

# THE ONE

## YACHT & DESIGN

### *The Art of Sailing*

**EXCLUSIVE**  
Interview with  
Seven Perini Navi's Owner  
Ennio Doris

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# ETHICAL LUXURY

Rome-based Exclusiva Design delivers turnkey projects thanks to its holistic Design and Build approach, working with designers, architects, artisans and artists to interpret clients' dreams. Each resulting project is completely unique and showcases age-old skills

by Désirée Sormani - pictures by courtesy of Exclusiva Design

**V**ia Giulia is a historic Roman street that runs parallel to the Tiber for almost a kilometre. Once upon a time, it was the city's chicest thoroughfare lined with merchants' and bankers' palazzi, it is still one of its most elegant. It is also the home of Exclusiva Design, an architecture studio that has made luxury and exclusivity its byword. Headquartered in a 16th century palazzo, the studio is a magnet for clients looking for something genuinely different. "Italy has the highest number of working architects both overall and in relative terms (2.5 for every inhabitant, ed.'s note)," says architect Fabio Mazzeo who founded



Architect Fabio Mazzeo (photo), who founded the Roman studio with Vito Taddei. Exclusiva Design produces every single object and detail of each project, and now also has offices in both Shanghai and Moscow





## [ TREND SETTERS ]



To side, samples of luxury fabrics and textiles. Left, the meeting room with its living wall. Below, an interior shot of the 16th century palazzo in which the studio is based.

the company with manager Vito Taddei in 2008. “When we were thinking about opening the studio, we decided to stand out from the crowd by focusing on Design and Build: a network of partnerships with 100 different professionals – artisans, artists – that work with us in a multidisciplinary way that starts from the concept and goes all the way to a turnkey project. We design everything right down the smallest details and then use artists and artisans for the actual making”. This winning formula has seen the studio go from strength to strength over the last decade. “When we started out, there were just four of us and now there are around 60. When we tackle a project, we work with project managers, architects, designers and artists on various levels. We believe in syncretism in our profession,” says Mazzeo emphatically.

Walking into the Exclusiva building is an emotional experience in itself. The doors and windows are all original with the modern art adorning the walls somehow working to perfection with the 16th century frescoes. The meeting room has an impressive living wall and there is a whole room devoted to samples of materials of all kinds: luxury textiles and fabrics, marble, woods and metals. “If you don’t live surrounded by beauty, you can’t think beauty. Designing to us means looking, listening and perceiving so that we can satisfy our clients’ needs. Designs for us are not a starting point but the result of a process, passionate research and in-depth investigation. Clients want to be told a story. The story of a design. And it all feels a little magical.” Those clients include high-calibre international companies, businesspeople, magnates and heads of state. “Richness thus becomes a tool to spotlight the skills of high artisans whose knowledge base needs to be preserved and showcased. In that sense, luxury can be ethical too.” Mazzeo personally prefers metal to luxury materials. “It’s strong



yet delicate, elegant and rough at the same time. I appreciate all its structural and aesthetic variations. I love rough iron, crafted by the expert hands of a craftsman. I am fascinated by the work of our artists too: Italy is brimming with excellence. I adore cross-contamination and transversality.” This systematic approach to fostering crossovers between skill-sets is demonstrated very ably in Exclusiva Design’s first nautical project. Progetto Bolide is a radical 72m luxury superyacht designed for Tankoa and sparked by the desire to create something unique, clearly inspired by Futurism, that would go beyond the traditional concept of a yacht while retaining a tailor-made quality. It is based on three key ideas. The first is clearly evidenced by the over 500 m2 of glazed surfaces used on the yacht which seem to blend with the steel hull, ensuring an immediate and uninterrupted view of the sea. The second idea regards the functionality of the interior space while prioritising comfort and the highest standards

