

# 36m Phi Chase Boat 'Phantom' Launched By Alia Yachts

The 36m chase boat 'Phantom Phi' has been launched by Turkish shipbuilder Alia Yachts. It is a companion vessel to [Royal Huisman's](#) Phi and is "literally a shadow of the longer beauty queen," says Cor D. Rover, her exterior stylist, who also designed Phi.



---

## About The Design

Speaking further on Phantom's design, Rover says:

*"we simply looked at the design DNA that we gave mothership Phi, which consisted of a set of organically curved, sheer lines, contrasting black and blue surfaces, and sharp-edged*

*and curved wing stations. We applied this DNA to Phi Phantom as much as we could, when time permitted. Alia did a fantastic job in sculpting our ideas in aluminium without the forgiving help of filler material!"*

---

## Features

The vessel will house many toys and tenders for the owner of Phi and their guests to enjoy whilst voyaging across the world. Amongst the toys and tenders are a 12.3 Spirit tender, jet skis, bikes and the space to accommodate a car. Phantom will also hold extra fuel and additional laundry facilities, which increases Phi's guest capacity. Three cabins will house three permanent crew members, with an extra cabin for visitors. Additionally, Phantom accommodates a spacious crew mess and galley for the comfort of the crew.



---

To keep up to date with the latest Superyacht Content News,  
click [here](#).

Sign up to our Newsletter below:

## Newsletter Signup

▪ Your Name

First  Last

▪ Your Email\*

Submit

---

## Variety at its best

Variety, as they say is the spice of life! When you own a Superyacht and spend your summer in the Med and winter in the Caribbean maybe a change is just what you need.

### When you say Variety what do you mean?

Exactly that. Somewhere different, a change, something new.

The Superyacht industry is **VERY** good at following the leader. So, when someone does something different everyone else realises they need a change....

### What does this change involve?

As much or as little as you like. Here are a few ideas;

- Different locations
- New marinas
- Itineraries that take you somewhere you haven't been
- Events
- Shore based activities
- Secluded locations
- Busy cities with Superyacht access

Or, as many discover. A little bit of everything.

We are being bombarded with information at the moment by a group in the UK intent on making sure we, and therefore you know EXACTLY what the UK offers. And, to be fair it is a pretty good example of variety at its best!

<https://www.instagram.com/p/CUc0e6og5Uu/>

## **MGMT**

MGMT as you know if you read our news stories regularly are a prominent contributor to this site. They have taken it upon themselves to do something that a few have tried and failed to do in the past. Simply put, work with Superyacht companies based in the UK to promote the UK to visiting Superyachts. Simple?

They are working with and helping to represent everyone in the UK Superyacht industry. From Marinas, ports, port authorities, agents, provisioners and tour guides to shipyards, management companies, tax specialists and everyone in between.

***"The UK offers an amazing variety of locations," Says Mark Upton C.O.O of [MGMT Group](#). "Not only that, but the things to do here vary as much as the locations themselves. We have everything from the best cities to the most remote islands all within easy reach of each other. You could be shopping in Mayfair and eating in Michelin star restaurants one day and staying in a medieval castle on a remote headland the next."***



## About to boom!

The UK as a Superyacht destination is about to boom. We talked to a number of companies in the UK to hear their thoughts. ***“2021 at Gunwharf Quays has been an exceptional year for Superyacht business with nearly three times the enquiry levels compared to previous years, and visits well into double figures.”*** [Mark Collings](#) from [Gunwharf Quays Marina](#) in Portsmouth tells us. ***“We very much see demand for UK Superyacht berthing growing in 2022 and are planning our future around being in the best position to support demand as it grows”***

<https://www.instagram.com/p/CVNwNL9Icte/>

## Service is Key

It is indeed. And the UK has it by the bucket load. Here are some interesting statistics;

- The UK has 2552 Michelin star restaurants
- There are over 1500 Habitable castles in the UK!
- The UK is home to 171 billionaires
- In 2021 over 60 Superyachts visited the UK
- There is over 10,000km of coastline in the UK
- Ascot, Wimbledon, Henley, Goodwood, The British Open. All major UK sporting events.

All this means that Yacht owners and their guests coming to the UK will not only be very busy but also be very well looked after.

## And when it's time to getaway?

Because the UK is small but an interesting shape the coastline covers a huge distance. This means that when cruising in Scotland for example it is rare you will see another yacht. Even if you are only a couple of miles apart. So, when you have visited the cities, restaurants, museums, shops and

events you can quite literally get away from it all to one of the most stunning and picturesque coastlines there is. BUT, still be close enough to get back to the city lights in a few hours.

Next time we look at some of the industry heavyweights based in the UK.

For more superyacht news click [here](#).

---

## Vladimir Putin and His OTT Superyacht Collection

Vladimir Putin is one of the most polarising political figures in the world. Love him, or hate him, he has a stronghold over the Russian political system and is therefore likely to be in the public consciousness for many years to come. He has accumulated a massive estimated fortune of \$70-200 billion and has made sure to spend it on what matters: building his own superyacht fleet (because one isn't enough, apparently). Read on to find out all about the boats that make up his \$150 million collection.

