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# ONLY MAGAZINE

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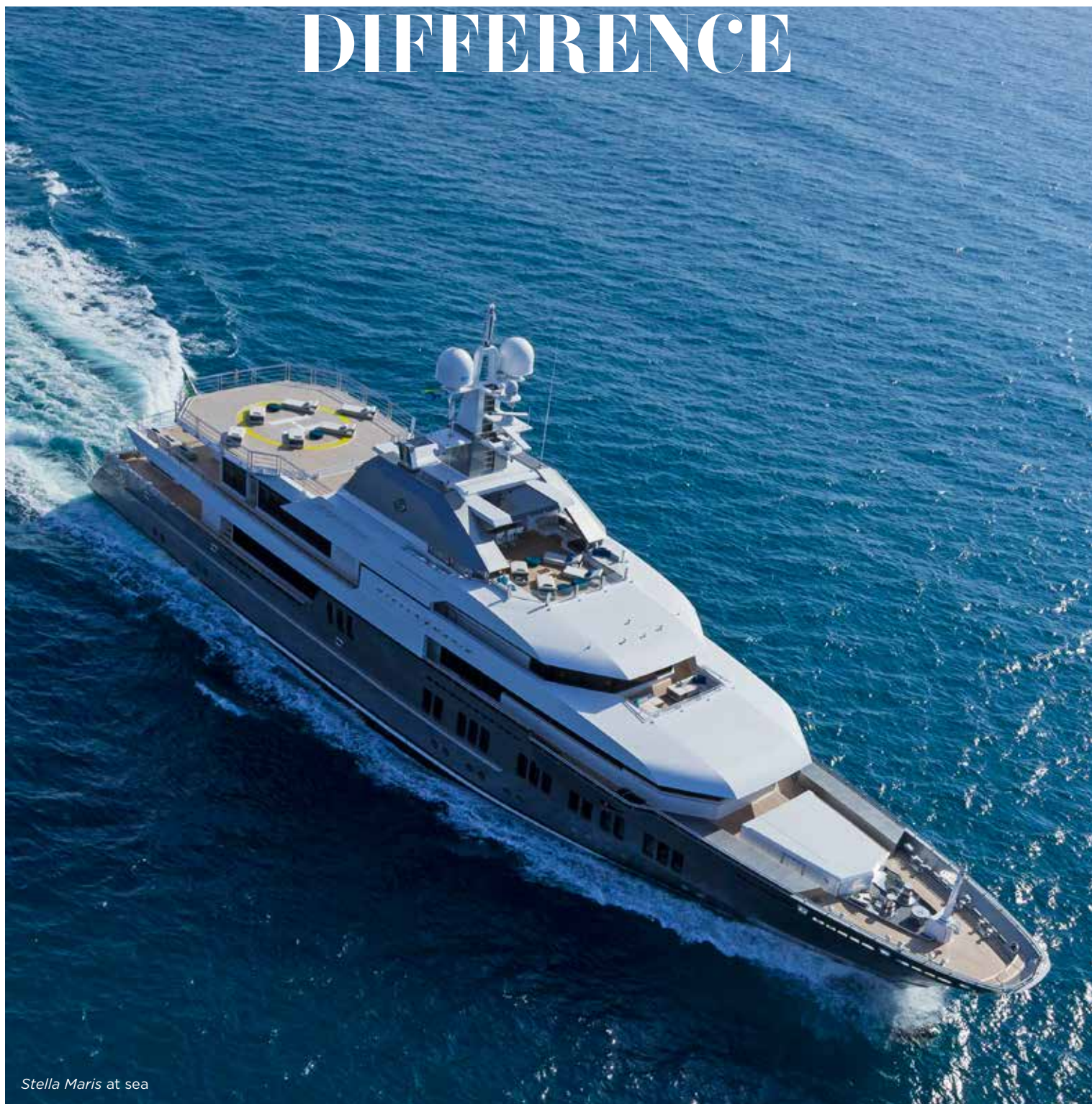
TRAVEL, ART & LIFESTYLE



