

# *Arianema*

The new Mondomarine 50-metre's strong personality is instantly obvious from her fiery red hull. Her interiors are sumptuous, with sophisticated furnishings in a work of complete customisation that makes her an absolutely unique one-off

by Bianca Ascenti - ph. by xxxxxx



Featuring a sleek red cat-like hull and opulent interiors, the new Hot Lab-designed M50m (49.2m, to be precise) was built by Mondomarine at its Savona facility for a supercar and superyacht-loving Middle Eastern owner. M/Y Ipanema held public and media alike spellbound at the recent Monaco Show and has an intriguing dual personality that is a brilliant response to the owner's brief for an instantly recognisable luxury yacht with eager, aggressive lines and richly sophisticated interiors. Most of all, however, her owner wanted his new yacht to be as unique and one-off as the legendary Ferraris that inspired it. Reconciling those two souls was something of a challenge to say the least and it is a tribute to Hot Lab's talents that it has married exterior and interior to such coherent effect, while also producing a yacht that, for Mondomarine, is something of an innovator. Light, "social life", movement and meticulous customisation were the cornerstone concepts of the brief. All boxes ticked to perfection in this sublime 17-knot semi-displacement which was built from aluminium to deliver structural robustness without impacting on weight, an important factor given that this will be a long-distance vessel. The result is that Ipanema has a 3,500-nautical mile range at 12 knots. She has a tri-deck plus sun deck layout providing accommodation for 12 guests in four two-berth staterooms on the lower deck plus a master suit on the main. Crew and staff quarters are very ample too. One of Ipanema's most immediately striking features is the sharp forward rake of her stern which lends her a sense of real character and aerodynamic power. An interplay of empty and filled spaces, and the pulled-back bridge not only reference automotive design but also draw huge amounts of light into the main

saloon. There is great emphasis on the communal deck areas and clever use has been made of the volumes to ensure Ipanema stays under 500 GT. The style is cool and maritime with polished mahogany and teak paired with creamy white furnishings. Inside, however, the mood changes swiftly, transitioning in a trice from the sportiness of the exterior to a classic sort of opulence with columns, inlaid architraves, bas-reliefs, mirrors, mahogany, onyx, drapes and more than 12 different kinds of marble. The result is a highly ornate, mixing elements from French, British and Italian traditions. Hot Lab designed every last item aboard, both interior and exterior. The main deck is dominated by a theatrical saloon with full-height windows and a luxurious dining room complete with spectacular chandelier and white marble table, seascapes, lamps and plants. Floral motifs recur throughout too (the central staircase panels being a case in point). Pure new wool rugs and carpets complement the colours of their surroundings and are matched with luxe textiles and fabrics. The colours are bright, and the upholstery and rug designs purposely intricate yet there is no sense of clashing or disharmony. Attention to detail borders on the obsessive. Each of the four guest staterooms has a different colour scheme (pink, yellow, green and blue) and this is reflected in everything from the padded headrests of the beds to the curtains, rugs and veining of the marble in the sumptuous bathrooms, and even the light switches. Meticulous care, luxury, sophistication and virtuoso craftsmanship abound. The full-beam master suite is a triumph of silk, marble, painted glass in shades of green and yellow. The quarters for the 10-strong owner's staff and crew have a similar colour palette. Mondomarine's 64th yacht, Ipanema, is a spectacular break with tradition. Just like the girl in the song...

[www.mondomarine.mc](http://www.mondomarine.mc)



The many exterior living areas are very cleverly designed. Aside from a classic al fresco day area aft (opening photograph), the upper deck also has a very large and private forward lounge (left). The sun deck and its infinity pool forward are impressive too







The main saloon is wonderfully opulent with a fairytale feel. Marble, mahogany, lacquer work, fabrics mix and complement each other to create a look that is wonderfully original and never repetitive





Everything aboard – from the larger furnishings to the painted ceramic light switches – was custom-designed and made. Every single space aboard features different colours, designs and motifs. But there is always a touch of red as if to remind passengers that they are aboard the fiery red yacht par excellence