### The Graceful



The Graceful is both the largest and most expensive yacht in Putin's current collection. It was built by Sevmash in Russia before heading to Germany for outfitting by [Blohm + Voss](#) in 2014. The Graceful was then sold to the billionaire for a staggering \$100 million. If you thought the outright cost was outrageous, wait until you hear its annual running costs (\$5-10 million every year). The Graceful is a sleek and stylish steel/aluminium ship that features good looking design by [H2](#). The yacht is a party palace, with space to accommodate up to 14 guests and a 15×10 foot dance floor to keep visitors entertained. When the dance floor is not in use, it handily transforms into a luxurious indoor pool.

## Chayka





Chayka, which means 'The Seagull' in English, is the next superyacht belonging to Vladimir Putin. The 54m vessel was built in 2009 by the Turkish shipyard Turquoise Yachts. Two years later, after chartering the vessel, Putin decided to buy it for the Russian Presidential Administration. Chayka was purchased to host formal events and meetings between political figures. With a swimming pool, jacuzzi, gym and beach club as well as a 100sqm dining room, it certainly can't be the worst place to go on a business trip. The superyacht is estimated to be worth \$34-45 million.

## The Olympia





The third superyacht owned by the Russian President (and apparently his personal favourite) is The Olympia. Built in 2002 by renowned Dutch shipbuilder [Feadship](#), the 57m vessel features interior design by Mark Hampton and John Gallagher. Not very much is known about this vessel, just that it is rumoured to have been a gift from Roman Abramovich to Putin. If the rumours are true, the vessel, which has an estimated cost of \$35-50 million, surely has to be one of the most extravagant gifts ever given.

## Petrel

The final yacht owned by Vladimir Putin is the somewhat more humble Petrel, which measures 35m in length. Unfortunately, Petrel remains mysterious, with very little information available. We know that Petrel has a maximum speed of 14 knots and a cruising speed of 10 knots. The elegantly decorated cabins with private balconies can house 16 guests comfortably and 12 crew members. Whilst the price of the vessel is

unknown, a similar model is known to have sold at \$16.8 million, so a price tag in this region is likely.

If you enjoyed this article, you can [find more superyacht news here](#)

---

## The Rise of Hybrid Superyachts

As the world becomes a more environmentally friendly place, people are becoming more conscious of their carbon footprint. The industry of superyachts has followed suit.

Are hybrid superyachts the answer? Superyachts travel to some of the most beautiful places to experience the best natural beauty the world has to offer. It is, however, no secret that the industry contributes to the damage of the environment. One of the significant factors is the amount of fuel needed for propulsion. On top of this, the toys, tenders, and onboard generators all need fuel to function.

Thus, more and more yachts, tenders and toys are being built with hybrid systems and electric propulsion than ever before. There is an industry debate regarding how long hybrid yachts have been around. Some say Ethereal, launched in 2008, was the first. Others would argue that Feadship's Savannah was the



pioneer in hybrid propulsion.

## So, how do they work?



The main aspects of a hybrid system onboard is the battery technology, permanent magnet motor generators and the invertors. In layman's terms, a hybrid yacht is a yacht that two different energy sources can propel. The most well-known, widely used, and developed combination is diesel and electric. This system results in less use of fossil fuels and is, therefore, more environmentally friendly.

**In a 2021 interview, President and CEO of Sanlorenzo, Massimo Perotti said:**

*"The synergy between power sources has inspired us to seek the right balance between energy saving and performance. Between onboard comfort and an eco-technological approach."*

The market leader in hybrid systems development is Italy based e-Motion. A system now found on motor and sailing yachts up to 220-foot or 67-meters. e-Motion systems allow owners to have a propulsion system on board, where the owner can enjoy the benefits of hybrid power without changing the diesel direct shaft propulsion. Using both the diesel and electric engine where the two systems work in sync offers an environmentally-friendly propulsion system, which does not cause the yacht and her guests to compromise on comfort or power. e-Motion also works together with Simrad navigation units. Allowing the captain or officers to switch from electric to diesel at the touch of a button.

**In a recent interview, Managing Director of Lateral Naval Architects, James Roy, said:**

*“Clients are already asking us to engineer, design and build yachts which can ‘leave no trace’. Perhaps even operate in a way that leaves a positive impact on the environment. There is a real opportunity here for our industry to be at the forefront of future tech development and lead the way.”*

## **The benefits:**

Where to begin with the benefits of hybrids? First, fuel and engine hours are significantly reduced, and annual CO2 emissions are less. Using the e-Motion as an example, yachts can opt to use the systems Economy Navigation Mode. Whereby one of the main engines does the job of both. As the engine turns the prop shaft, it spins the electric motor, which acts as an alternator. This generates power to turn the other motor, recharging the batteries, and maintaining the power supply. All of which are needed to run the rest of the yacht for things like laundry, galley, lights etc. In a recent interview, e-Motion founder Michele Maggi said:

*“This gives you around 30% fuel savings and drastically*



*reduced engine running hours."*

Not only does is a hybrid system good for the environment. It also betters the guests' experience on board. Hybrids reduce the noise, vibrations and exhaust fumes on board caused by generators, required to keep the 'hotel' load of the yacht running at all times. It will also save owner's and charter guests money on fuel. This can be a huge expense depending on the distance the yacht is required to travel.

