



Courtesy of The Italian Sea Group

THE ITALIAN LIFESTYLE ON SHOW

The Italian Sea Group has scattered a spectacular art collection through its new corporate headquarters. A collection of painting and sculpture that changes with the seasons much to the delight of the owners, designers and architects passing through. Curator Laura Giugiaro tell us all

by Antonella Euli

Contamination is the keyword of this project created with architect Gian Marco Campanino. A project that opens the beautiful new management and operational offices of the Italian Sea Group to the worlds of art, design, good food and Italian excellence as a whole.

This is something very new in the normally-conservative marine sector. In fact, the Italian Sea Group is the first company to go down a route thus far explored only by international fashion brands. That said, the move far from being a cynical strategic marketing ploy, simply seemed a completely natural and logical choice to both chairman Giovanni Costantino and the designer. Their reasoning was simple: they wanted to offer clients, suppliers and visitors to their headquarters a full-immersion experience of the Italian lifestyle as well as an introduction to the Group's own work. The entire area flows between dedicated but communicating spaces that mark out of a freeform route that traverses areas differing in style and function. Underpinning it all is a sense of contamination or crossover between work and reception spaces (these include private and open meeting rooms, communal areas, bar and restaurant areas, the art gallery areas and a virtual cinema room, to name but a few). The idea is that a stimulating environment is of pivotal importance to anyone working in a sector that melds technical precision with pure creativity. Both, of course, demand an open mind and innovative



These shots, the interior of the Italian Sea Group's Art Gallery. The idea behind the concept is to offer clients, suppliers and visitors a complete experience of the world-renowned Italian lifestyle alongside the Group's core businesses

ideas. The Italian Sea Group describes concepts around which its new headquarters revolves as Art, Design, Artisan High Quality, Food Experience. The starting point for the project was Italian cultural heritage, albeit reinterpreted to some extent in a much broader, more international context. The stunningly beautiful interiors of the new headquarters are basically the architectural manifestation of what the Italian Sea Group does every single day with the yachts it builds: it uses a combination of luxury, natural and a high tech materials to interpret the incredibly diverse tastes and requirements of its clients who hail from all over the world, mixing them and crafting them with meticulous attention to detail. The interior is very much a neutral box with minimalist lines.

Formally and compositionally, it is incredibly pure and clean. This environment now plays host to what Le Corbusier referred to as "objets à réaction poétique", strongly contrasting elements that are unexpected but only seem out of place at first glance. These "poetic objects" are elegantly presented and make reference to past eras and styles. Also finding a home in the lovely surroundings is the Collezione d'Arte, a project curated by Laura Giugiaro which is essentially a collection of sculptures and paintings that is added to, evolved and changed with the passing seasons. The pieces are presented to owners, designers and architects as a source of inspiration and aesthetic balm for the soul. We spoke to Laura Giugiaro and asked her to tell us more...



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Ms. Giugiaro, is art a family passion for the Giugiaros?

It is and it always has been but this particular formula developed more in the Costantino family, I have to say.

Please, tell us something about the artworks and the artists.

All of the works express big emotions and symbolise Italian artisanal skill because, even though there are some sculptures by non-Italians, most were made in the area around the yard! We're exhibiting them because we like looking at them and also to draw the people visiting the yard into a world of culture and dreams." This is a collection driven by terroir, local skills and products of excellence: the use of bronze, marble and the long and virtuous artisanal tradition. There are also plenty of pieces by internationally renowned artists who are based on this area of the Italian coast and who accepted our invitation to exhibit their work at the Italian

Sea Group's headquarters.

Are these works there only temporarily or are they part of your private collection?

Some – and we won't say which – do belong to us, others are there for three/six months at a time.

What does patronage of the arts means nowadays?

"You would have to ask people that do it professionally. We don't claim to be patrons of the arts. We simply like sharing a little beauty."

What are your plans for the future?

"In terms of art, we'll be adding new pieces in the autumn of a very different kind from those at the headquarters right now. And we'll invite you to come see them and get a taste of our energy! It's something that's needed these days!"

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