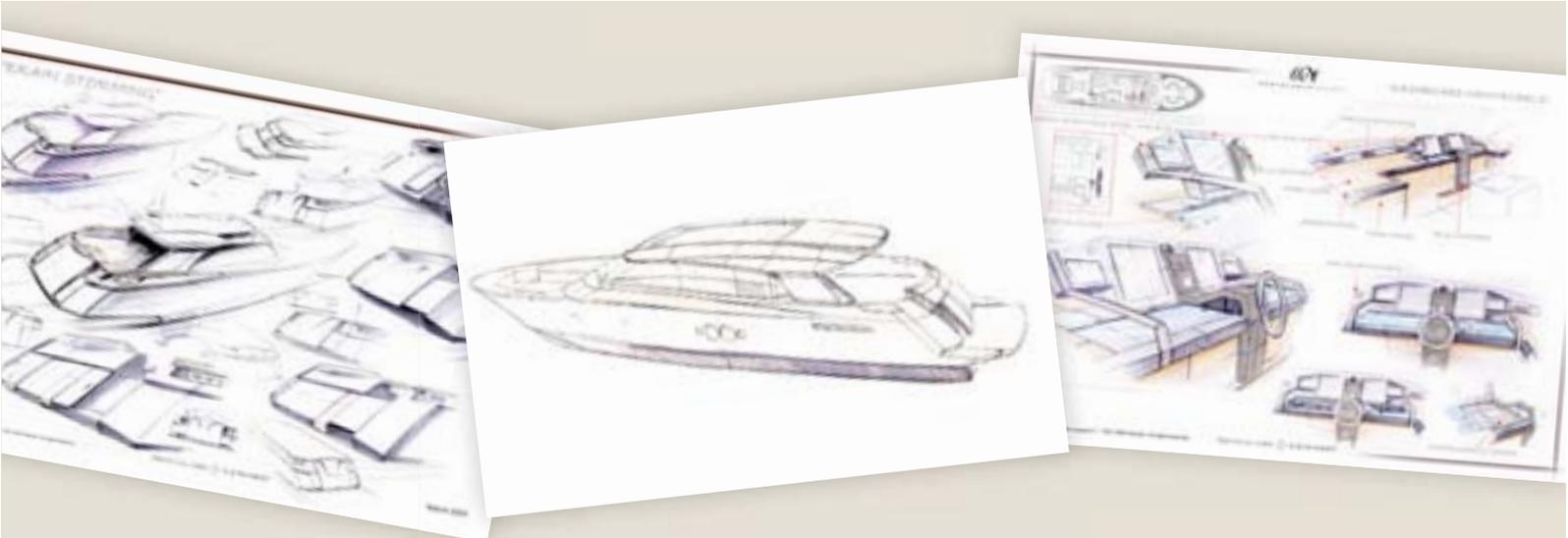
WHAT IS THE DIFFERENCE BETWEEN DESIGNING FOR THE USA, GERMANY, HOLLAND OR ITALY?

DL - Nothing. It is the same design - we do not adapt it for different nationalities.

What is different is the interior, where you can clearly see the nationality of the owner in big boats. We use love in our designs, not style. When we receive an order to make a boat, we always do it with the aim of creating something beautiful. We have always taken care to make the objects different to avoid internal rivalry or cannibalism of our designs for different clients. In all the countries you mentioned they make quality products, but with a different spirit that sets them apart. There are clients who say "I want an Italian boat". Others say "I would like a boat made in Germany or Holland because they are pragmatic". Others think that Italian boats are the best in the world.

THE PURSUE OF BEAUTY.

NUVOLARI LENARD SPEAKING.



THERE'S NO BOAT LIKE A MONTE CARLO YACHTS, WE USED TO SAY. HOW DID THE PROJECT START?

DL- When MCY asked us to create a brand new line, of course they didn't tell us how the boat would look, and obviously we didn't propose "something like".