## Some examples of yachts with hybrid systems are:

**M/Y Bravo Eugenia**, a 109-meter Oceanco built superyacht. Her quiet electric mode allows her to consume 30% less fuel than other motor yachts in her size class.

<https://www.instagram.com/p/CRgbh0oFdV-/>

**M/Y Artefact**, an 80-meter Nobiskrug yacht, launched in 2020. She is a very quiet vessel due to her hybrid diesel-electric system. It integrates lithium batteries and also saves 30% of energy and emissions. Artefact also has solar panels and an extensive battery storage system. This allows her to have complete independence of the internal combustion engines.

<https://www.instagram.com/p/CH-do5FBiwZ/>

**S/Y Black Pearl** is the world's most advanced superyacht featuring zero-emissions. Cruising with a system whereby the pitch propellers feed power back into the yacht via a pair of shaft generators. Proving enough power to support the yachts' hotel' load. When commissioning Black Pearl from Oceanco, the owner requested a zero-impact yacht to prove that it was possible to run a yacht without consuming natural resources.

[https://www.instagram.com/p/CP7rr\\_9rE8m/](https://www.instagram.com/p/CP7rr_9rE8m/)

**M/Y Savannah**, launched by Feadship in 2015. She uses a Breathe propulsion system which allows the yacht to have five different operation modes. Ranging from diesel to diesel-electric to electric only. Savannah takes her power from a 30-tonne lithium-ion battery bank capable of holding a million watts of electricity.

<https://www.instagram.com/p/BIkHT5ijq0V/>

However, to reduce a yacht's carbon footprint even more, all yachts can opt for more green toys and tenders. Such as paddle boards, kayaks, sea bobs, wind surfers, electric surf boards, inflatables such as slides, climbing walls and a trampoline. Hydro foils, hydro cycles and electric tenders are also available. They will ensure the overall fuel consumption is decreased.

## Is this the future of yachting?



West Nautical's sister company, Nautical Management Services, has a fleet of yachts under their management, providing 24/7 support across all facets of a superyacht's running. From crew salaries, to how the vessel is maintained. With yacht size and sophistication only increasing, management must constantly evolve.

## **Geoff Moore, West Nautical's Managing Director, gives us his thoughts on technological developments in sustainability on new build yachts:**

*"We are seeing a lot of yacht owners and shipyards driving towards greater efficiency and sustainability for the future, trying to reduce the environmental and financial impact of the yacht. The maritime industry is always going to be behind the automotive industry. Simply because there is less production and yachts are far larger and more complex. But there is a real move towards hybrid power and fewer emissions. New technologies from other industries are often adopted and used on yachts after they have proven to be successful.*

*One such innovation is the ever-improving batteries that are regularly available. And, with more and more hybrid and full-battery powered vehicles, this technology is now moving into the yachting industry. And, can be easily retrofitted.*

*This technology differs in many ways from the traditional diesel-only powered vessels fitted with large main engines, used only for propulsion with separate generators feeding the hotel load. So, it is an improvement in technology for both efficiency and reducing environmental impact with reduced emissions. As well as physically taking up less space in the engine room. Meaning, more space can be made available for the guest accommodation or additional facilities."*

## **Conclusion:**

To conclude, hybrid technology is one of the most exciting innovations in the yachting world. With more and more owners requesting new builds with smaller carbon footprints than the traditional yachts we see today.

Sustainability and being as environmentally friendly as possible should be a part of every industry and business model

in the market today. And, the superyacht industry is no exception. With owners, shipyards, yacht designers and engineers adapting to invent eco-friendly solutions, it is only a matter of time before hybrid or even fully electric yachts are the norm.

## **Building an environmentally friendly yacht is building a yacht for the future.**

For more information from West Nautical, click [here](#).

And, for more of the latest industry news and content, click [here](#).

---

## **Benetti B.Now: First 50m Superyacht in Series Unveiled**

[Benetti](#) has unveiled 'Iryna', the first 50m superyacht from its B.Now series. The steel vessel is one of four models in the series which all feature an exterior design by [RWD](#). The B.Now series, which aims to appeal to the most forward-thinking owners, includes yachts with lengths of 50, 58, 66 and 72 metres.





Photo: Benetti

The B.Now 50m model features an array of luxuries, including a 36-square-metre beach club and an infinity pool that looks like an extension of the stern deck. Designed with outdoor-loving owners in mind, almost half of the livable space is outside. Interiors are fully customisable to the owners' desires and will be sure to exemplify Benetti's renowned craftsmanship and quality.

