



## Sanlorenzo supports young creatives of the Young Ambassadors Program at Homo Faber 2024: The Journey of Life

*The participation of the Italian yachting house in this initiative highlights the importance of investing in young artists and designers, ensuring a future rooted in tradition and innovation.*

Press release, September 5th, 2024 - Sanlorenzo and the Sanlorenzo Foundation are pleased to announce their participation in Homo Faber 2024: The Journey of Life, which will take place from September 1st to 30th, where they will be featured as supporters of the “Young Ambassadors” program. By involving two promising design students in this innovative and stimulating program, Sanlorenzo reinforces its commitment to the arts, supporting the next generation of artists and designers while fostering a connection with the local community.

Homo Faber, with its month-long array of cutting-edge exhibitions and workshops, stands out as a cultural movement celebrating creative artisans at the heart of the lagoon city. The event not only brings art and design to life in an interactive format, exploring artisan workshops with a behind-the-scenes look but also provides an educational opportunity for future generations through the Homo Faber NextGen “Young Ambassadors” program.

This program offers a unique chance for students of craftsmanship and design to showcase their enthusiasm to the visitors of Homo Faber 2024. The students have the opportunity to meet designers, artisans, and other young creatives from around the world, forging new connections in an international context. These encounters allow them to experience firsthand the passion for craftsmanship reflected in every work of art and receive advice from experienced artists, guiding their future artistic careers. By supporting this program, Sanlorenzo once again demonstrates its commitment to enhancing creativity and Made in Italy craftsmanship, selecting two design students to represent the maison and the Sanlorenzo Foundation at the exhibition.

An Italian student with a degree in stone restoration and another graduate in industrial design have been selected for their passion for art and design, as well as for their proficiency in English, to represent Sanlorenzo during this culturally significant event in Venice. During the exhibitions, the two students will share the efforts of Sanlorenzo and the Sanlorenzo Foundation in the fields of art, design, and support for the city, assisting artisans who will showcase not only how their work is created but also the creative and developmental processes behind each piece, offering a behind-the-scenes look at their art.

With the upcoming opening of Sanlorenzo Arts Venice next year as a venue for dialogue and exchange between art, design, and innovation, the Italian yachting house continues to strengthen its presence in the Venetian art scene, contributing to the future development of art and design and reinforcing its connection with the local community. The building will host exhibitions of art, design, and architecture, providing a space where creativity intertwines with innovation in the world of yachts, reflecting the values and energy that define the Sanlorenzo world, where art, nature, and technology merge to create unique vessels ready to navigate the future of humanity on a new path.

This year at Homo Faber 2024, Sanlorenzo, together with the Sanlorenzo Foundation, reaffirms its support for the city of Venice, contributing to the local artistic heritage from both contemporary and historical perspectives.

## For more information:

### Sanlorenzo Spa

Stefania Delmiglio

Tel. +390187545700

E-mail [s.delmiglio@sanlorenzoyacht.com](mailto:s.delmiglio@sanlorenzoyacht.com)

### MSL – Sanlorenzo Press Office

Alessandra Pedrona, Tel. +393473332594

Marco Capetti, Tel. +393442777516

E-mail [sanlorenzo@mslgroup.com](mailto:sanlorenzo@mslgroup.com)

## Sanlorenzo

For over 60 years, Sanlorenzo has been a **worldwide-recognized Made in Italy icon**, producing **custom-built, top-of-the-line** motoryachts that blend **quality, design and craftsmanship with the most advanced and sustainable engineering and technological solutions**. The shipyard, the world's first mono-brand in the production of yachts and superyachts over 24m, was founded in 1958 in Limite sull'Arno, near Florence, by two shipwrights, Gianfranco Cecchi and Giuliano Pecchia. In 1972 it was taken over by Giovanni Jannetti, who moved its headquarters to Ameglia (SP) in 1999. In 2005, **Massimo Perotti** - with twenty years of experience in the sector - picked up the baton by purchasing the company. Under his guidance, Sanlorenzo registered an extraordinary growth: the net revenues from new yachts increase from €40 million in 2004 to €840 million in 2023. In 2019 the company was listed on the Euronext STAR segment of the Italian Stock Exchange.

Today, the production of the Business Yacht Unit (in composite from 24 to 40m) and the Business Unit Superyacht (metal from 44 to 73m) is distributed across 5 shipyards: La Spezia, Ameglia, Viareggio, Massa and Arbatax (Sardinia).

The strong drive for innovation that has characterised the company's vision has enabled the company to introduce numerous solutions over the years that have profoundly changed the yachting world, such as the **terraces within the hull**, the **asymmetrical layout** or the **open space concept on board**. Fundamental in this path was the close collaboration with the world of design and architecture, developed entrusting the realisation of the interiors of its yachts to authoritative signatures such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (since 2018 Art Director of the company), Patricia Urquiola and Studio Christian Liaigre.

If design, innovation and art were the drivers of the 2010-2020 decade in Sanlorenzo's vision, for the decade up to 2030 the focus lies on sustainability and technological revolution, attention to the supply chain and services dedicated to its clientele.

The company has set out a clear path toward carbon neutrality, the **"Road to 2030"**, which is embodied in exclusive strategic agreements with the world's largest players in the fields of mobility and sustainable energy, such as Siemens Energy and Rolls-Royce Solution GmbH - Global Marine (MTU), for the development of the most innovative and environmentally friendly solutions for Sanlorenzo and subsidiary Bluegame's yachts, such as green methanol and hydrogen, which will revolutionize the boating world in the coming years.

Two important milestones will be achieved in 2024, in terms of both technological and sustainable innovation of Sanlorenzo. The launch of the **Superyacht 50Steel**, with the first installation of the Fuel Cell system powered by hydrogen reformed directly on board from green methanol, for power generation feeding hotelier services - resulting from the exclusive agreement with Siemens Energy and certified by Lloyd's Register -, and the deliveries of the **Bluegame BGH** tender, powered exclusively by hydrogen and zero emissions, which in October will compete in the America's Cup as a supporting "chase boat" for both the New York Club American Magic team and the French Orient Express team.

Consistent with its identifying values, Sanlorenzo's commitment to sustainability and the promotion of marine culture is also expressed through two prestigious projects.

The **Fondazione Sanlorenzo**, strongly wanted by the Perotti family, which, born in 2022, implements actions aimed at supporting Italy's minor islands and improving the economic and social conditions of their communities, starting with their youngest members.

**Sanlorenzo Arts Venice**, the Group's new cultural research center, a founding member of the Venice World Capital of Sustainability Foundation: a hybrid space dedicated to culture and the arts, encapsulating Sanlorenzo's values of sustainability, innovation and design, which aims to contribute to a global movement to foster positive change, for a more sustainable future.