

STRATEGIC FLEET

by Désirée Sormani

The 48-metre yacht by Francesco Paszkowski was the first to take to the water. Soon other yachts bearing the seagull brand were launched, ranging from 40 to 54 metres. Each with its own style, its own character. They reflected new collaborations between the Ligurian yard and different stars of the yacht design world. Enough to satisfy any owner

Taking on one of Italy's historic yards with roots in yachtbuilding history and launching it towards the future with powerful, proactive approach may not seem so difficult – however, you need a well-defined strategy involving a variety of dynamics that take advantage of the winning cards you are holding. The Gavio Group took over Baglietto in 2012, and is making use of the yard's solid commercial and industrial base to implement a relaunch initiative that aims to place the seagull brand among the world's major yachtbuilders. Baglietto offers some important assets – it boasts a long tradition, places great emphasis on innovation, supports research and development and is infused with creative spirit and technical expertise.

One element of this strategy is to extend the product range so that clients can choose from a variety of platforms (from 40 to 70 metres), styles and power options. However, all bear the strong imprint that makes it clear these are all Baglietto yachts, even at sea. “We decided to ask different designers to create the lines of future yachts, to see how they would interpret our brand and history”, explained Michele Gavino, who took over as CEO in 2015. “It has turned out to be a good choice, as the two most recent contracts, signed in the same year, bear the name of new designers – both are by Horacio Bozzo but the interiors are by Hot Lab for the 54-metre build and Achille Salvagni for the 40-metre yacht. As well as designs by Francesco Paszkowski Design, reflecting all Baglietto's typical style elements, there are projects by Frank Mulder from Holland (the 70-metre Sestante) and Horacio Bozzo, Hot Lab and Santa Maria Magnolfi.

“Each has its own distinctive character, but all are clearly by Baglietto. Mulder's great strength is engineering. The 70-metre we presented at

A photograph of Michele Gavino, CEO of Baglietto, standing in a shipyard. He is a middle-aged man with grey hair, wearing a dark blue suit, a white shirt, and a blue patterned tie. He has his arms crossed and is smiling slightly. The background shows the dark, curved hull of a yacht under construction, with various structural elements and scaffolding visible.

Michele Gavino, CEO of Baglietto, took the helm at the company 2015. The yard's infrastructure has been expanding for some years – the production site now covers 35,000 square metres, with two construction hangars for hulls up 65 metres long and jetties for yachts up to 70 metres long. Late summer will also see the opening of a new 3,600 square metre basin, with two 85-metre jetties

[CREATIVE MINDS: BAGLIETTO]



Top, together with a 41-metre yacht, Hot Lab's 38-metre is part of the V-line designed by the Milan studio for Baglietto. Above Hot Lab team, fom left: Enrico Lumini, Antonio Romano, Michele Dragoni

Monte Carlo is a brand-new platform that has enabled us to build a large yacht with an above-average speed and slightly reduced consumption. The Santa Maria Magnolfi studio in Milan was founded by two young people, Valentina Magnolfi (who is from the Tuscan yacht design school and tradition) and Federico Santa Maria, . They have combined a yacht design with military tradition – we like this because it harks back to our origins. They have designed four yachts for us from 41 to 55 metres. Horacio Bozzo creates sinuous, very “feminine” forms, unlike other designers who develop a more “masculine” look, and he’s also good at making the external lines stand out. The Hot Lab studio has a talent for interpreting our brand – they draw inspiration for the exteriors, like Francesco, from classic Italian cars like Lamborghini and Ferrari. They’re very good – with them we’ve developed four models between 38 and 50 metres. We’re also developing a 54-metre build that will blow everyone away in 2020.



Above and below, one of the designs by Francesco Paszkowski (top, in frame) for Baglietto. The 43 Fast is a 43.65-metre all-aluminium planing yacht that promises a top speed of 30 knots. Its sporty exterior recalls elements of car design.



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As for Francesco Paszkowski...well, what more is there to say? He has absorbed Baglietto's stylistic hallmarks to such an extent that when he tries to refresh the yard's lines, we're the ones who have to put a brake on it". Listed as one of Italy's top 100 centres of excellence in 2017, Baglietto is one of those yards that stakes everything on constant research. "Technology is crucial for us", Gavino emphasises. "We're always looking for new ideas and solutions. We're often dealing with tycoons who are more familiar with this technology than we are, or even manufacture it". Know-how is a concept that serves designers who are working on fertile ground if yards make it available to them. We're now collaborating with designers on the use of high-performance materials, while light, recyclable materials are also a focus of interest, and some interesting results are starting to appear. However, we also have to think about propulsion and atmospheric emissions – owners nowadays are much more aware of this issue, and they are much more knowledgeable. That's why we respect them and strive to offer a selection of different craft".

Above, a rendering of the 70-metre Sestante designed by Holland's Frank Mulder, tops Baglietto's T-line range. Below, a 54-metre by Horacio Bozzo. Opposite: the design for a 50-metre semi-displacement yacht completing the V-Line range designed by architects Santa Maria Magnolfi. The range also includes a 41 and 55 metre model (also in a hybrid version). Below, Valentina Magnolfi and Federico Santa Maria