For maximum comfort and enjoyment, 'Iryna' includes roomy relaxation and sunbathing spaces and an outdoor lunch area on the Main Deck. Additionally, the Main Deck houses an indoor saloon and dining area. A light and airy owners' suite, complete with a private balcony, also lives on this level. The Upper Deck accommodates a spacious gym.

Like the other models in the series, 'Iryna' is a powerhouse designed to sail long journeys without interruption. The superyacht's range of 4,500 nautical miles at 12 knots is what makes this impressive feat possible.

For more superyacht news, [click here](#).

---

# The History of Superyacht Destinations

The history of superyacht destinations and how they happened. Well, Back in the 90's the Superyacht industry was very much focused on the Central Mediterranean. Then someone mentioned there might be alternative destinations to take your yacht. "But where?" everyone asked.

## "How about The Baltic?"

Not a bad idea, and so in the mid to late '90s, a few yachts started to visit and liked what they saw. But, it wasn't until 10 or 12 years later that the rest of the industry followed. Now lots of yachts spend time in the Baltic each year.

## Croatia and Montenegro

Again, these two stunning destinations became very popular in the '00s, with lots more yachts following into the 2010s right up to the present day.

<http://instagram.com/p/CWGYaxjlfRa/>

## So, where next?

We think you can guess where this is heading! In 2012 the UK and, more specifically, London became the destination of choice for a decent number (by UK standards) of Superyachts. Why? London hosted the Olympics that year, and a small number of UK Superyacht companies did their best to boost the numbers

by marketing the UK hard. It worked, and in the summer of 2012, London saw more Superyachts than ever before.

## Follow the trend

So, if we follow the trend, this means that the UK as a Superyacht destination is set to boom ten years later, correct? That would mean that 2022 will be the year for UK Superyachts, right?

## This winter

Over this winter, we are running a “Best of British” series based on the UK as a Superyacht destination. We will look at ports, cities, services and lots of other things that attract Superyachts, such as;

- **Alternative Destinations.** London, the South Coast, Cornwall, The Scilly Isles, Scotland and much more
- **Activities.** Everything from sport and theatre to restaurants, royalty, shopping and events.
- **The people.** We don't just mean the British in general but, more importantly, the Superyacht companies based here. The people who will look after you. You might be surprised by how many there are!
- **Services.** It's not just the people who are based here but the diversity of what the UK and its Superyacht community offer.

Mark our words, the UK will become the next big destination for Superyachts. There has been very steady growth since 2012, and this year has seen more yachts than ever before in the UK.

<https://www.instagram.com/p/CU-VUoLIZPV/>

## Don't get left behind!

Don't wait until your owners ask you why the yacht isn't going to the UK for 2022. Get ahead of the trend and start to make

your plans for next year. Much more info to come as our series kicks off in the next week.

For information on bringing your yacht to the UK visit [MGMT Yacht Agents](#). For more Superyacht news in the meantime, please click [here](#).

---

# The Metaverse Superyacht that Sold for \$650,000 USD

Featured Image by [Autoevolution](#)

That is right. You read that title correctly. A superyacht has just sold in the metaverse for USD 650,000, making it the most expensive non-fungible token ever sold in The Sandbox virtual gaming world.

## Not Heard Of The Metaverse Yet?

Well, if you have been stuck at sea or on a trip, let's catch you up! CEO's like Mark Zuckerberg or Satya Nadella are talking about it a lot. The metaverse is the future of the internet! Or it's a video game. Or maybe it's an extreme, more uncomfortable version of a zoom call? It's hard to say.

Talking about "the metaverse" is a bit like discussing what "the internet" meant back in the 1970s. The building blocks of a new form of communication were being built, but no one could really know what the reality would look like.

To help you understand how vague and complex a term "the



metaverse” can be. Replace the phrase “the metaverse” in a sentence with “cyberspace.” 90% of the time, the meaning won’t substantially change. That’s because the term doesn’t really refer to any one specific type of technology but instead a broad shift in how we interact with technology.

Technologies that make up the metaverse can include virtual reality (VR); these are persistent virtual worlds that continue to exist even when you’re not playing, and augmented reality (AR) that combines aspects of the digital and physical worlds.

<https://www.instagram.com/p/CVPnscgKl2u/>

## **Are you keeping up?**

The metaverse also translates to a digital economy, where users can create, buy, and sell goods. And, in the more idealistic visions of the metaverse, it’s interoperable, allowing you to take virtual items like clothes or cars from one platform to another. You can buy a shirt from a shop and wear it out to a restaurant in the real world. Right now, most platforms have virtual identities, avatars, and inventories that are tied to just one platform, but a metaverse might allow you to create a persona that you can take everywhere as easily as you can copy your profile picture from one social network to another.