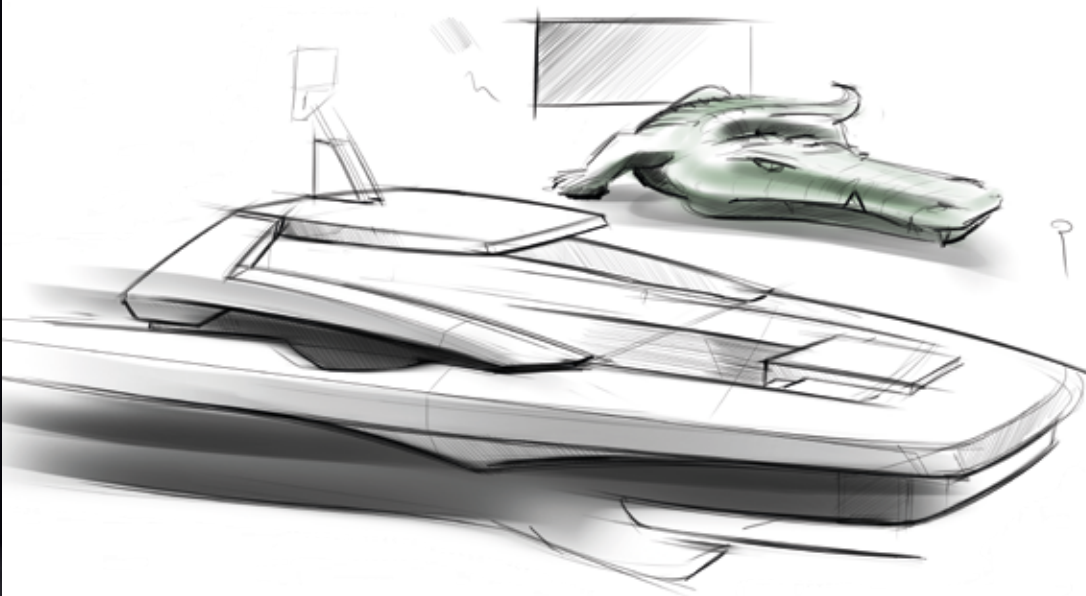




## Yacht Designer

### Hot Lab

**I**t all started with the stern of what in 2011 was known as the Mondo Marine M50 concept, a semi-planing aluminium yacht with very large exterior spaces and a low, tapering silhouette. The forward-raked stern lends the yacht character and gives the design a timeless yet sporty feel. Initially, there was to be a closed stern with beach house but in the end the owner opted for a garage for the 8.2-metre tender but that didn't impinge on the aesthetic at all. The windows add a sense of aerodynamic dynamism, creating a sporty look that the red livery accentuates. The sections are not visually united vertically and in the hard top, black helps enhance that feeling of visual lightness. The aft stairs are open and angled, particularly the first three steps which are broader and taller (typical of an Art Nouveau garden). There are numerous car design references and all the various areas of the hull have their own "expression": aft, the fairleads look like the yacht's eyes, for example. We like to think that every deck is anthropomorphic and that every part of the yacht has its own emotional impact. The exteriors are generous and cleverly distributed to ensure that 100 per cent use is made of the boat. Forward of the windshield there is a large al fresco lounge, while three jet skis are stowed aft on the upper deck. The huge space forward on the sun deck devoted to the infinity pool is very impressive. The client was delighted because we managed to give him the boat of his dreams and that is a source of enormous satisfaction to us. Let me tell you a funny story: at our first meeting, he asked us to change the window in the master suite. He wanted us to take our inspiration from another design. Normally, designers are not keen to do that kind of thing. Nonetheless, in this instance, there were no particular problems as the window the owner wanted us to draw on was from another concept that Hot Lab had designed.



Hot Lab has designed a sporty, timeless-looking yacht. Photos left, from top, the studio's three partners Michele Dragoni, Enrico Lumini and Antonio Romano. A raked bow and stern lend an extra edge of aggression. The design sketches are of the sun deck