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# MAKING A DIFFERENCE



*Stella Maris at sea*

VSY STANDS OUT. AS **CORNELIA MARIOGLOU** DESCRIBES AN ENLIGHTENING EXPERIENCE AT THE SHIPYARD, MD **CRISTIANA LONGARINI** EXPOUNDS ON ITS SINGULAR PHILOSOPHY



## THE OUTSIDE EXPERT

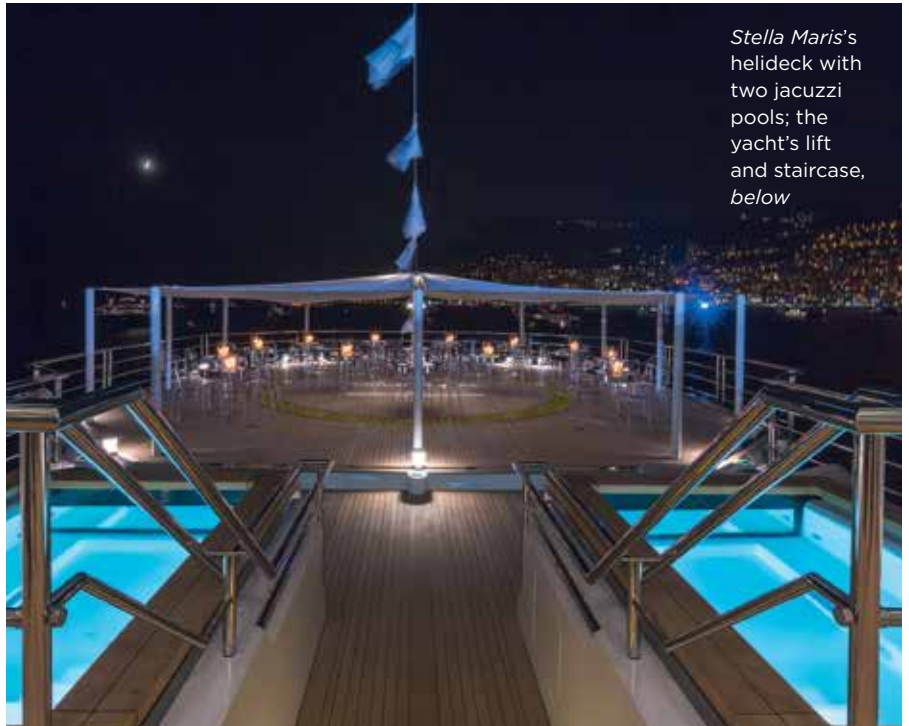
I can still vividly recall my first visit to VSY's shipyard. It was a rainy day in November 2009. I was expecting the typical maritime details – decorative elements such as anchors and ropes – to adorn the walls, the type of features that emphasise the relationship between the office environment and the sea. Instead, there was a dog sleeping under the desk during our meeting, an open-door policy, friendly staff working in glass offices and a high-tech conference room. It reminded me more of a creative agency in a city such as London or New York than an Italian shipyard. The atmosphere resembled that of a think tank – I felt welcomed, inspired even, and as soon as we were all introduced an open dialogue about innovative technologies, green aspects in yachting and the definition of sustainability began.

This was simply not the experience I was used to when visiting a yard. There was a real sense that we could and should learn from each other and since then we have cooperated and exchanged thoughts continuously.

It was certainly not what I was expecting while touring the shipyards of Viareggio, paying tribute to the heart of Italian shipbuilding. Around this time *Candyscape II*, the yard's first launch, had been delivered and staff were working round the clock to get *RoMa* ready for a delivery date scheduled for a month's time. The 61.8m project, combining an Espen Oeino-exterior design, VSY engineering and a Newcruise interior, was state-of-the-art by any measure. I came with little expectation and found one of the most innovative and forward-thinking Italian shipyards, eager to discover new paths and different ways of thinking.

