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# DETAILS ARE THE JOURNEY, PERFECTION IS THE DESTINATION

This is the mantra used by the makers of luxury goods the world over, and no country does it better than Italy. *Ferrari, Gucci, Ducati, Maserati* and *Brunello Cucinelli* spring to mind as brands which reach for this perfection. With the launch this year of the *Sanlorenzo 50Steel* superyacht you can add this floating masterpiece to the list of Italian icons

👤 Christopher Lee



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Founded in 1958 in Viareggio, on Italy's Tuscan coast, *Sanlorenzo* is known for its bespoke approach to boat design, tailoring each yacht to the specific desires of its clients. This customisation, combined with meticulous attention to detail and superior craftsmanship, has positioned *Sanlorenzo* as one of the top luxury yacht builders in the world.

To achieve a point of difference in the marketplace, *Sanlorenzo* reaches out, beyond the yachting world, to invite renowned designers and architects from outside the industry to help design its superyachts. In the case of the *50Steel* the yacht's exterior has been designed by *Zuccon International Project*. *Piero Lissoni* was responsible for the interior layout, which has become known as the *HER system*, a revolutionary on-board concept that has made it possible to obtain additional space by modifying the boat's traditional layout.

With the design concept defined each customer then gets involved with a 5-point customisation plan. The starting point is to listen to the individual customers' needs when it comes to achieving the right balance of onboard space utilisation and functionality.

Next it becomes a question of taste. The customers' home living style is analysed by interior designers so they can understand how to best illustrate this style on board a floating home. Template options are discussed and fine-tuned.

With a personalised template agreed and in place, along come the details of the fit. Nothing is standard, everything is bespoke and implemented by the best artisans to ensure a perfect fit.



Then it's down to the quality of the finishes. The choice is not limited to the cladding and covering materials, but extends to such items as the marble slabs and the wood species employed.

Finally, *Sanlorenzo* looks to make every commission unique. What final features can be incorporated that will make each yacht a 'one-off'; a work of art if you like? Whether it be a retractable diving board, or a customised lighting system to create a desired mood, customers request and the builders implement.

You've probably worked out by now that the *Sanlorenzo 50Steel* is 50 metres in length, and her hull is made from steel; aluminium is used for the superstructure, ensuring durability and stability. She draws 2.9 metres and her beam at the widest point is 9.4 metres.

The yacht can accommodate around 10-12 guests in 5-6 cabins, including a master suite, VIP cabins, and guest cabins, all designed for ultimate comfort and privacy. Crew quarters are designed to house a professional crew of 6, ensuring top-notch service and maintenance.

A "revolutionary" layout has created a 120-square-metre water-level "Ocean Lounge" beach club with glass flooring and unfolding sea terraces on all three sides. A gym and spa area directly aft leads through to the guest accommodation and the unconventional layout will continue on the main deck, with a split-level design that was first seen on the *SP110* and allows for impressive head heights between 2.1 metres and 3.3 metres.

Part of the *50Steel's* sustainability credentials is the green methanol fuel cell system which "will allow the vessel to generate electricity for on-board hotel services, with engines and generators switched off". This considerably improves the yacht's eco-footprint while at anchor by around 90 per cent, according to the yard. Speaking at the launch event, *Sanlorenzo* CEO Massimo Perotti said: "We have to show the world there is a sustainable way to go yachting."

When cruising the superyacht operates best at 11 to 12 knots, but a top speed can be ramped up to 17 knots when needed.

The *Sanlorenzo 50Steel* offers, in true Italian fashion, a luxurious, comfortable, and stylish experience for its owners and guests; it really is a floating boutique hotel. Its blend of innovative design, high performance, and customisable features make it a standout choice in today's superyacht market.

In Asia *Sanlorenzo* is represented by the long established superyacht brokerage *Simpson Marine*, scan the code to discover more from them.





# SANLORENZO



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## SL 120/A