

# BARCHE®

IL MENSILE INTERNAZIONALE DELLA NAUTICA



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**COVER** Jeanneau NC 14

La fabbrica delle idee *Seconda edizione*

Numero speciale,  
il design Made in Italy

IL MEGAYACHT

Darwin 96' *Stella di Mare*

A BORDO DI

- Itama 62
- Ocean Alexander
- Novamarine 10 m
- Flyer Sportage 560

DOSSIER

LE BARCHE FINO A 7,5 METRI

LA VELA DEL MESE

Bénéteau Sense 46

GLI ACCESSORI DA NON PERDERE

I più innovativi, interessanti e di tendenza







# A cultural heritage rooted in excellence

The second edition of the Idea Factory is a **showcase for Italian designers**. "Made in Italy" has become a hallmark of quality, a great resource in for us in times of economic downturn. Italian designers, architects and nautical engineers – renowned the world over for being among the best in their fields – **are a force** whose creativity and endeavors should **be supported and defended**

*by Francesco Michienzi*

"Turn on your brain. New ideas come from looking at things, talking to people, experimenting, asking questions and getting out of the office! Design isn't about how something looks or seems. Design is about function." Steve Jobs

What is it that people are looking for every day of their lives? Emotions. A chance to escape momentarily from the banality of everyday life. Man is constantly trying to experience something different from the mundane. Unfortunately, he isn't always able to get it or even find it. This is where designers especially must play a major role. Nowadays a major competitive factor for the success of a given item on the market lies in the interaction between the demands of the individual and of society as a whole with supply-side products provided by manufacturers. The figure of the designer, then, in addition to offering undeniable technical and creative competence, represents an interpreter of the aesthetic lines and the functional demands of his or her era and anticipates future trends. To be a designer you have to be particularly creative and at the same time have developed specific technical skills in one or more fields, while, equally important, having accumulated a remarkable amount of experience in a wide variety tasks exploring an array of realms of human knowledge. An object conceived in the mind of a designer and then transformed into reality by a company is the result of tireless, exacting research into identifying the perfect lines, form and colors, choosing the materials that best interpret and exalt the concept

and carrying out the manufacturing process. This is what originality means. This is why a designer piece is of particular value: it is unique and has a story to tell. It bears testimony to the spirit of its time, dipping into the past and projected onto the future. This is one of the pillars on which the reputation of Italian-made products hinges. Italian design is still considered prestigious and is highly sought after all over the world, so much so as to risk being copied and counterfeited, a tendency that is on the rise due to lack of awareness of and sensitivity to the phenomenon. Don't trust boats which cannot claim parentage; they are the children of some boat yard's copy-and-paste engineering department. An original design is what really drives innovation. It is the result of research, study, culture and experimentation with new ideas for forms and materials. Creative design constitutes one of the most fundamental resources a company can rely on to increase its competitive edge. It is the basis of product innovation through which a company can unearth new solutions to meet the demand of a market in constant evolution. This is why we can look with confidence towards the future of the Italian nautical industry. All kinds of designers, whether architects, engineers or interior decorators, contribute to fueling our fabulous Idea Factory. Their individual efforts bespeaks the richness of our highly evolved nautical society, a reference point for seafarers the world over. This is a record we can be proud of, one we should uphold and defend.







## Garroni Design

The Garroni Design was founded in 1971 by Professor Vittorio Garroni Carbonara and led by his son Camillo and his staff, Mauro Pascazzi design engineer responsible, Alessandro Picasso, responsible of automotive and interior design, and some junior designers, is a studio specialized in design and engineering in the field of recreational boating, custom and semi-custom mega yachts, cruise and commercial ships, automotive, architecture and interior -design. The twenty-year collaboration with the Beneteau group, led Garroni Design, to acquire specific skills in the industrial development of the product by projecting the Jean-

neau brand (with DS sailing, Prestige, Leader, NC, motor ranges) among the world leader in the nautical. Innovating and diversifying is critical to ensure a constant evolution of the product, and introducing new layouts aimed at the customer satisfaction are the foundations that led boats such as SO 54 DS to the success, the P500 or the latest born P750 that combine volume, elegance and comfort without forgetting the strength that characterizes the French brand. "The comparison with the owners is extremely challenging, helps us understanding the passion and culture that everyone has in approaching the sea, fulfilling their desires is the main goal of our efforts."



## Teamwork

With Jeanneau (twenty years collaboration): luxury motor boats of the Prestige range, Fly and Coupe line between 40 and 75 feet ( of which more than 3000 units have been sold); sailboats of the DS range between 39 and 57 feet up to 2010 (of which more than 3000 units have been sold); open motor boats of the leader range between 30 and 45 feet; coupe' motor boats of the NC range between 30 and 42 feet. Zodiac inflatables N-ZO range between 5 and 8 meters.

With Pama China: Pama 88 interior design. With NYK, cruising ships Crystal Cruise SES. Ecological container project together with Elomatic. Conrad MS of 45 meters, semi-custom sail boats. Sea Trigano, camper and motor home range for Elnag, Mobilvetta, McLouis, Iveco brands. Xiamen world cruises. Hotels.



At the top on the left, the Jeanneau NC 14, at side the Leader 40, above the Prestige 750, at side a 24 meter concept. On the opposite page, above Camillo Garroni, in the middle and below the Conrad, a 45 meter sail boat built in Poland.

