

# SANLORENZO

## Casa Sanlorenzo opens in Venice: the new cultural hub of the Italian maison is born

- *Project of Sanlorenzo Arts, creative hub dedicated to the artistic and cultural initiatives of Sanlorenzo, leader in luxury yachting.*
- *Casa Sanlorenzo blends into the elegant historical setting of Venice, a city that has always been a crossroads of cultures, languages, knowledge and visions.*

Press Release, June 4, 2025 – In celebration of the first edition of Venice Climate Week and within the framework of the Venice Biennale Architettura, on Tuesday, June 3, **Sanlorenzo Arts** inaugurated **Casa Sanlorenzo**, cultural and artistic lab that transcends time, from its historical roots to more contemporary and innovative expressions, both culturally and architecturally.

Casa Sanlorenzo, which stands in front of the Basilica Santa Maria della Salute, is a new space with an unconventional approach that stems from the conviction that, today, a brand like Sanlorenzo, worldwide leader in luxury yachting, can no longer limit itself to producing excellent products, but must take on an active cultural role.

*“Our aim with Casa Sanlorenzo is to offer a reference point for initiatives linked to the world of Sanlorenzo Arts, an entity conceived with the goal of celebrating and supporting the union between art, design and culture, where innovation and creativity can flourish without limits.”, said **Massimo Perotti, Executive Chairman Sanlorenzo**. “Casa Sanlorenzo becomes a place where one enters to stop, reflect and share. A space of research, where art does not simply adorn, but rather interrogates. Where design does not impress, but guides. Where beauty is never for its own sake, but the bearer of ethics. In an increasingly virtual world, we wanted to invest in presence, in meaningful encounters, and in shared experiences. Because we believe that authenticity requires substance, time, and human connection. And Venice is the perfect place for this project.”*

### An innovative, evolving space

Casa Sanlorenzo features a dynamic, open and inclusive architecture designed to promote diversity, sustainability and the active participation of the artistic community and the public.

Restored by the visionary creativity of architect Piero Lissoni and the studio Lissoni & Partners, its mission is to be a center for research and experimentation, where artists can explore new forms of expression and **where the dialogue between art and society becomes an engine for change**.

The building, that spans approximately 1000m<sup>2</sup> with a garden of about 600m<sup>2</sup>, houses two interconnected spaces: Casa Sanlorenzo, a private apartment, and over seven hundred square meters, combined with the outdoor area, devoted to exhibitions, shows and Sanlorenzo's **contemporary art collection**, an ever-evolving collection spanning from 1965 to present day. The collection reflects the cultural and artistic transformations of recent decades, serving as a bridge between generations of artists and current aesthetic trends.

### The restoration of the building, where history meets innovation

Casa Sanlorenzo is located within a 1940s mansion, whose original architecture has been preserved through targeted structural interventions. The location, facing the Basilica Santa Maria della Salute, adds design value, and the large surrounding garden, a rarity in Venice, further enriches the environment.

The restoration of the building was also designed to **honor its historical soul**. The brick facades were enhanced and some original elements, such as part of the floors, preserved. Where restoration was not possible, spaces were reinterpreted with a **contemporary architectural language** that enhances the exhibition function, creating a flexible and welcoming environment.

One of the most innovative elements of the project is the **glass staircase**. Technically advanced and transparent, the staircase echoes the pre-existing geometries while being reimagined through the use of glass and steel, bringing lightness to the spaces and creating a dialogue between the original materials and newly introduced ones.

Concrete floors alternate with Palladian and Portoro floors, while white walls highlight the artwork on display. An adaptive lighting system allows light to be modulated according to the needs of the exhibitions, enhancing the visitor experience.

### The bridge, in perfect harmony with the Venetian aesthetic

A key element of the restoration is the bridge that connects Casa Sanlorenzo to the surrounding area. Also designed by Lissoni & Partners, it is not just an architecture of passage, but an ideal bridge with a **profound cultural function**. Its contemporary structure, inspired by the pre-existing one, is designed to be sophisticated and technological while maintaining a strong connection to Venetian history.

*"I believe that the opportunity to build a bridge in Venice for Sanlorenzo Arts is more unique than rare. The bridge is, in fact, an incredibly complex architectural staircase, and to me, it also embodies a range of other meanings."* explained **Piero Lissoni, Art Director Sanlorenzo**. *"Besides connecting two different points, the bridge connects different worlds. It is no coincidence that the expressions 'creating cultural bridges' and 'making human bridges' are used. This bridge for me is not simply a vehicle to transport people, but a cultural bridge, an ideal bridge."*

Made entirely of prefabricated metal and already assembled, the bridge features a surface of Istrian stone, typical of the lagoon city, and a wooden handrail crafted to resemble an oar, to highlight the connection with the water. Its "humpback" shape is reminiscent of medieval bridges, while the metal arch expresses a simple, linear aesthetic. Technologically advanced, the bridge uses calendering for the metal part, with steps in classical Venetian masegni made of Istrian stone, treated to prevent slipping. The metal has been protected against local weathering elements while maintaining a refined aesthetic.

-----

Not only a symbol of the brand's philosophy between art, design and innovation, Casa Sanlorenzo is also one of the official venues of Venice Climate Week, hosting from 4 to 6 June the **'Sanlorenzo Talks'**, a series of meetings and conversations dedicated to the themes of ecological transition and sustainable innovation, with prominent guests from the scientific, cultural and industrial world.

Casa Sanlorenzo therefore represents a **new vision of contemporary art**, uniting entrepreneurship, creativity and research in a single space of connection and growth. With its opening in Venice, this project marks the beginning of an ambitious journey, in which art becomes the engine of a collective reflection on the present and the future. A new route for the contemporary, guided by Sanlorenzo's passion and vision.