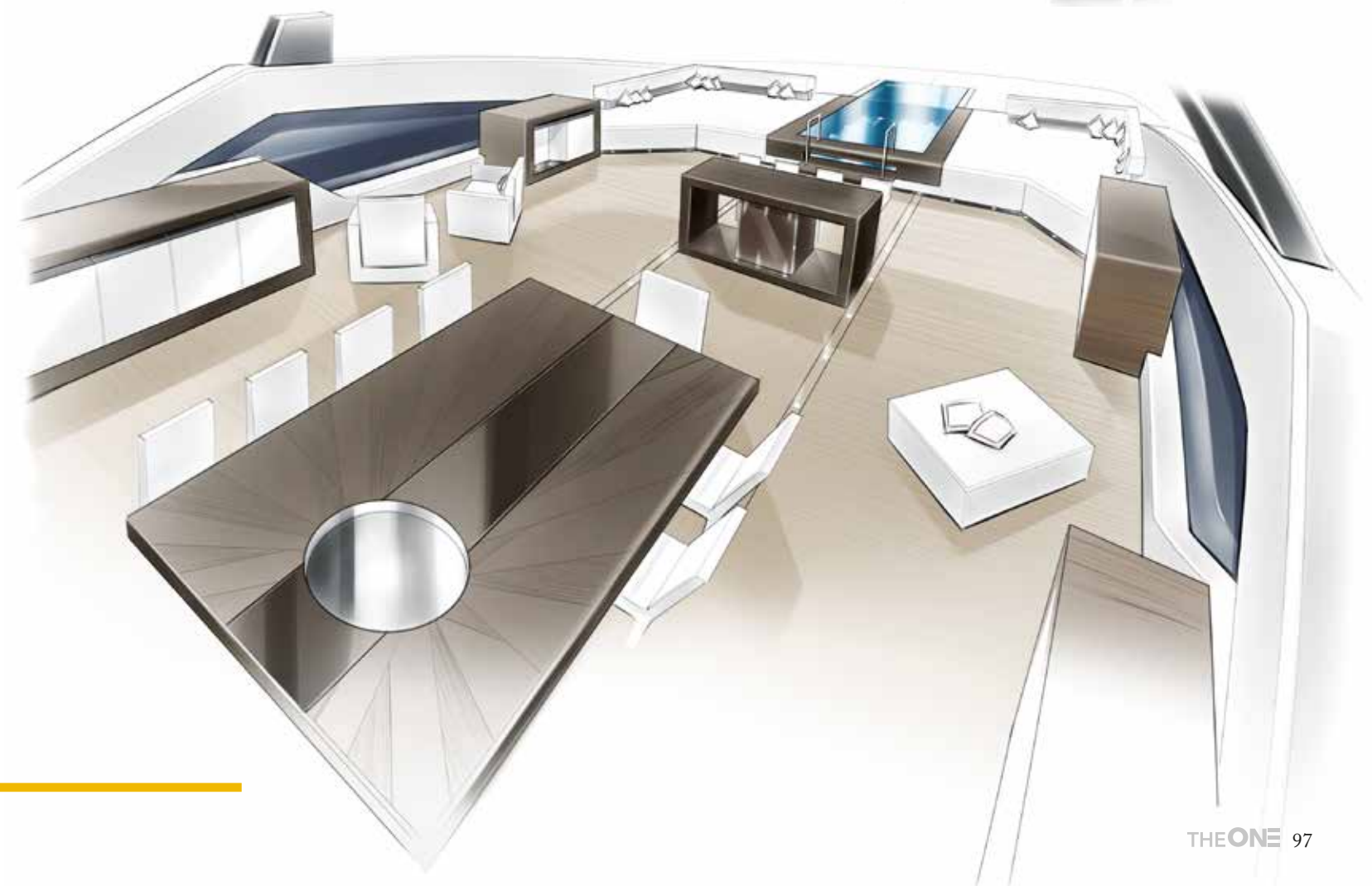
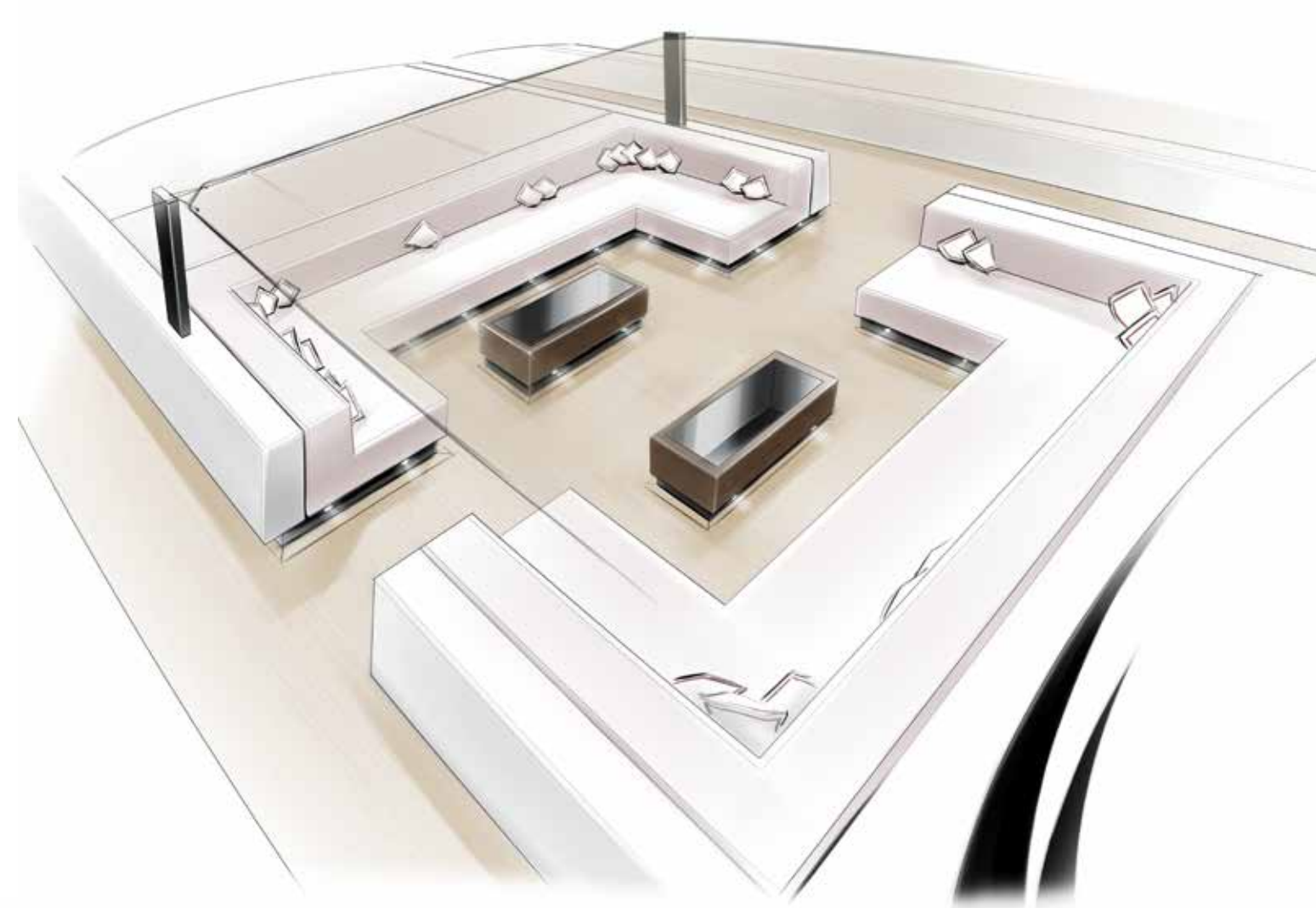
## Interior Design Hot Lab

