

The Superyacht

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MHR discusses the importance of clear presentation of information and of managing client relationships in achieving a successful yacht sale with Mark Cavendish, sales and marketing director for Heesen Yachts, and Fabio Ermetto, the new chairman of Fraser Yachts.



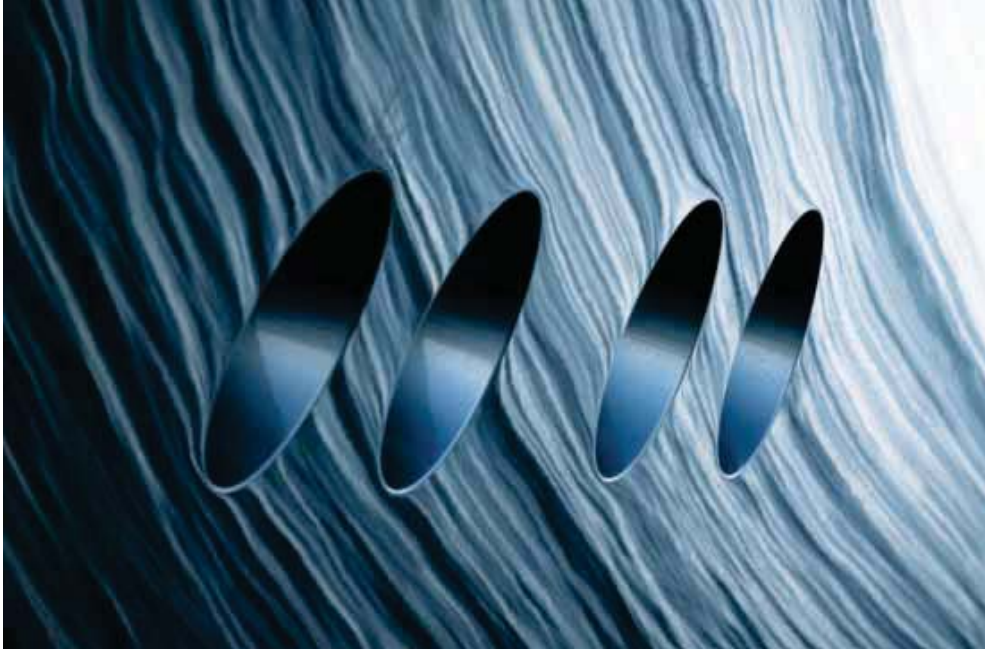
80 Baltic Yachts

In its 40th anniversary year, and with a new owner, Jason Holtom talks to captain and recently appointed CEO Henry Hawkins, sales director Kenneth Nyfelt and COO Matti Laurila about Baltic's 40-year history and their future plans as one of the world's premier yards in the construction of leading-edge composite sailing yachts.

Star of the Sea Designer Photoshoot

How it should be done – inspiring, innovative and entertaining images that truly present M/Y *Stella Maris* from VSY in a beautiful, witty and clever way.





I am often left uninspired when flicking through the various magazines out there, looking at predictable, lacklustre images of yachts sitting in empty bays, devoid of life, imagination or energy. Having been introduced to Stella Maris in this fashion, I was pleasantly surprised when, in Monaco this year, I toured this unique and stylish yacht and realised that her essence simply hadn't been captured fully.

Immediately following the show, VSY commissioned Guillaume Plisson to work his magic and through spending a considerable amount of time on board the yacht, immersing himself in the passion of the yard and designer, he created some innovative and clever artwork through his photographer's lens, a process that served to continue VSY's ethos of characterising their yachts and their yard in an innovative and original fashion. When I first saw his playful images of Espen Øino standing barefoot on the bulb at sea I was motivated to find out more and the result inspired us to create this wonderful photo essay that needed few words and was more an opportunity to appreciate the harmony between yacht, yard, designer and photographer.



I think (and hope) that the following pages can inspire designers, owners and yards to think differently about the way we present our products. The days of ghost ships, full of dressed interiors without people, should change and, in fact, end. The bland room shots using the widest angle possible to cram everything in and the thought process of 'let's capture one state room, one bathroom, one sundeck shot, one engine room shot' and every other predictable space that can be added to the photographer's checklist is no longer entertaining. There needs to be a revolution in photography to make the yacht and the designer the stars of the show, coupled with the yard and the engineering staff while the yacht is in the yard. These photographic features need to inspire and engage the reader.

Having witnessed the VSY team, Espen Øino and Mr Plisson work together to turn a predictable interpretation with average images into a series of hero shots that really capture the moment, I would like to thank them for their originality and imagination; the market needs more of this. Watch this space – more superyacht art will follow in print and online. ■

MHR







A LIGHT BULB MOMENT

“ For a start, it was Guillaume’s idea and there was nothing surprising about that. He normally has crazy ideas; in fact, he pretty much represents the very essence of the ‘crazy Frenchman’!

So, in a weak moment, I went along with his idea and, once I had accepted, there was no way back. To be honest, I didn’t really think about it a lot, I just followed instructions and turned up on the boat with a grey suit and a white shirt. It was only when I got into the tender approaching the yacht that I started thinking about it. Once on board (on deck that is) I started getting a bit nervous so I asked the captain to prepare some lines over the bow that I could hang on to whilst transferring my body weight from the tender to the bulb. Apart from being spherical in shape the bulb was, as I expected, very slippery, thus making the whole exercise more interesting. Without the lines the pictures would probably have been more interesting, albeit fewer, as it would only have been a matter of seconds before I would have ended up in the water because you know what? It was really, really slippery! ”



To read our in-build report on *Stella Maris* please refer back to issue 131, pages 52-62, or visit www.thesuperyachtreport.com/extras

A special thank you to the whole team at the Yacht Club de Monaco for their assistance with the photoshoot of Espen with table and chair above.

Images: Guillaume Plisson

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