



Azimut Yachts Launches a Contest for Young Designers in Partnership with Arts Thread



In pursuit of its mission to innovate the future by helping young talents discover ways they can play a leading role in tomorrow's yachting industry, Azimut Yachts has launched a Design Competition with Arts Thread, the world's leading network for new creatives.

Azimut Yachts is calling for highly innovative and creative projects from transportation and interior designers, asking them to create a new day cruiser for launch as part of the brand's Atlantis Collection.

For this new concept boat, designers are requested to propose one of these options: the external lines of a 10-meter boat with in-board engines; the layout of habitable areas with open and multifunctional spaces; under-deck interiors; innovative, exclusive and luxurious micro-design details dedicated to on-board comfort (objects, seats, ergonomic sundecks and combined lighting).

The use of sustainable materials will be considered a valuable plus for participants.

The winner of the competition, to be announced next December, will receive an all-expenses paid three-month internship at Azimut headquarters in Avigliana, Italy.

This contest is the most recent chapter in an ongoing process that has seen the brand partnering for over 10 years with international design schools and universities, such as IED, Poli-Design, Politecnico di Torino, Coventry University, to develop a curriculum and build a stronger understanding of yacht design.

The initiative is part of a broader project developed by Azimut|Benetti Group to celebrate its 50th anniversary and underline the brand's focus on design, featuring a design installation in Times Square that showcases an Azimut S6 yacht, in partnership with Design Pavilion, to mark NYCxD (May 10 - 22, 2019).

For more information about the contest visit: www.artstthread.com/competitions/azimutyachts2019



ABOUT AZIMUT YACHTS: Azimut Yachts is an Azimut|Benetti Group brand. With its Atlantis, Magellano Flybridge, S and Grande collections, it offers the widest range of 34 to 120-foot yachts. It has a presence in 70 countries through a network of 128 sales and assistance centers, as well as direct representation and assistance branches in Shanghai, Hong Kong, Fort Lauderdale (USA) and Itajai (Brazil).

www.azimutyachts.com

ABOUT ARTS THREAD: ARTS THREAD is the leading digital platform for emerging artists and designers, a launchpad for the next generation of creative talent representing 300,000 students in more than 100 countries from over 760 design schools. Designed to connect students, graduates, institutions and industry exclusively in the field of design, ARTS THREAD was established in 2009 by Alex Brownless and Katie Dominy.

www.artsthread.com

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