“ We started the project with the intention of going somewhere where nobody else had been. ”

It's what we do when we design boats. In fact, I like to say "If it doesn't look like something else, probably it's our design!" In this case we wanted to create specifically a Monte Carlo Yachts. It was an important challenge and we accepted it. A new idea in design can survive a long time only if it's really fresh and original.

CN - Even today, it continues to be a great experience. At the beginning we were four people around the table, two from the shipyard and two from the Studio, and now, we are four around the table and there are 380 people in the shipyard. We feel part of a really successful story. A new concept and a new design which came out exactly when the rest of the market was not offering nothing new.

SIX MODELS IN SEVEN YEARS, HOW DID YOU MANAGE TO KEEP THE SCHEDULE?

CN - Working with Monte Carlo Yachts makes you very careful with the schedule. We feel the responsibility that after us there is a long line of people who are waiting for our drawings to start a quite complicate construction process. We have to keep absolutely on schedule and we must avoid delays.

THE PURSUE OF BEAUTY. NUVOLARI LENARD SPEAKING.

WHEN YOU CREATE A DESIGN, IS THE ORIGINAL PROPOSAL ACCEPTED OR ARE CHANGES MADE?

DL - No. There is a very fluid exchange of ideas between us in what we call the ping-pong phase. There is always a dialogue with the shipyard, which makes things more efficient.

CN - The tension is natural and positive. The tuning between necessary and unnecessary is also part of the design process. Total freedom in design can be counterproductive and in production, the boat's beauty comes from the precision of the project. Something that the designer alone can't do. We are part of a team together with the engineering and marketing departments in MCY.

“ *The perfect tuning of the industrial product and the design process, is the key if we look for a successful project.* ”

DO YOU TAKE A CLOSE INTEREST IN THE CONSTRUCTION PROCESS?

CN - Yes, always. If you cannot follow the design from close up, you lose the level of accuracy over what you have designed. You design smooth lines on the computer, without bumps, but when the boat has been welded there is still the stage of sculpting with filler, and you are the one that has to find the right surface. It is a very "heavy metal" hands-on process, and not the work of architects in their white shirts, despite what many people think.



THE PURSUE OF BEAUTY. NUVOLARI LENARD SPEAKING.



DO YOU ALWAYS MEET THE CLIENTS?

CN - Working with MCY we try to meet all the clients, one by one. It's not so easy because MCY is everywhere in the world and the number of clients is high. On the other side we often meet MCY dealers from Europe, America or Asia and they report to us the clients' comments and opinions. This is extremely important.

DL - As Carlo said we try to meet them; at the beginning of course it was easier because MCY had one or two models. In these years the family grew a lot. We are very happy doing it because we are part of this story and we want to learn from the user, from the client, to define better what Monte Carlo Yachts will be in the future.

HOW DO YOU SHARE THE MONITORING OF THE PROJECTS?

CN - At first we both work together, then, generally, one develops more trust or a better relationship with a shipyard or a client. Dan and I have very different personalities so there is a natural process that means one of us continues with a specific client.

IS A YACHT PURCHASED AS AN OBJECT OF DESIRE OR TO HAVE A UNIQUE ITEM?

DL - It is an individual's personal expression. In many cases it is a reward to themselves and to their family because they have done something good for society but they need something that is just for them. Maybe that is why boats have names. It also allows them to flee the pressures and demands of society. It means that just 500 metres from the shore they can throw out the anchor and they are in their own world, without demands. That freedom is given by boats of any length. That will always be the great attraction of yachting.

THE PURSUE OF BEAUTY. NUVOLARI LENARD SPEAKING.



IS A YACHT CLIENT MORE CONCERNED ABOUT THE PRICE OR HOW LONG IT TAKES TO BUILD?

DL - What a question! I think both. Personally, I think we all start to value our time according to our age. I have had 80-year-old clients who have abandoned construction, not because they were afraid of dying but because they did not want to wait. Older people live life week to week.

