

SANLORENZO

Sanlorenzo at Art Basel Hong Kong 2024

Press Release, February XX, 2024 - At **Art Basel Hong Kong 2024**, from March 26 to March 30, **Sanlorenzo** will unveil the latest developments of **Casa Sanlorenzo**, the future headquarters of Sanlorenzo Arts, set to open its doors in **Venice** this year.

Casa Sanlorenzo, located in the heart of Venice, is a cultural institution addressing contemporary socio-economic challenges through the lens of art. Aligned with Sanlorenzo's commitment to sustainability, it actively contributes to Venice's development through various cultural activities. Through a kaleidoscopic program of educational events, conferences, artist residencies, and curated exhibitions, Casa Sanlorenzo enriches the cultural context of Venice, promoting community involvement to boost positive societal change. As a founding member of the **Fondazione Venezia Capitale Mondiale della Sostenibilità (Venice Sustainability Foundation)**, Casa Sanlorenzo plays a crucial role in redefining Venice as a global model for environmental sustainability. The foundation's decision to establish its headquarters in Venice underscores a strong commitment to the city's future, symbolizing hope for a more sustainable global future.

Casa Sanlorenzo is a hybrid and intimate space dedicated to culture and the arts, encapsulating the values of sustainability, innovation, and design that distinguish the group. It follows a dynamic calendar, uniquely reinventing its central themes, from sustainability to culture, art to innovation. It represents a new way of understanding culture and its relationships. Casa Sanlorenzo is a cultural experience, reflecting the values of the Sanlorenzo group, navigating between innovation, sustainability, design, art, and environmental awareness. Casa Sanlorenzo is the cultural research center of the Sanlorenzo group.

Sanlorenzo navigates the present through imagination, continuously exploring new frontiers. This is the underlying concept of **Sanlorenzo Arts**, an active and interactive platform for projects focused on urgent issues of the contemporary world, addressing them through extensive conversations with renowned artists, designers, and thinkers of our era. Casa Sanlorenzo hosts a virtuous dialogue between architectural excellence and Sanlorenzo's art collection, representing an evolved synthesis of 20th-century art and exploring the most sophisticated trends in contemporary research, both international and Italian. Committed to promoting art and culture, Casa Sanlorenzo becomes the privileged starting point for generating reflections, research, and analysis on society and the challenges of our time.

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Sanlorenzo

First monobrand shipyard in the world for the production of yachts and superyachts over 24 metres, **Sanlorenzo** has a tradition of more than 60 years in the production of high quality motoryachts, exclusively custom-built, the result of a fusion of craftsmanship, design and the most advanced technology.

Under the direction of Massimo Perotti, who acquired the company in 2005, the shipyard has experienced **extraordinary growth**: consolidated net revenues from new yachts have increased from €40 million in 2004 to €740 million in 2022. In 2019, the company was listed on the Euronext STAR segment of the Italian Stock Exchange.

The strong impetus for innovation that has characterised the company's vision has enabled **it to design unprecedented solutions that have profoundly changed the yachting environment**: these include hull terraces, asymmetrical layouts and the introduction of the open space concept on board.

The approach to the world of art stems from the desire to propose a new way of experiencing the sea: Sanlorenzo has entrusted, for the first time in the yachting sector, the interior designs of its yachts to authoritative names such as **Rodolfo Dordoni, CitterioViel, PieroLissoni** (from 2018 the company's Art Director), **Patricia Urquiola** and **Studio Liaigre**.

From an openness towards new creative languages comes **Sanlorenzo Arts**, an active and interactive container that addresses current issues in original ways and **stands as a genuine producer of culture and design**.

Sanlorenzo has made international moves over the years, leading the company to collaborate with important cultural institutions such as **La Triennale di Milano**, with the installation "Sanlorenzo: Il mare a Milano" which won the **Compassod'Oro ADI 2020**; **Tornabuoni Arte**; **FuoriSalone**, with the installation "From shipyard to courtyard" curated by Piero Lissoni; and **Art Basel**, of which it is **host partner**, in which Sanlorenzo at each edition presents a project commissioned by the shipyard and realised by an international artist. From 2020 to 2022 Sanlorenzo was **Institutional Patron of the Peggy Guggenheim Collection** in Venice, the most important museum in Italy for 20th century European and American art.

In 2022, Sanlorenzo decided to support the Italian art system by participating as the **main sponsor** of the **Italian Pavilion at the 59th International Art Exhibition - La Biennale di Venezia**, a unique opportunity as well as an extraordinary achievement for the shipyard, the first in the world to actively engage in promoting and disseminating contemporary art. In 2021, at the request of the Perotti family, the Sanlorenzo Foundation was established, with the aim of supporting the minor Italian islands and the communities living there, financing projects and initiatives that contribute to the socio-cultural and economic development and environmental protection of these territories.