

An aerial photograph of a rugged coastline. The water is a deep, dark blue, with lighter blue patches indicating shallower areas or sandbars. The rocks are dark and jagged, with some lighter, yellowish-brown patches where the rock is exposed or covered in algae. The overall scene is dramatic and moody.

**BLUEGAME**



I loved the Bluegame boats right from the first moment. They perfectly express the sophisticated understanding of Sanlorenzo yachts in a smaller dimension and share the same values.  
Deciding on their entry into the group was simply a natural choice.



**Massimo Perotti**  
SANLORENZO  
*Executive Chairman*





## THE REASON WHY

*Game changer attitude*, this is the Brand essence of Bluegame that perfectly expresses the courageous and independent spirit of the brand, which dared to propose a boat free of any category, an unconventional, multipurpose boat. A new concept targeting a sophisticated and highly demanding niche of expert yachtmen. Exclusivity, uniqueness, unmistakable design, maximum quality, unexpected degree of customization are the founding values that in 2018 legitimized Bluegame to proudly become part of Sanlorenzo. Sanlorenzo has given Bluegame a tremendous booster and today the company is tasked to develop an ambitious business plan, growing through the addition of new ranges, starting from the BGX, which has the great responsibility to pick up in a smaller scale the helm of Sanlorenzo's SX sister range. The horizons have broadened far beyond the imaginable, new pages will be written and we are just at the beginning.

**Carla Demaria**  
CEO

## THE ORIGINS

### *A NEW SPECIES APPEARS*

Luca Santella, architect and Olympic sailing champion, designed an original never-seen-before motoryacht for the owner of the 50' sailing boat he was skippering. It was a one-of-a-kind 55' very original project, totally far from any traditional known shape, out of the ordinary, full of ideas, stylistic and functional innovations, new forms and original suggestions for life on board. The boat in a single example, called Luja 55', had appeared at the Monaco Yacht Show and was published by all the major boating magazines and had aroused some curiosity to the most attentive observers of nautical facts. One of the most attentive was Carlo C. Bonomi, who had seen the boat in a magazine. Entrepreneur, offshore champion, financier, with vast economic interests in Spain and Italy, majority shareholder of Seatek the Italian company that produces the only high performance diesel engines designed

specifically for yachting, he contacted Santella to deepen the outlines of that boat and decided to start with him the production. So Bluegame was born. From the original design, with the help of Louis T. Codega, better known as Lou, a highly reputed naval engineer, designer of many successful hulls among which the typical deep V Carolina style fishermans, the Cabo 45 and the Blue Ribbon Trophy record winner 222' Destriero built by Fincantieri and patronaged by Gianni Agnelli and Prince Karim Aga Khan, Bluegame developed its first model, a 47'. The first of a kind of new generation of yachts born for the Bluegamers. In 2018 a new chapter in history begins with the entry in Sanlorenzo group.





2005

TWO VISIONARIES  
INVENTED A NEW TYPE  
OF BOAT, OUT OF THE  
KNOWN PATHS:  
THEY CALLED HER SUB,  
SPORT UTILITY BOAT.  
A NEW GENERATION  
WAS BORN.

## THE FOUNDERS

**LUCA SANTELLA**  
*FOUNDER OF BLUEGAME*

Born in 1963, he spent a life on the sea. He was part of the Italian sailing team from 1978 to 1994. He participated in the Seoul Olympics in 1988 and the Barcelona Olympics in 1992. He has won 10 Italian titles in various classes, 470, Tornado, Soling, Flying Dutchman and J / 24, three European championships in the Melges 24, Flying Dutchman and J24. Three times he took the podium at the world championship in Tornado and Melges 24. Graduated in architecture in Florence with honors, he has created the Bluegame shipyard. His architectural culture combined with his great experience at sea is the basis of the original concept of the Bluegame range.

**LOU T. CODEGA**  
*THE WIDEST EXPERIENCE IN HULL DESIGNING*

With over 35 years of experience and holds a degree in Naval Architecture and Marine Engineering from the Massachusetts Institute of Technology, Lou Codega pours his knowledge into the power boating world providing engineering, design, testing and consulting services on all aspects of recreational, military and commercial small craft design, construction and testing. Since 1990 he has opened his own studio in the USA, in Smithfield, Virginia, he has collaborated with the US Navy and many other shipyards for the production of custom or mass-produced boats, from 5 to 47 meters and with particular attention to high performance. Well renowned name among the cold-moulded custom fisherman yachts built in the US East Coast.

