

# LUXE ET AL

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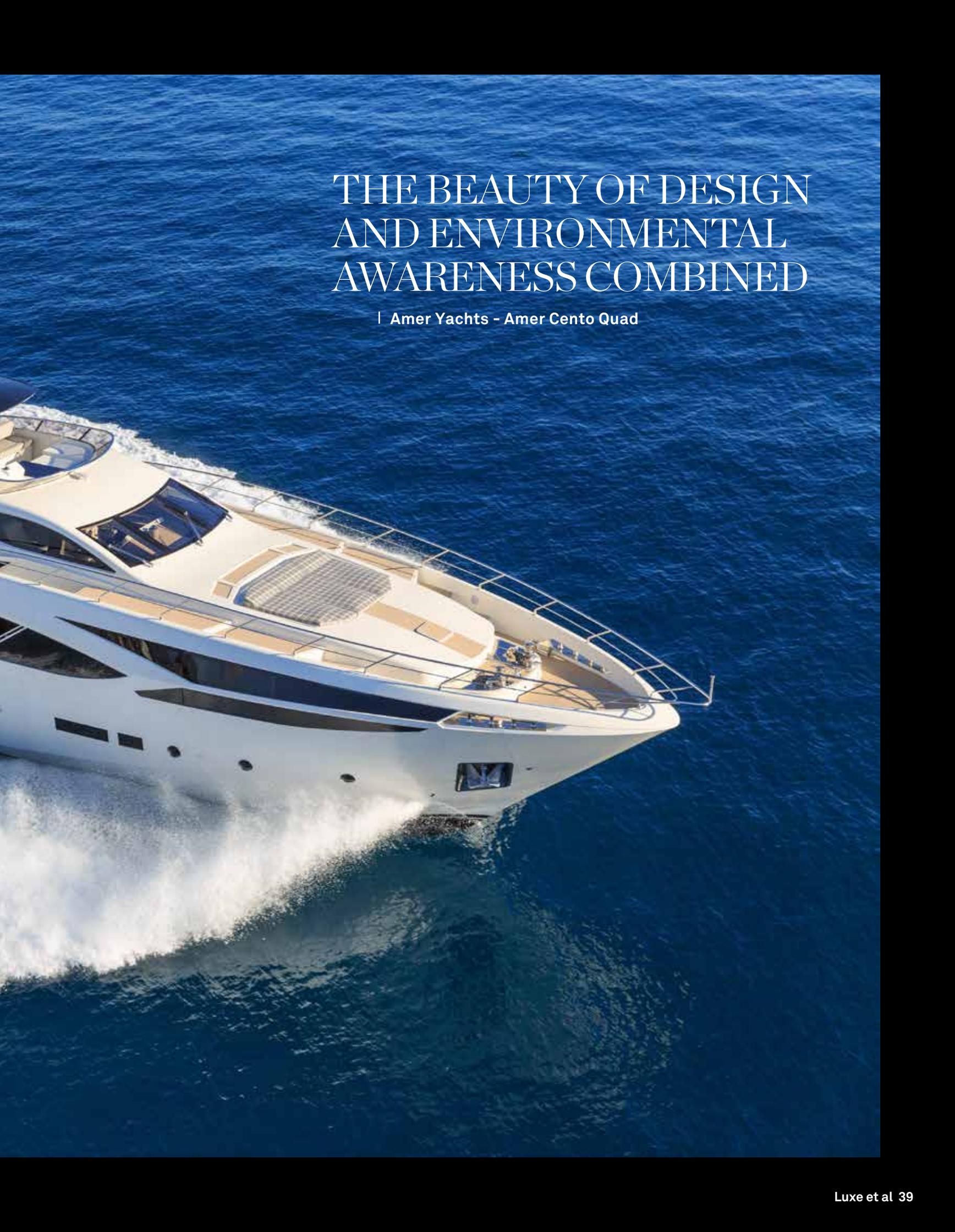


## THE DESIGN ISSUE

THE KEY COMPONENTS  
OF YACHT & AVIATION  
DESIGN 2017







# THE BEAUTY OF DESIGN AND ENVIRONMENTAL AWARENESS COMBINED

| Amer Yachts - Amer Cento Quad









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When Amer Yachts Shipyard decided to create something unique, the collaboration between the parent company Permare, which includes Amer Yachts, and Volvo Penta resulted in the award winning Amer Cento Quad, the largest super yacht to be powered by four Volvo Penta IPS propellers. This project to adopt the IPS engines in a super yacht proves that it is possible to significantly reduce consumptions, air emissions, noise and vibrations whilst guaranteeing maximum interior space and supreme manoeuvrability.

At the Cannes Yachting Festival 2016 the Amer Cento Quad was awarded the 'Most Innovative Yacht'. This award was given for their new engine layout, the first super yacht of its size to be equipped with 4X Volvo Penta IPS 1050 engines. The yacht has a group 2 of counter-rotating propellers, with a total of 7 blades and a cruising speed of 23.5 knots.

**Now Amer Yachts are celebrating shortlisting success at The International Yacht and Aviation Awards 2017 to be held in Venice in May, in the category Power Yacht 25 - 40m.**

The naval architecture and external design was completed by Massimo Verme and compromises of a GRP hull. The innovative interiors were designed by Stefano Tini.

Amer Yachts wanted the Amer Cento Quad to be innovative and luxurious which meant a very particular design was required. First of all, for the beauty of the design and secondly for the high functionality and technicality.