*For more information:*

**Sanlorenzo Spa**

Mariangela Barbato

Ph. +39 3409955110

E-mail [communication@sanlorenzoyacht.com](mailto:communication@sanlorenzoyacht.com)

**MSL – Press office Sanlorenzo**

Alessandra Pedrona, Ph. +393473332594

Marco Capetti, Ph. +393442777516

E-mail [sanlorenzo@mslgroup.com](mailto:sanlorenzo@mslgroup.com)

**Sanlorenzo**

For over 60 years, Sanlorenzo has been a *worldwide-recognized Made in Italy icon*, producing *custom-built, top-of-the-line* motoryachts that blend *quality, design* and *craftmanship with the most advanced and sustainable engineering and technological solutions*.

The shipyard, the world's first mono-brand in the production of yachts and superyachts over 24m, was founded in 1958 in Limite sull'Arno, near Florence, by two shipwrights, Gianfranco Cecchi and Giuliano Pecchia. In 1972 it was taken over by Giovanni Jannetti, and the headquarters moved to Viareggio, before being relocated to Ameglia (SP) in 1999. In 2005, **Massimo Perotti** - with twenty years of experience in the sector - picked up the baton by purchasing the Company. Under his leadership, Sanlorenzo registered an extraordinary growth: net revenue from new yachts increased from €42 million in 2004 to €930 million in 2024. In 2019 the Company was listed on the Euronext STAR Milan segment of the Italian Stock Exchange.

Today, the production of the Yacht (in composite from 24 to 40m) and Superyacht (metal from 44 to 73m) Business Units of Sanlorenzo is distributed across 6 shipyards: La Spezia, Ameglia, Viareggio, Massa and Arbatax (Sardinia) and Pisa. In addition, the production of the Group is also articulated into the Bluegame Business Unit (in composite between 13 and 23m); and the Nautor Swan Business Unit (sailing yachts in carbon fibre and composite, between 13 and 39m, in aluminum from 44m, and motor yachts, in composite, between 13 and 23m, as well as the divisions ClubSwan Racing, dedicated to the organization of the sports activities, and Nautor Swan Global Service dedicated to refit).

The strong drive for innovation that has characterised the Company's vision has enabled the Group to introduce numerous solutions over the years that have profoundly changed the yachting world, such as the *terraces within the hull*, the *asymmetrical layout* or the *open space concept on board*. Fundamental throughout this journey was the close collaboration with the world of design and architecture, developed entrusting the realisation of the interiors of its yachts to authoritative signatures such as Rodolfo Dordoni, Citterio Viel, Piero Lissoni (since 2018 Art Director of the Company), Patricia Urquiola and Studio Christian Liaigre.

If design, innovation and art were the drivers of the 2010-2020 decade in Sanlorenzo's vision, for the decade up to 2030 the focus lies on sustainability and technological revolution, attention to the supply chain and services dedicated to its clientele.

The Company has set out a clear path toward carbon neutrality, the *"Road to 2030"*, which is embodied in exclusive strategic agreements with the world's largest players in the fields of mobility and sustainable energy, such as Siemens Energy, Rolls-Royce Solution GmbH - Global Marine (MTU) and MAN Truck & Bus SE, for the development of the most innovative and environmentally friendly solutions for Sanlorenzo and subsidiary Bluegame's yachts, such as green methanol and hydrogen, which will revolutionize the boating world in the coming years.

Two important milestones have been achieved in 2024, in terms of both technological and sustainable innovation of Sanlorenzo. The launch and delivery of the **Superyacht 50Steel**, with the first installation of the Fuel Cell system powered by hydrogen reformed directly on board from green methanol, for power generation feeding hotellerie services - resulting from the exclusive agreement with Siemens Energy and certified by Lloyd's Register -, and the delivery of the two **Bluegame BGH** tenders, with foils and powered exclusively by hydrogen and zero emissions, which competed in the America's Cup in October as "chase boat" for both the New York Club American Magic team and the French Orient Express team.

Furthermore, 2024 marks a year of important acquisitions for Sanlorenzo. That of the **Nautor Swan Group**, worldwide iconic brand engaged in the design, construction, sale and refit of top-end sailing yachts with Swan, Maxi Swan, Swan Alloy and ClubSwan range, as well as motor yachts under Swan Shadow, Swan OverShadow and Swan Arrow models; and the acquisition of **Simpson Marine**, leading player in distribution in the South East Asian market with 12 sales offices and 10 service points, with a representation from Hong Kong, and offices in China, Taiwan, Singapore, Thailand, Malaysia, Indonesia, and in Ho Chi Minh and Sydney. In 2024 **Sanlorenzo MED** was also established, a direct sales and service centre based in the major Mediterranean hubs of Monaco, Palma de Mallorca and Cannes.

Consistent with its identifying values, which led it to become a founding member of the Venice World Capital of Sustainability Foundation, Sanlorenzo also expresses its commitment to sustainability and the promotion of marine culture through two prestigious projects. The **Fondazione Sanlorenzo** established by the Perotti family, which, born in 2021, implements actions aimed at supporting Italy's minor islands and improving the economic and social conditions of their communities, starting with their youngest members. **Sanlorenzo Arts** is a dynamic platform created to enhance and support the fusion between art and luxury yachting, fostering the exploration of new creative languages and encouraging the production of high-level culture and design. This commitment culminated with the inauguration of **Casa Sanlorenzo** in June 2025, a hybrid space dedicated to culture and the arts, embodying the values of sustainability, innovation, and design, set to become a landmark in the cultural scene of the lagoon city.