## **But what is it?**

If we are honest, we are still not really sure! The tech giants are still working it all out. We have a vague idea of what currently exists that we could “kind of “call the metaverse, and we know which companies are investing in the concept, but we still don’t know what it is. Facebook, now known as Meta, thinks it will [include fake houses](#) you can invite all your friends to hang out in. Microsoft seems to think it could involve virtual meeting rooms to train new

hires or chat with your remote coworkers.

The pitches for these visions of the future range from optimistic to outright fan fiction. During Mark Zuckerberg's presentation on the metaverse, the company showed a scenario of what our future may look like:

## Caught Up? – Now Back To The Metaverse Superyacht

Metaverse developer [Republic Realm](#) has developed a series of "Fantasy Islands" on the platform consisting of 100 private islands. The collection of islands consist of villas built on top of NFT land. These sold out in under 24 hours and have a current floor price of 63.9 ETH (approximately USD 280,000). Republic Relm has now successfully sold The Metaflower Superyacht for 149 ETH (roughly USD 650,000), making the digital yacht the most expensive non-fungible token (NFT) ever sold in the Sandbox virtual gaming world.

[The Sandbox](#) is a virtual world where players can build, own, and monetize their gaming experiences. It is currently one of the leading metaverse games and collaborates with brands and personalities such as [Adidas](#), [Atari](#), [Bored Ape Yacht Club](#), [Snoop Dogg](#), [The Smurfs](#), and many others.

The metaverse superyacht is a digital asset released by Republic Realm for [The Fantasy Collection](#) line of luxury NFTs designed for The Sandbox. Other luxury products include private islands, jet skis, and speedboats.

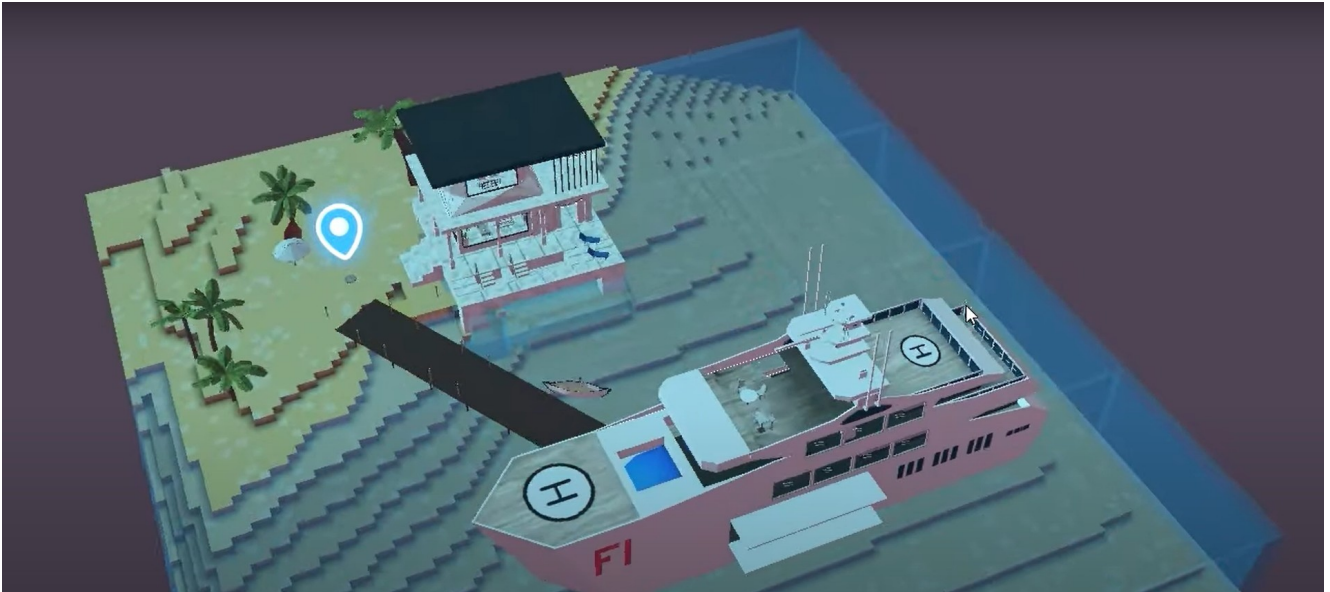


Image By Autoevolution

The record-breaking Metaflower superyacht is a four-story yacht described as an ultra-luxury megayacht.

## Key Features Include:

- A DJ booth,
- Two helipads
- Hot tub

You can take a 360-degree look at the NFT [here](#).

**We will leave you to decide if she's worth USD 650,000!**

For the latest superyacht news, go [here](#).

---

# Project Cosmos: 80m Heesen Vessel Hits the Water

The [Heesen](#) Project Cosmos has left the Dutch company's shipyard in Oss. The 80m vessel which weighs 1,700GT vessel can reach a maximum of 30 knots. Because of this, it is the biggest and fastest all-aluminium yacht ever made.