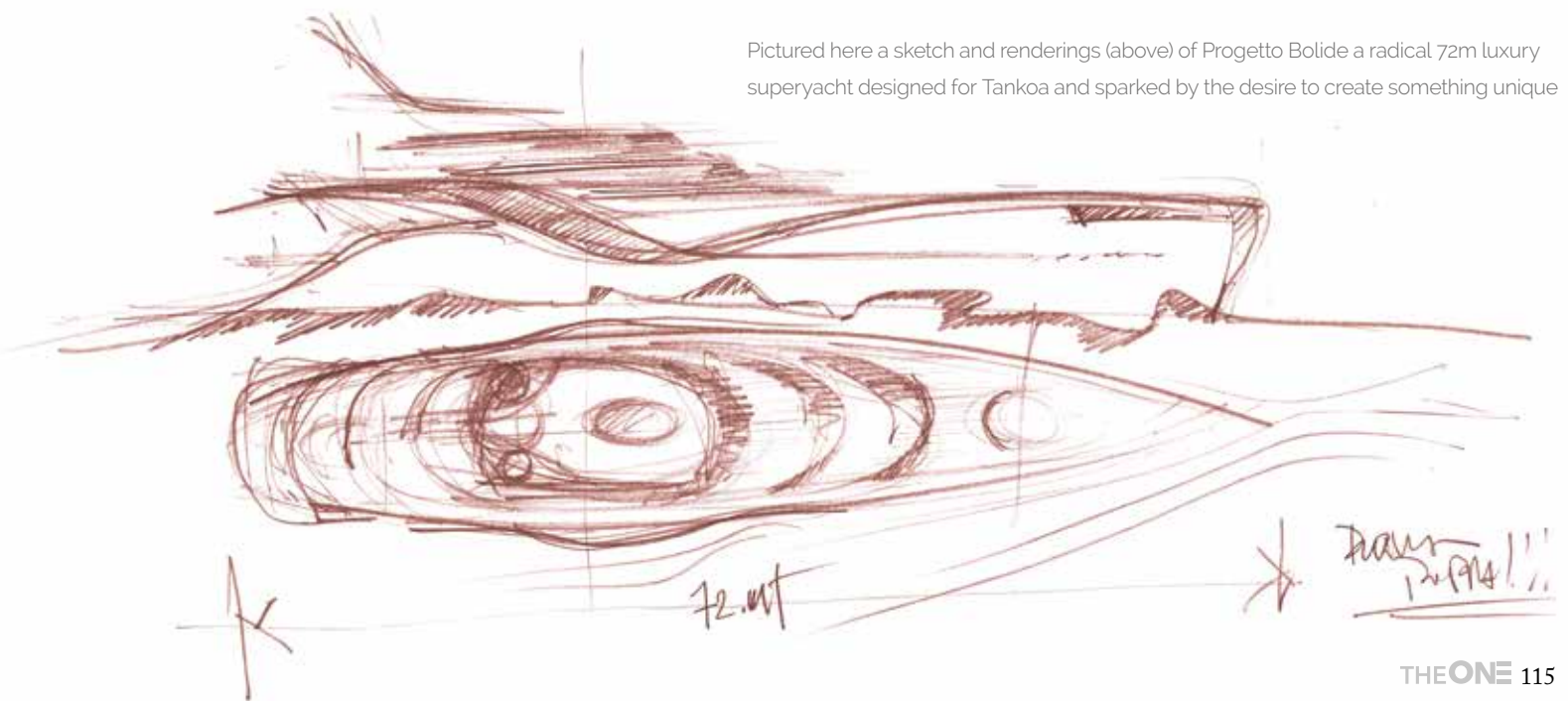


of privacy. The third key point is the interaction between inside and outside, which, as they are the work of the same design team, coexist in perfect harmony. Available floor space totals an incredible 1,500 m<sup>2</sup> (600 of exterior deck and 900 interior). “We feel we have made a useful contribution to fuelling new insights in yacht design, particularly in layout configurations – we designed them like sets, so that in every single space there was something unexpected that would turn the below-decks experience into an exclusive moment in time.” The project has elicited some serious interest and negotiations are underway on several fronts. All in all, it would seem that Exclusiva has succeeded in its ambition to bring a breath of fresh air to yacht

design. When we ask Mazzeo what he plans next, he is quick to respond: “I would like to channel our creativity, enthusiasm for the unprecedented, and talent for synthesis into socially-innovative projects. I want our appetite for innovation to produce results that will have a positive impact on society. That is why we’ve created the Fondazione Exclusiva, a not-for-profit organisation to promote creativity and implement projects that will drive innovation based on culture and responsible economic development. The foundation intends to create value by cultivating relationships between creativity, society and the market through a three-pillar programme spanning education, research and social innovation.”

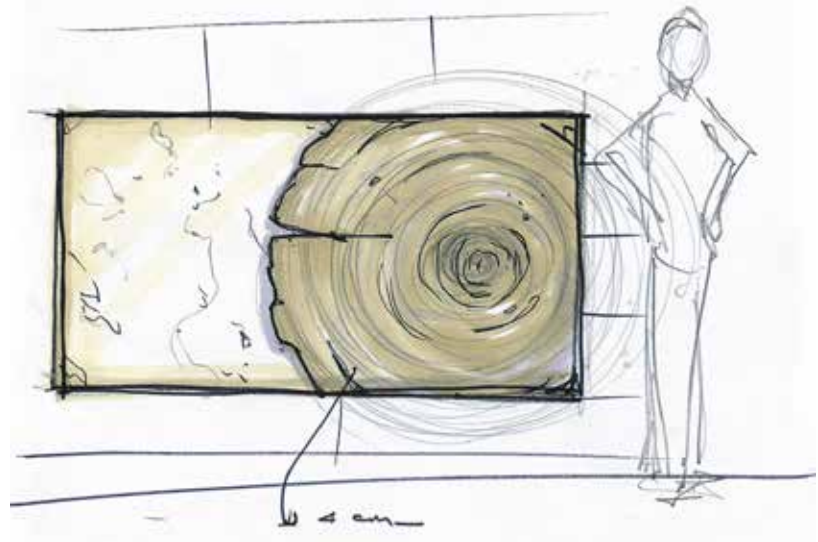


Pictured here a sketch and renderings (above) of Progetto Bolide a radical 72m luxury superyacht designed for Tankoa and sparked by the desire to create something unique





[ TREND SETTERS ]



Exclusiva's project list includes Gazprom Neft's central offices in Saint Petersburg, Russia, the Summa Group offices in Geneva, the public spaces in the Lakhta Center, which includes Europe's highest skyscraper currently under construction in Saint Petersburg, and the Ferrari China headquarters in Shanghai. Also in the mix are airport terminals, residential projects on private islands in Doha, and villas and apartments all over Europe and the Middle and Far East