The management might have changed, but the progressive thinking and innovation continues in the same vein. With the launch of its latest flagship *Stella Maris* the team around Cristiana Longarini, the managing director, has not only launched an immaculately built and beautiful 72.1m superyacht – one that includes a unique greenhouse – but a vessel that has so much more to offer. A plethora of back-up systems for engines, catalyst, particle filter, EIAPP certifications, pool water and hot water heating system from DDGG gas exhaust recycling, anti-fouling coating, black and grey water biodisk sewage, garbage pollution prevention, oily bilge water separator, CFC-free fridges, green anchoring – all these and more are details that make this one of the most eco-efficient yachts yet built.

Respect for the environment, deeper luxury or sustainable luxury – this policy has many names. At VSY, this is not a



*Stella Maris's helideck with two jacuzzi pools; the yacht's lift and staircase, below*

“I CAME WITH LITTLE EXPECTATION AND FOUND ONE OF THE MOST INNOVATIVE AND FORWARD-THINKING ITALIAN SHIPYARDS”



fashionable tool that is being played to please potential owners. It is part of the company's DNA, a company that has come a long way down the path of innovation since it was founded in 2004.

Soon the yard will present its latest yacht under construction and it is certain that it will add some further appliances, devices, features and inventive solutions to make cruising even more comfortable – and efficient. Operating far beyond the standardised certifications the yard stretches the limits with every delivery.

Authenticity is the key. It is a great pleasure to see this policy of “new green” from the VSY team – a team that is filled with passion, eager to improve and is trying to make the world a little better. ▶



**THE INSIDER VIEW**

Cristiana Longarini, the MD of VSY, is in the unusual position of being a woman at the very heart of a yacht-building business. But then VSY is a company that prides itself on being different, to fulfil its own strict criteria to seek technological excellence while maintaining high environmental standards. Just last year VSY became the first European shipyard to sign the Wood Forever Pact, the agreement launched by the Prince Albert II of Monaco Foundation, in which firms subscribe to “transparency and qualification in the timber industry”. Here, she tells *ONLY* about the philosophy behind the shipbuilding:

**ROOT AND WINGS**

The importance of recognising traditions while forming long-term plans that will take a business forward into a sustainable future. **CL:** “We know we are dealing with many deep-rooted values and traditions. At VSY we have a new view on these values and are ready to give them new life when facing ecological challenges. We must think in terms of single actions as well as structured strategic plans that will have wings strong enough to travel far into the future.”







THIS PAGE: *from top to bottom - Stella Maris at sea; RoMa's wheelhouse; the certified helipad on Stella Maris*

FACING PAGE: *Stella Maris's main saloon with real plant garden, top; the yacht's owner's bathroom (for her), bottom*



### A TIME FOR CHANGE

"In with the new" does not "mean out with the old", but an integration of what has been learnt with new, vibrant ideas.

**CL:** "It's time to be courageous and clear in our vision, though that is not to say fanatical. It is important to define an overview of your ambitions, analysing the steps that need to be taken. It is about *intus legere*, intelligence – we need always to find a way to take a proactive point of view. Applied to our project at VSY, this means making changes – both large and small – with systemic actions. We need to bring what we have inherited from our past into the production chain today and apply the values that we have acquired – both old and new – to our organisation."

### ALL ABOUT THE TEAM

As a company, VSY is moving forward together with input from all areas.

**CL:** "In our planning and in our actions we think of the company as a team. It's not just a management policy, but something that I personally hold very dear. We have a strategy that works from the top down and the bottom up, from management to craftsmen and vice versa. And then we have a horizontal perspective – our team is built on a wide network of direct and indirect shareholders."

### TWIN VALUES

The driving factors at the heart of the company are innovation and responsibility

**CL:** "I have no doubt about this. This is our strategic *modus operandi*. The creation of values and business sustainability are determining factors that spark a whole chain reaction. And it is this reaction that challenges the status quo, foresees the requirements of the nautical market and is prepared to support the changes."

### SEEKING PERFECTION

The result:

**CL:** "To create the perfect yacht, you need a perception of the alchemy that celebrates the ancestral pact between human being and nature, to live in harmony with the elementary experience of the sea." ●