## A NEW CHAPTER

**SANLORENZO YACHTS**  
*THE TURNING POINT*

In 2018 Bluegame has joined Sanlorenzo, the leader in the high-end luxury yachting industry. This move has radically changed the paradigm and has opened up to Bluegame incredible opportunities for growth and development by exploring new paths. The strong booster from Sanlorenzo materialized right from the start, making available to Bluegame the talent and the creativity of Studio Zuccon International Project, signatures of most of San Lorenzo's award-winning models in recent years. Bernardo and Martina Zuccon, always remaining faithful to Bluegame's vision, confirmed their indisputed reputation by bringing to the range new ideas and design and developing together with Luca Santella the new breakthrough BGX models, on a Luca' s very innovative concept of yacht.

**ZUCCON INTERNATIONAL PROJECTS**  
*MULTICULTURAL VISION FOR MOBILITY*

Since 1972 the studio is specialized in civil architecture, marine engineering and industrial design. Design plays a significant and strategic role in seeking and maintaining the corporate identity and is not produced to be an aesthetic embellishment, but as a productive force capable of coordinating all the elements contributing to the realization of a product. The Design Research and Development division operates in collaboration with researchers and highly qualified experts in the studies of workspace, new means of urban mobility, new types for marine structures, virtual configurators for customization of helicopter cabins and development of living units in limited environments. Today the company is managed by the second generation Bernardo and Martina Zuccon who have introduced new lines, new visions and updated concepts of the yacht design in their latest projects.



2018

BLUEGAME SWITCHED  
ON THE ENGINES  
TO RUN TOWARDS  
FAR BROADENED  
HORIZONS, ONLY  
DREAMED OF BEFORE.



## OUR PERFORMANCE

### *ALWAYS SAFE AND EASY IN ANY CONDITION*

Volumes, spaces, ergonomic, practical life on board are well conceived by an architect who is at the same time an expert sailor with a wide experience of seamanship. Seaworthiness is guaranteed by a naval architect with the widest experience in any kind of hull.

Computational Fluid Dynamics (CFD) is helping the naval engineers to optimise the specific hull design of each model, in term of weight balance and volumes, in order to obtain always the best performance.

The quality of the Bluegame hull design inherits its characteristics from the typical cold moulded Carolina style Lou Codega design fisherman, allows Bluegame boats to face the most severe sea conditions with maximum comfort and in total safety. The sturdy construction, the well balanced centre of gravity thanks to the light construction of the superstructure made in carbon fibre, the

well protected steering position, make the Bluegame all-round boats.

The effective fast planning hull design with variable deadrise, powered with Volvo Penta IPS power train allows Bluegame boats to easily cruise over 30 knots and provide extremely easy maneuverability. Bluegame boats have a continuous perimeter fender in internal foam elastomer that allows to approach without fear and without damage to pontoons, piers, or other boats, even more facilitated by the very easy to manoeuvre IPS system joystick that allows to move the boat in any direction.

Bluegame boats have large and well protected sidewalks and a high enough bulwark to let children and guests run around in complete safety.

## CRAFTSMANSHIP

### *HI-TECH SOLUTIONS AND DETAILED ARTISAN CARE*

The Bluegame boats are built according to the latest and advanced building techniques in composite materials. Models and moulds are machined and worked with CNC machineries to assure the maximal accuracy of the measures.

The hull stratification is made mostly with the infusion method that guarantees the perfect thickness in all the part of the hull, and partly with the vacuum bag system. The resins used for moulding are all vinylester. All the superstructures are realized in carbon fibre to make them lighter and to lower the centre of gravity of the boat for a better performance at sea and a quieter stability at anchor.

The choice of the Volvo Penta Ips power train and transmission offer the double advantage of more space inside and the highest grade of manoeuvrability at the time, allowing to move the boat also on the side, and with the Dynamic Positioning System (DPS) maintaining

the position and a heading of the boat working as in the "zero speed" function.

The interiors are crafted by the expert craftsmen of the Iseo Lake and Viareggio aeras, where the tradition of high quality boat building was settled long time ago. Thanks to this craftsmanship the Bluegame yachts can be customized according to the personal taste of the owner, in respect of the general layouts proposed by the yard. On board of a Bluegame boat, owner and guests can find many of the latest innovations in terms of house automation, for better liveability on board.





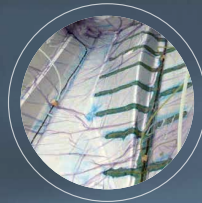
OUR APPROACH  
TO INNOVATION  
AND SUSTAINABILITY

Bluegame operates with the awareness of its responsibility in the global ecosystem therefore innovation and sustainability are two inseparable principles of every new project. Thanks to Sanlorenzo R&D Department support Bluegame have set up a structured sustainable innovation strategy which intervenes at **three different levels**. The Bluegame **HTS Lab** was created for the implementation of the strategy up to the third level. Bluegame's sensitivity to the environment extends to participation in the Blue Marine Foundation, committed to protect the oceans.



1.

