

THE GROWING PRESENCE OF THE ITALIAN SEA GROUP

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Italian shipbuilding is an industry of niches, with several highly respected marques long established with decades of knowhow and craftsmanship behind them. For a long time Admiral, Tecnomar and Nuovi Cantieri Apuania have garnered recognition in the field of yachting and commercial shipbuilding, each of them a leader for their respective niche.

It all began with Tecnomar in the 80's, operating out of facilities in Viareggio, the heart of Italian shipbuilding, this is where the first truly cutting edge sporting ships were built. Later, open yachts measuring from 20 meters and upwards followed, the first of such yachts, and today more than 282 have been built.

Admiral, a sixties child based in Lavagna, is a well respected yacht builder of prestigious planing superyachts known for their elegance, prestige and classical spirit. They presented groundbreaking names such as Mau Mau, the 34m, 32 knot-capable yacht of the 70's, alongside Saudade, Eraf and Kadia – all 30m ships from an age where 18 metres was considered large.



Last of their current trifecta, but by no means least, Nuovi Cantieri Apuania are the expert for cruise and commercial ships, with a portfolio dating back to the early 40's. Though they have the longest history in shipbuilding, they are the newest addition to the Italian Sea Group, joining in late 2012.

Soon to join, the brand Silent will be bringing state-of-the-art sailing yachts, the first of which, Silent 76', will be delivered this summer.



You may ask what should bring all of these individual brands together; the answer is relatively simple. A former General Manager of famed Italian furniture firm, Nantuzzi, became the chairman and CEO of Tecnomar in late 2009. He had a vision, and turned it into a mission; Giovanni Costantino's objective is to generate a new, powerful force within the Italian shipbuilding. One that can effectively compete against main players Azimut/Benetti and Ferretti.

With such an exciting group of specialised brands under one united banner, we look forward to seeing the Italian Sea Group's new breed at the Cannes Boat Show and at this years' Monaco Yacht Show in September.