Patience also depends on how they became rich, on whether it was very quick or gradual. I have seen "old money" people with enough patience to make beautiful things in the time that it takes. Because they know that you need time to make something beautiful.



WHAT IS EASIER TO CREATE FROM A DESIGN POINT OF VIEW, AND WHICH DO YOU PREFER TO DESIGN, A SMALL BOAT OR A BIG ONE?

CN - I can't answer either question. Not because I want to dodge them but because I am in love with all these objects that float on the water. It is easier for a non-expert to make a small boat because the dimensions fit the screen better. The problem comes when the object on your computer measures more than 100 metres. It changes the perspective.

The beauty of large boats is 90 per cent judged on what you see above the water level.

THE PURSUE OF BEAUTY.

NUVOLARI LENARD SPEAKING.



AT WHAT POINT DID YOU REALISE THAT WHAT YOU WERE DOING WAS TRULY SUCCESSFUL?

DL - When, years ago, we managed to create a line of boats like Mochi from scratch. These were the Mochi 19 Sonic, the Mochi 21 Axis and the Mochi 26 Mega, all designed from scratch. It was the first time it had been done in the Italian boating industry. At that time we believed that a design had to be created around this idea: basic model, standard-size model and super model. With that you can create a big boat and a smaller one in one line.

Even today, it is easier to have a 60, 70 or 80-footer and then add a 50-footer and a 90-footer to the line.

WHAT DESIGN WOULD YOU LIKE TO DO IN THE STUDIO THAT YOU HAVE NOT YET DONE?

DL - I would like to make a sailing boat that extends the overall length that can be handled by one person. Today, a cruiser that can be comfortably handled by one person is a 50 ft. You can take it out on your own, handle it on your own and return to the port on your own. A 60 ft, on the other hand, could mean you lose a finger, a hand or a foot. I want to change the concept so that a 60 ft or 70 ft becomes a single handle. The comfort offered by a 60 ft or 70 ft sailboat for a family is like that of a house. But it is impossible to live with a crew when compared with the freedom offered by a 45 ft or 50 ft with no crew. This possibility interests me.

THE PURSUE OF BEAUTY.

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WHAT WILL BOAT DESIGN BE LIKE IN THE FUTURE?

DL - My feeling is that people will spend more time on their boats in the future. Not because they will like them more, but probably because there is less and less space on the ground and in parallel there is more and more perception of the space and liberty that we have in the sea. If you look at how the world is developing, the lucky people who can escape - escape in a positive way - have the luxury of finding space and freedom isolating themselves from urban clamour. Then whether the boat is 5 meters long or 100 meters long, it represents this

idea of escaping in a positive way. I think this feeling will grow in the future.

CN - I agree with Dan. The sense of freedom you feel when you are on a boat can't be replicated in any other way. Time spent on a boat is a gain for your life. You can't experience it in any other way, even at the top of the Everest.

DL - More technically, in the future, design will be based around dimensions, refinement and elegance. Subtle differences will be accentuated. And the greatest experts in design will have the greatest influence on those details.

COMING SOON

THE NEW MCY 80

A SOPHISTICATED YACHT
WITH DISTINGUISHED FLAIR AND SLEEKNESS



Monte Carlo Yachts
will present its new 24-meter yacht
next July in the Gulf of Trieste

STAY TUNED

IN AGENDA

BOAT SHOW



SINGAPORE YACHT SHOW 2016

Singapore
7 - 10 April



PALMA BOAT SHOW 2016

Palma de Mallorca
28 April - 2 May

IN AGENDA

EXCLUSIVE EVENT



**MCY 105 ASIA PREMIERE
2016**

Hong Kong
15 April 2016

TO BE CONTINUED...



In the next issue

**MONTE CARLO YACHTS.
WORLD CLASS
MANUFACTURING PROCESS**