Credit: Dick Holthuis

The superyacht's great size and high speed are what makes her so impressive. Due to a low-drag hull design based on Van Oossanen's Fast Displacement Hull Form, and the skills of Heesen's naval architects, this was achieved. The yacht is powered by traditional diesel propulsion, consisting of four engines, two gearboxes, variable-pitch propellers and innovative Promas rudders.





Credit: Dick Holthuis

"Today, we are celebrating the launch of a unique yacht," states Heesen CEO Arthur Brouwer. "Unique not only for our shipyard, as she is the largest we have ever taken on and represents the pinnacle of our achievements to date. Cosmos is also unique in the industry – the largest and fastest aluminium yacht in her class ever built."



Credit: Dick Holthuis

[Winch Design](#) has crafted a beautiful exterior, with clean lines, a sporty look and extensive use of glass creating a timeless profile. The light and calming interior design was penned by [Sinot Yacht Design](#). A neutral palette, with accents of blue hues, help achieve a relaxing environment that helps guests feel immediately at home.

<https://www.instagram.com/p/CWljlfbsZdU/>

Project Cosmos will remain at Heesen following her launch for commissioning. She will undergo intense sea trials in the North Sea in February 2022 before an April 2022 delivery.

[Click here](#) for more superyacht news.

---

# 58.5m Superyacht PHI Stuns During Sea Trials

[Royal Huisman's](#) superyacht PHI has been spotted reaching 20+ knots during its North Sea trials. The 58.5m vessel, which weighs below 500GT, is the longest yacht in its category worldwide.



Credit: Tom Van Oossanen

The vessel's sea trials come after her departure from the Dutch company's Vollenhove shipyard in October, and making her way to Royal Huisman Amsterdam.

Speaking of working with Royal Huisman, Guy Booth, Project Manager of PHI commented: "With such a powerful vision, a



demand for the absolute highest level of quality available anywhere and such difficult engineering challenges, Royal Huisman were the best partner to build the boat.”

Interior design comes from the creative vision of London-based studio [Lawson Robb](#). The design takes huge inspiration from outer space, however further details of the vessel’s interior are currently under wraps. The original idea was born through many conversations between the concept’s creator [Cor D. Rover](#) and the owner over the years. The ethereal inspiration will be apparent whilst navigating the yacht’s three decks which have three themes: the galaxy, the ocean surface, and the underwater world.



Credit: Tom Van Oossanen

Phi will have the capacity to accommodate up to 12 guests, whilst also housing 11 crew members.





*Above from left to right: Cor D. Rover, owner's representative and project manager Guy Booth, the Royal Huisman team, Perry van Oossanen. Credit: Tom Van Oossanen*

For all the latest superyacht news [click here](#)

---

## Heesen Sparta: Construction Continues on 67m Superyacht

Construction is advancing on the 67m [Heesen](#) superyacht Sparta, with the joining of her steel hull and aluminium superstructure. This step moves the project further towards her 2023 delivery.



Credit: Heesen

During a three-day-long process, the hull was lowered into the water for the first time before being towed to Oss. Here, Sparta received her two MTU 12V4000 M65R diesel engines and gearboxes. Following this, her hull and superstructure were joined together. She is now awaiting her outfitting and interior fit-out.

Both external and internal designs come courtesy of London-based [Winch Design](#). Distinguished by bold curves, dramatic window shapes, and an inviting stern area, the seamless connection of outdoor and indoor spaces is a haven for relaxation and family life.

The vessel's layout is a reflection of the lifestyle of the owner and their family. With wellness being a priority, her lower deck is will include a jacuzzi, sauna, steam room and gym. The lower deck will also house crew quarters and the galley. Elsewhere on the superyacht will be four double guest cabins and a full-beam saloon, all located on the main deck. The owner has reserved the upper deck for private use, with suites facing forward and aft.



Credit: Heesen

“The production of full-custom yachts is a challenge we always undertake with great enthusiasm at Heesen,” states Heesen CEO Arthur Brouwer. “Their construction embodies the personality of their owners and offers us the opportunity to demonstrate the incredible levels of excellence our teams can achieve. Working with Winch Design is always a great pleasure, and we look forward to seeing this yacht in all her splendour two years from now.”

For more superyacht news, [click here](#).

---



# 71m Lurssen Superyacht 'SKAT' Sold

The Lurssen superyacht 'SKAT' has been sold for the first time since her delivery in 2002. The 71m vessel was sold by [Fraser Yachts](#), with Stuart Larsen representing both the buyer and seller.



Photo: Guillaume Plisson

'SKAT' has been with the same owner since her 2002 delivery, spending almost two decades sailing worldwide. After many years of service, she has undergone a 2021 refit, ensuring she is in top condition for her new owner.

The iconic superyacht, whose name means "treasure" in Danish first turned heads due to her military-like exterior courtesy



of naval architect [Espen Oeino](#). The interior of the Lurssen 'SKAT' comes from the design mind of Marco Zanini.