**Purchase** on the market and application on board of **sustainable products** with low environmental impact, reduced consumption and emissions.



INFUSION  
LAY-UP SYSTEM



FSC CERTIFIED  
WOOD SUPPLY



FORMALDEIDE  
FREE FURNITURE



THERMAL  
INSULATION



BIO CHROME  
ACCESSORIES



SOLVENT FREE  
LEATHER TANNING

2.

**Research and implementation**, also in partnership with scientific bodies and universities, of new sustainable and **recyclable** materials.

A partnership with *Politecnico di Milano*, GS4C operating in compatible industrial system and Rivierasca, owning Glebanite technology has allowed the first-ever world realization of a direct mold from recycled material.

Resin glass recovered at the end of life mixed with glass fibers and unsaturated polyester resins has allowed the creation of milling blocks with 80% of recycable material. This material will be recycled and recycled again.



3.

Feasibility study and implementation of a new model of yachts in which the design for manufacturing is outdone by design for disassembly, in a perspective of **true circular economy**.

Levels 1 and 2 are already implemented and operational in the company. Level 3, of an order of greater complexity, has been validated by the strategic committee of the group and has been defined to be initially implemented on a Bluegame model. For this specific purpose the **HTS LAB** (High Technology & Sustainability) was created.



**BLUEGAME  
HTSLAB**

High Technology  
& Sustainability





# BGX70

Innovation, a driver in the DNA of the company, has expressed itself both in the external design, at the same time elegant, unmistakable and unconventional, in which three levels are ingeniously "hidden" and in the original lay-out, never seen before in a 70' yacht.







**FREE FROM CONVENTIONAL CATEGORIES**, BGX70 PUSHES BEYOND THE CONCEPT OF OWNER-CENTRIC COMFORT BOAT, THUS PICKING UP IN A SMALLER SCALE THE HELM OF SANLORENZO'S SX SISTER RANGE.







**CUTTING EDGE DESIGN  
AND ELEGANT POWER BOAT**  
THAT OFFERS TOTAL SEA  
SENSATIONS















TRUE SEA-LOVERS SHOULD  
NOT HAVE TO COMPROMISE  
BETWEEN THE **POWER**  
AND THE **MAXIMUM COMFORT**  
OF LIFE ON BOARD

UNDERSTATED **LUXURY**  
AND EXCELLENT **WORKMANSHIP**





**SMART OPTIMIZATION**  
OF SPACE AND LIGHT,  
SIZE IS JUST AN OPINION







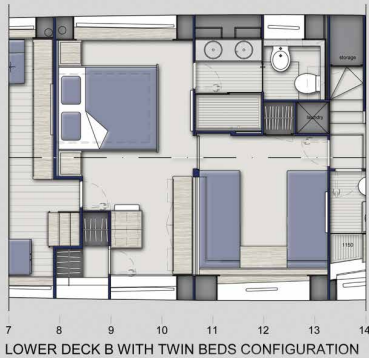
MAIN DECK A



LOWER DECK A

TECHNICAL SPECIFICATIONS

LENGHT OVERALL	21,86 m	71 ft. 7 in
CE CERTIFIED LENGHT	20,80 m	68 ft. 2 in
MAXIMUM BEAM	5,60 m	18 ft. 3 in
DRAFT @ FULL LOAD	1,60 m	5 ft. 2 in
DISPLACEMENT DRY (ESTIMATE)	40 t +/- 5%	88,100 lbs.
DEADRISE	16,5°	
FUEL CAPACITY	4.200 l.	1109 gals.
FRESH WATER CAPACITY	1000 l.	264 gals.
BLACK WATER CAPACITY	330 l.	87 gals.
ENGINES	2 x IPS VOLVO 1200. * IPS 1350 (1000HP)	
MAX SPEED	28 knots	+/- 5%. * 30 Knots +/- 5%
CRUISE SPEED	25 knots	+/- 5%. * 27 Knots +/- 5%
GENERATORS	1 x 22 kW	
MAX NO. PASSENGERS	16	
CLASS CERTIFICATION	CE cat. "B"	
TENDER	4 m	



LOWER DECK B WITH TWIN BEDS CONFIGURATION



LOWER DECK B



This brochure shall not be regarded as a contractual offer regarding the sale of yachts from the shipyard to individuals or companies. All the information contained in this brochure, including without limitation any technical or performance data, pictures and drawings, are mere indications with no contractual value and refer to standard motoryacht models from the shipyard on the date the brochure is issued. This document is based on the information available at the time it is published. In spite of the commitment aimed at guaranteeing maximum possible accuracy, the information contained herein may not cover all the details and any technical-commercial modifications introduced after printing, or may describe features that are not present.

# BLUEGAME

A BRAND OF SANLORENZO

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