In a yacht like Ipanema, the interior design goes well beyond mere aesthetic impact. It's about the ability to get it spot on and make the client happy with a result that exceeds their expectations, and do so in a very short space of time. We were extremely impressed by the yard's skill and professionalism. We had an absolutely harmonious working relationship with it and its extraordinary craftsmen. Ipanema's interiors weren't simple logistically because we had to source, work with and match so many different materials. But from a design perspective, it was hugely stimulating because it demanded a long research phase. But then the owner approved the project after just two meetings and without making any further modifications. Ipanema is the very quintessence of Mondomarine's production philosophy and is a perfect example of 100 per cent customisation. Nothing aboard can be found on the market. Everything, from the wainscoting to the carpeting, was bespoke designed and made. That includes the door handles, the light switches, sockets which are made from painted ceramic. There are many classical and neo-classical elements aboard and there is a sense of extreme decorativeness everywhere. All of the cabins feature innumerable patterns, be they upholstery, curtains, loose furnishings and carpets, each of the latter is custom designed with a pattern and woven from wool and silk. Each composition features four to eight colours with different knot heights creating a stunning three-dimensional effect. "No monotony, no repetition, no understatement" was the order of the day. If a designer's job isn't to impose his or her own vision but to interpret the client's dreams while translating them into a coherent, ergonomic and safe design, then we did our job. The register aboard changes constantly so that the owner will feel that everything around him belongs to him alone and won't be seen on any other craft.



The attention to detail in the interior décor is astounding.

Classic and neoclassic elements feature as do traditional French, British and Italian techniques. Page opposite, designs for the al fresco lounge forward on the upper deck, and the sun deck with its infinity pool





## The Shipyard

### Roberto Zambrini, Ceo Mondomarine MC

**I**panema is inspired by M50, which HotLab created for us along with a 43m and 60m. She epitomises the Mondomarine production philosophy as she is crafted entirely around her owner's wishes. The client wanted something truly unique and made-to-measure. We were able to customise the yacht from the tiniest detail to her scarlet hull. The client was captivated by our sporty yet timeless lines and also by the guarantee of complete customisation in addition to the superb quality of our workmanship and naval architecture. Mondomarine also guarantees a level of comfort that well exceeds industry standards combined with a lightweight but tough construction. I believe Ipanema is a successful yacht on all levels: her design is modern but not extreme, her interiors are both impeccably finished and very comfortable. Last but not least, her livery won't go unremarked. Ipanema's owner was quite demanding but that's what we like: challenges that will result in products that impress and

exceed clients' expectations. While it is true the interiors are quite unusual, it is equally the case that the construction quality is stunning. Ipanema is the fourth aluminium 50m built by Mondomarine. We'd be delighted to build a larger sister for her and I believe this that there will be some excellent opportunities in the near future. With regard to 2017, we'll be delivering our flagship, the Luca Dini-designed 60m Sarastar and a 40m explorer by Sergio Cutolo. We're also in negotiations for several other craft, particularly for a 50m with a GT of over 500, where we are at a very advanced stage.



”

The stern with its two open side staircases makes an impressive sight. A closed stern with beach house was the initial plan but the owner preferred to have a garage capable of stowing a proper 8.2-metre powerboat