Stuart Larsen of Fraser Yachts stated that "SKAT was one of the most exciting yachts on the market this year." He further added, "she was extraordinarily well built, impeccably maintained, and her layout and design are innovative and elegant. Her enduring appeal was confirmed by the extraordinary interest shown by buyers during the Monaco Yacht Show."

SKAT was asking €49,500,000.

Full Specification:

BUILT/REFIT – 2002/2021

BUILDER – LURSEN

LENGTH – 71M (232'11")

BEAM – 14.01M (46'00")

DRAFT – 3.75M (12'04")

GT – 1,998

HULL – STEEL

CRUISING/MAX SPEED – 14.3 KNOTS (CRUISING) / 18.1 KNOTS (MAX)

RANGE – 4,600 NM

EXTERIOR DESIGNER – ESPEN OEINO INTERNATIONAL

INTERIOR DESIGNER – MARCO ZANINI AND FLAVIO SOUZA

[Click here](#) for all the latest superyacht news

---

## Immersive Superyacht Design: An Interview with Tommy Lexen and John Munro

[Immersive](#) is an innovation-driven visual art company and design specialist that can transform any space, from global

events to intimate private spaces. They've worked with some of the world's most significant events and international brands, such as the London Olympic Games, FIFA World Cup and BMW. With expertise in custom luxury design, they are looking to make their mark on the superyacht industry. Today we chatted with John Munro and Tommy Lexen of the cutting-edge design company.

## **Tell us a bit about yourself and your time at Immersive?**

*John Munro CEO (JM):* After studying Architecture, Design Theory and Fine Art, I created Immersive to begin a creative movement into large scale spatial storytelling. I founded the studio in 2004 when Experiential Art and Design was just starting to grow as an industry. We were pioneers of the industry, creating projection mapping before it was even called projection mapping. At Immersive, I have been lucky enough to direct all projects creatively. I have had the fantastic support of an incredible team that embodies the forward-thinking spirit of the company.



John Munro, CEO at Immersive

*Tommy Lexen MD (TL):* I joined Immersive in the summer of 2019 as the Head of Studio and Executive Creative Director. This January, I moved into my role as the Managing Director. Creatively, I've led the studio's work for the Mobility Pavilion in Expo 2020, amongst other projects. We've also been busy tailoring our skillset for private commissions with the luxury market and growing our presence in London and at our satellite studios around the world. My career has always focused on using innovations to tell engaging stories with world-class artists, so working on Immersive's varied projects and sitting at the cutting-edge of innovations in this industry is a culmination of that work.



Tommy Lexen, Managing Director at Immersive

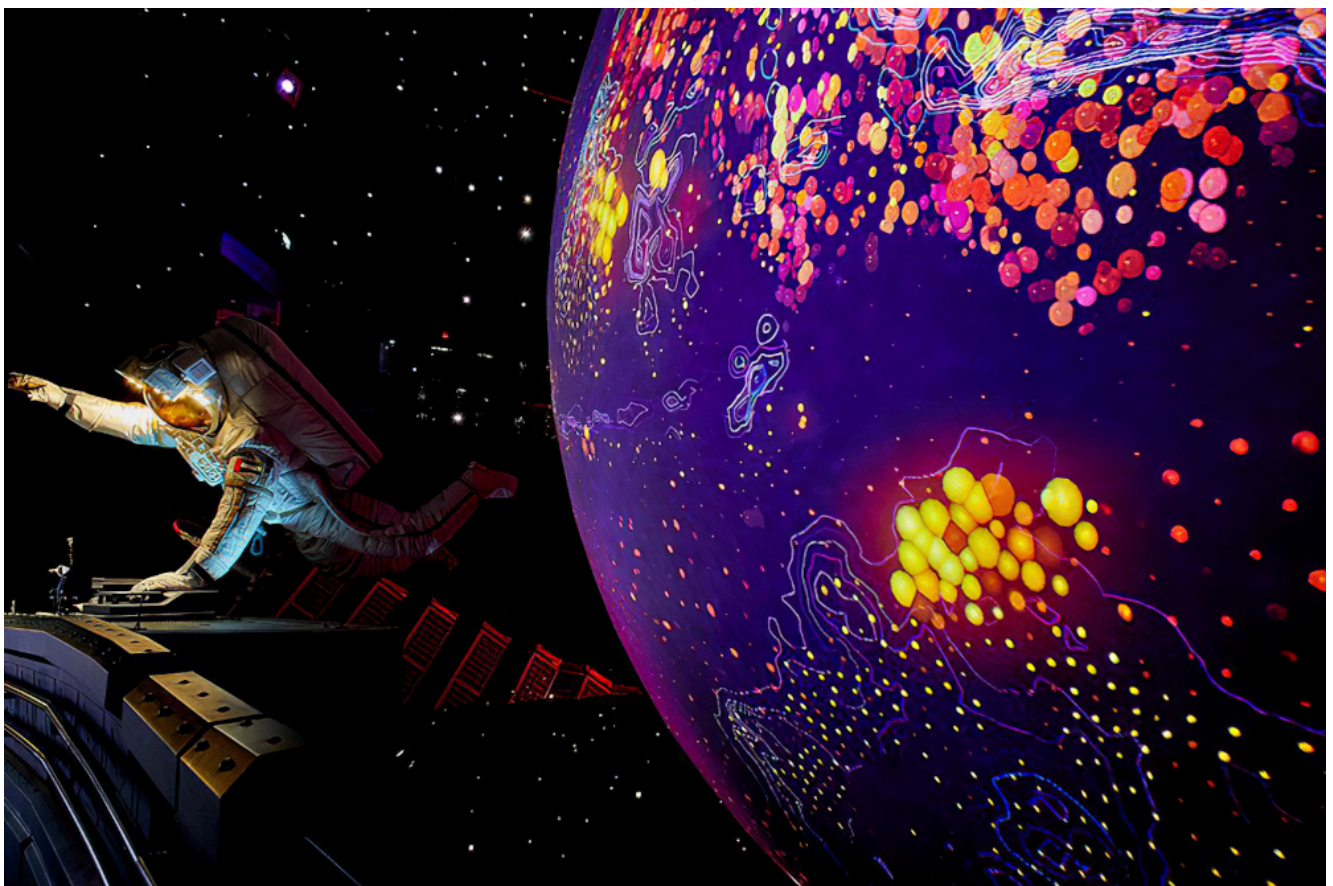
## What has been Immersive's largest project to date?

