

MILANO DESIGN WEEK 2023

EXPLORING "THE SEA DECK", AN INSTALLATION
BY AMD L CIRCLE AND MICHELE DE LUCCHI

Credits Nicholas Bewick - AMD L CIRCLE

"The Sea Deck", designed by AMD L CIRCLE and Michele De Lucchi for Azimut Yachts on the occasion of the Milano Design Week 2023, narrates the desire to go beyond the expected and, as with the new yachts of the Seadeck Series of the shipyard, **rediscover contact with nature**.

Conceived as a floating promenade on the Darsena, "The Sea Deck" gives the city of Milan an **unexpected experience of its ancient waterways** and offers visitors the possibility to enjoy the water from a unique perspective, near Leonardo da Vinci's historic canal.

The project seeks to **re-propose the revolution that Azimut has introduced in the nautical world** by inviting guests to embark on a journey and **discover the technologies developed by the shipyard to reduce environmental impact and to share a moment of return to nature**, the essence of navigation. For this reason, **sustainable and recyclable materials** have been incorporated in its realization, such as the flooring created with 2 million recycled bottle corks, which will go on to be transformed again into insulating material for architecture.

"The Sea Deck" is accessed from the dock; once "on board," visitors can stroll - strictly barefoot - along the ring, which rests on the water, to reach the center of the Darsena; along the way, five terraces cantilevered over the water tell of the journey behind the shipyard's new Seadeck Series, the first hybrid series of family motoryachts that integrates the latest and greatest technologies designed to reduce emissions and energy consumption.

A journey in five stages: discovering Seadeck

Visitors will be enticed by the experience of walking on water, on cork, barefoot.

A walk that encounters five interactive stations, telling the story of the new series of hybrid yachts born from Azimut's challenge to reduce CO2 emissions and energy consumption.

Each station is dedicated to one of the innovative solutions adopted.

The first stage reveals the green heart of Seadeck's design philosophy and technology: from the new hybrid propulsion to on-board systems to reduce energy absorption, from the installation of solar panels to the use of recycled materials up to the lightweight carbon fiber. A scale model of Seadeck 7, in white, gives off a green light that pulsates inside, recalling the green heart that powers the yacht.



Completely covered in carbon fiber, the second terrace is a clear reference to the material widely used by the shipyard. The Seadeck Series was made with the highest percentage of carbon fiber ever used by Azimut, amounting to 40% of the boat's surface. The use of carbon fiber makes it possible to reduce the weight of those parts by up to 30%, marking a significant contribution to the reduction of consumption and CO2 emissions.

The third station is dedicated to renewable energy. Visitors will be able to see two models, both with solar panels mounted on the deckhouse, emerging from the water. The Seadeck Series will be equipped with solar panels that help to recharge the latest-generation battery pack and extend zero-emission living at anchor.

On the next terrace, visitors can sit and rest on two cork stools designed by AMDL CIRCLE and Michele De Lucchi. In the place traditionally occupied by teak, Seadeck offers innovative, light and sustainable cork decking, while PET, a recycled material derived from plastic bottles, will be used for the construction of the bulkheads. Approximately 15,000 plastic bottles are expected to be reused for each Seadeck.

Finally, the last station is a reference to the hybrid engines of the new Series. Three painted propellers with integrated lights depict the Volvo hybrid engines that will be installed on board the new yachts. Seadeck will be the first Series in the world which, starting from 60 feet, will guarantee its owners all the advantages of hybrid propulsion, combined with on-board systems designed to reduce energy consumption together with a vast range of solutions to reduce emissions.

Azimut Yachts

Azimut Yachts, founded by Paolo Vitelli in 1969 and part of the Azimut|Benetti Group, offers owners around the world a wide range of motor yachts from 42 to 125 feet in length, organised in six lines (Verve, Atlantis, Magellano, Flybridge, S and Grande). The brand stands out for the spirit of innovation that puts it at the forefront of trends and solutions in technology and design recognised throughout the world of yachting. With headquarters in Avigliana (Turin), Azimut Yachts has five production facilities in Italy (Avigliana, Fano, Viareggio, Savona and Varazze) and one in Brazil, in Itajai, and a presence in 80 countries through a network of 136 sales and customer service centres and representative offices in Shanghai, Hong Kong, Fort Lauderdale and Itajai. For more information: azimutyachts.com

AMDL CIRCLE

AMDL CIRCLE is a multifaceted studio that was founded by Michele De Lucchi. Internationally renowned for its humanistic approach, it works across many sectors providing its clients with expressive and strategic projects that embrace architecture, interiors, products and communication. AMDL CIRCLE's team of architects, designers and craftspeople have worked on projects for public and private organisations, collaborating with large corporations such as Intesa Sanpaolo, Deutsche Bank and UniCredit, and designing buildings and exhibition systems for Neues Museum in Berlin and the Gallerie d'Italia in Milan, Turin and Naples. The Milan based studio has also designed spaces, products and furniture for Alessi, Artemide, Cassina, Hermès, Poltrona Frau and UniFor. For more information: amdldcircle.com

PRESS CONTACTS:

Head of Media Communication - Azimut

Laura Sandrone
laura.sandrone@azimutbenetti.com

Press Office Azimut|Benetti Group Sculati and Partners

T. +39 02.99253500
office@sculatiandpartners.com

Communication – AMDL CIRCLE

Valentina Brivio
v.brivio@amdldcircle.com
media@amdldcircle.com

Press contact The Sea Deck event: GWEP public&media relations

Guendalina Perelli +39 329 9388286
Lucia Legé +39 338 2365852
Raffaella Tosi +39 392 5255057
press@gwep.it