The biggest challenge for Amer Yachts was to bridge the gap between providing the utmost luxury whilst maintaining a low maintenance yacht which is kind to the environment. The yacht can accommodate 10 guests with its 5 passenger rooms. It has one master room, two double rooms and two twin rooms. On the main deck the saloon has a warm décor with custom designed furniture, all the woods used are smoked oak. The extendable lunch table in polished steel and crystal was made by Riflessi. The chairs for the lunch table were designed by Bonaldo and combine warm leather with modern polished steel. Vintage teak flooring was chosen for the interiors of the yacht for the best functionality and the most luxurious design. The flooring is environmentally friendly and is made out of regenerated, recycled teak from houses built on the island of Java dating back a 100 years. The stairs leading down to the guest cabins

are made with a combination of polished steel and vintage teak. An equilibrium between modern and warm classic.

The success of this new launch is built on its predecessor Amer 94 Save the Sea, and innovations such as cork decks for the exterior, reducing the weight of the boat considerably, have been applied to Amer Cento Quad.

The exterior space offers several areas for sunbathing and relaxation. Key features include a spa pool on the flybridge and a hardtop bimini, which provides shade for the upper helm station and surrounding seating. The main-deck saloon features two L-shaped sofas and a separate dining area, which provides seating for six around a large dining table. These external spaces can be customised to meet the client's requests with options for a swimming pool or jacuzzi.

The collaboration with Volvo Penta has exceeded expectations. Clients who want comfort, luxury and a smooth performing super yacht, with exquisite manoeuvrability, quietness of propulsion, the possibility to sail at low displacement and a good cruising speed, have it all in Amer Cento Quad.

The boat will be delivered next year. The sale confirms the success of the cooperation between the shipyard and Volvo Penta in developing highly innovative products, an added value that combined with Amer's custom tradition makes these boats really unique.

The shipyard will keep on investing in innovation to reach ever better performances and "green-oriented" products with reduced consumptions and low air emissions. IPS drives, introduced on the market more than a decade ago, mean for yacht owners a reduction by 30% in fuel consumption, compared to traditional drives.

Amer Yachts believe the design works so well because the yacht is highly technological and innovative in her engine system (less pollution and small oil consumptions), which inspired innovation throughout her development, whilst combining luxury with respect for the environment. The Amerio family, owner of Permare Shipyard, build yachts under the brand Amer Yachts. The family have a real passion and respect for the sea, that has been handed down from generation to generation.



# BARBARA AMERIO

OWNER - AMER YACHTS

## Tell us a little about your background (education, experience etc.).

Born in Sanremo, a nice town close to the French border in a strategic touristic area. After linguistic and nautical studies I started my work experience very young in the Permare owned by my family where I grew up and built my position through different disciplines. Essentially specialized in brokerage, and international sales. Now as co-owner with the other family members of an Italian nautical group called Permare including Amer Yachts super yacht building and after-sale services, owning several shipyards in our region.

## What projects are you currently working on?

We are actually working on a one-off 110' unit built for a Russian client who is a great Amer yachts supporter, as this is the third custom boat made for him. The launching will be for summertime and she will attend the next European boat shows. The third 94' will be the next launching for an Italian client, we are so proud to create her innovative dream boat. As you can understand, a limited production is only for few lucky customers but this guarantees the best of material and labour and a direct line with the ownership, also dedicated after-sale service is provided.

## What projects have you recently completed?

2016 for Amer yachts has been very successful we have introduced the Amer Cento Quad, after the previous 94' Save the Sea. We have been awarded during Cannes boat show at the World Yacht Trophies The Most Innovative Boat of the Year in the category 24-40m and our company has gained the title of one of the

100 excellences of the Made in Italy of the year and later nominated by the Foreign office as Ambassador for the Italian design day..

We can say we are satisfied for all energies spent in this amazing Iconic Amer Cento project.

## What companies have you worked with for the above projects?

All comes from the long research in improving Amer performances at the sea. The latest idea shared with Volvo Penta is adopt their IPS engines in a super yacht and obtain the proof that we can deeply reduce consumptions, air emissions, noise and vibrations granting much interior space and much manoeuvrability. What is extraordinary is that clients and captains have responded so quickly motivating us by their increasing interest and positive reactions.

## What do you feel separates you as a company from your competitors?

Tradition, our business has started in 1973 and now three generations are working together pushed by sea and work passion. Strong and solid group where profits are always re-invested in innovation, flexible and fast in reacting and in adopting futuristic vision about nautical world. Great respect for all our workers and suppliers, only a great team could participate in building in harmony unique boats such Amer Yacht models.

## Do you have any predictions for upcoming trends/design directions?

Different approach in respecting the environment with a research in eco-friendly material and components. Additional

glass surfaces, balconies, stern beach platforms to gain panoramic views and recreational and wellness areas. More and more iconic Made in Italy and Art craft on board. After minimal style, wood is back but more natural treated and sophisticated. Boats will become main houses in the next generations. To live close to the sea is healthy. Designers will work on the same boat layout but adapted for different buyers and different seas.

## Please describe any relevant technological advancements that may have influenced/affected your work in recent years.

IPS system has changed our nautical life, we proudly were the first and now the challenge doesn't stop. More and more efficient vessels with high comfort on board to maximize the stay at the sea. Stabilizers, domotics, electronics, fins are still evolving each year and can be a one supplier integrated installation.

## What do you feel are the biggest challenges the super yacht industry will have to face in the future?

Hybrid boats, hydrogen boats, foil boats are the future. But first of all we have to protect and save the sea and teach it to the future generations. Fight against Sea pollution is a real priority.

## What are your current plans for 2017?

This year I'm nominated as Design ambassador for the nautical sector to promote Italian design in Middle east countries. I want to improve the collaboration with Universities and Italian design schools for new projects for students for approaching them to pleasure vessels. I'm in the Ucina Association Board.