*TL:* The [Mobility Pavilion](#) at the 2020 Dubai Expo! The Mobility Pavilion is the biggest thematic pavilion at the event.



Designed by Foster + Partners, it houses a three-act immersive theatrical environment that explores stories of mobility in the past, present, and future. We directed, designed, and delivered the experiential media and content across nine installations for the second and third acts. We wanted to make the world's greatest show and deliver cutting-edge experiences visitors have never experienced before. It's been so exciting to see it open to the public after COVID-related delays.

*JM:* I agree with Tommy. We directed, designed, and delivered the experiential media and content across nine installations for the second and third acts, working in close collaboration with the brilliant team from EXPO 2020, MET Studio and ALEC Fitout. Creating the 'Stadium Screen' for the London 2012 Opening and Closing Ceremonies was our largest project, dimension wise. Our largest permanent installation was produced for Comcast with Steven Spielberg and installed in their reception, next to a Jenny Holzer artwork and a Conrad Shawcross installation.



Dubai Expo 2020



# **What led Immersive to the superyacht industry?**

*TL:* In recent years, the luxury market has been offering higher levels of exclusivity and customisation to its clients. Also, the evolution of immersive and CreaTech industries are creating massive potential for bespoke luxury experiences. More and more, we see traditional methods of displaying artworks or screening narrative-driven content becoming redundant – people seek intimate, multidimensional environments that uniquely respond to them and transport them beyond the everyday. What we've seen as a result is clients commissioning Immersive to apply our unique skill set and creativity to custom luxury projects.

*JM:* The superyacht industry is known for artistic innovation of the highest quality. Immersive has been at the forefront of bespoke installations that are future proof and stand the test of time. Our technology is a perfect fit with the demand for exclusivity and customisation within the superyacht industry.

# **How closely do you work with the owner on the brief? Also, do their needs and wants to dictate the project?**

*TL:* The individual tastes of the owner informs all the decisions made. Each Immersive design is entirely bespoke, resulting in a one-of-a-kind experience tailored to their artistic tastes and how they envision their life on the superyacht. We work collaboratively with the whole project team to bring the experience to life. Interior designers, shipyards, project management and operational teams, technical teams, and suppliers are all part of the process.

<https://www.instagram.com/p/CUfC6cmNhxz/>

## **What are the unique challenges you have faced during the design and installation process on a superyacht compared to home installation?**

*TL:* Every project has unique challenges, especially when it's a permanent installation. We have expertise in designing for the unique spatial aspects of complex environments. Often, in our commercial work, they are huge scale venues or outdoor installations. However, with superyachts, there are different factors. Designing for smaller, more intimate, and much more personal environments are some of these.

Of course, yachts aren't static, so we must plan for the experience to work no matter where it is! This applies to connectivity and also the potential issue of being offline. We ensure there is a Minimum Viable Product approach available. This assures that the core function of the environment can still operate in some capacity, even with technical issues.

Issues with access to superyachts have also arisen; however, we use virtual prototyping. This allows us to test every aspect of our work before we are physically on board.

## **Do you work closely with the crew to ensure the equipment going on board is easy to manage and maintain?**

*TL:* Absolutely! Ensuring the yacht crew know how to manage any

issues that may arise after they set sail is vital. We make sure they have the specialist knowledge or specific training as a part of our holistic project development.

Specific details of Immersive's upcoming projects are confidential at this time. [Watch out for any updates.](#)