

SANLORENZO

**“THIRD PARADISE QUICK RESPONSE”:
SANLORENZO PRESENTS COLLABORATION WITH
MICHELANGELO PISTOLETTO AND THE NEW
SANLORENZO ARTS VENICE PROJECT AT THE VENICE
BIENNALE**

In the unique setting of the Venice Art Biennale, the unveiling of the new project by Cittadellarte and Michelangelo Pistoletto for Sanlorenzo took place.

During the unveiling, Sanlorenzo Arts Venice was also presented, the future cultural and artistic hub of the nautical maison.

Venice, April 19th, 2024 - Reinterpreting the renowned work "Third Paradise" by artist **Michelangelo Pistoletto**, within a collaboration between the artist, his Foundation, and **Sanlorenzo**, to make it the heart of a project that combines innovation and sustainability, fundamental values for the Italian nautical maison. The work, *entitled **Third Paradise Quick Response***, was premiered during the Venice Art Biennale. The unveiling of the project marks the prelude to the launch of **Sanlorenzo Arts Venice**, a new cultural and artistic hub destined to emerge as **a reference point in the cultural landscape of the lagoon city.**

Sanlorenzo Arts Venice, scheduled to open in 2025, stems from Sanlorenzo's desire to create a place that underscores **the deep bond between the company and the worlds of art, research, and creativity.** The building, whose interiors are currently undergoing restoration by architect Piero Lissoni, Sanlorenzo's Art Director since 2018, is intended to host art, design, and architecture exhibitions offering a space where **creativity merges with innovation in the world of yachts**, narrating the values and energy that characterize the essence of Sanlorenzo, where art, nature, and technology converge to create unique vessels, ready to navigate the future of humanity on a new path.

Massimo Perotti, CEO of Sanlorenzo, comments: *"The Venice Art Biennale is the perfect context to present our project in collaboration with Michelangelo Pistoletto. His artistic vision and our commitment to innovation and sustainability merge in this extraordinary installation that embodies Sanlorenzo's fundamental values and anticipates the launch of our ambitious Sanlorenzo Arts Venice project. We have always believed in the intrinsic connection between the worlds of art and yachting, and this project represents our commitment to uniting creativity and craftsmanship in our yachts, transforming the sea into a canvas for painting extraordinary experiences."*

To further emphasize this connection and the company's commitment to promoting the world of art in all its facets, Sanlorenzo has identified the Venice Art Biennale as the perfect moment to present a preview of the project.

The historic building hosts a monumental, site-specific installation titled **"Third Paradise Quick Response"** (2024). Exclusively crafted in Sanlorenzo shipyards, the installation consists of three interlinked circles, symbolizing the union of opposites and the synthesis of a dynamic balance between conflicting

elements, aiming to accompany humanity in the epochal challenges of the contemporary world, promoting a balanced connection between nature and artifice.

"The Third Paradise is the passage to a new level of planetary civilization, essential for the survival of humanity and the planet. It is the synthesis of humanity's cultural, scientific, and technological achievements, leading towards a sustainable and harmonious future." **(Michelangelo Pistoletto)**

"Michelangelo Pistoletto has ferried the history of art into society and for society. He reinvented the twentieth century and its avant-gardes with the fourth dimension of space-time to lead us with the Third Paradise to a new synthesis that looks at humanity integrated into the universe. The collaboration with Sanlorenzo, the visionary company of Made In Italy, represents an innovative design path where the world of production and industry engages in a dense and productive dialogue, real and possible for change and for the environment. Art and industry, art and production: this is a real and possible project. Not just an installation but a program for the future," explains **Cristiano Seganfredo, publisher of Flash Art and curator of the project.**

"Third Paradise Quick Response" by Michelangelo Pistoletto will be an active symbol worldwide, in everyday contexts and workspaces, promoting dialogue and reflection on the need to protect our planet and care for the society inhabiting it.

Sanlorenzo Arts Venice thus emerges as a meeting place for art, design, innovation, and nature, underscoring Sanlorenzo's commitment to promoting new creative languages and contributing to the production of quality culture and design.

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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, Citterio Viel, Piero Lissoni** (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 **Compasso d'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.*