

New Benchmarks



The Monaco Yacht Show is renowned throughout the sector for being the show that must not be missed in the luxury yachting sector because it is the only yacht show exclusively devoted to superyachts of at least 24 m in length. This year's show definitely was a pure spectacle of what's best in super and luxury yachts around the globe. Our impressions of this year's show are mixed with many positive reviews from businesses and quite a few new builds being signed up during the show. Overall it seemed quieter than last year with fewer businesses having stands and less foot traffic. It appeared as though fewer yachts were at the event with several high profile builds and recent launches not shown as owner's concerns over privacy and keeping a low profile seems the trend these days.

Glancing back at the show, one of the eye catchers definitely was Icon's first-born. Just three years since the launch of Icon Yachts, the first 62m Icon was presented to public in Monaco. The new build is a pioneer in lean and flexible yacht assembly. The design, progress and ultimate quality of the Icons in build is testament to Icon Yachts' CEO Wim Koersvelt's holistic approach to lean production: stripping time and expense from a yacht building project, to capitalize on a logical and proven layout whilst creating a highly bespoke and individual yacht. To date Icon Yachts is exclusively building 62m yachts, however a larger platform allows for the Icon 95 and proposals are being worked out for even yachts up to 135m long. Made in Holland the Icon 62 is a new superyacht setting new benchmarks. A full report will follow in our next issue. The main benefit for us during the show was obviously the stunning networking, connections and friendships made with many 'captains of industry' and elite of the yachting world. Considering all the doom and gloom forecast of the last year, the show was a resounding success giving everyone in the superyacht industry a true feeling of optimism for the future.

*Dennis Vinkoert
Publisher*

Super Yacht

i n d u s t r y

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Front page and background photo contents page: Lürssen Yachts' Vive la Vie is living proof that there are always new ideas and new design features which challenge shipyard, designers and every sub-constructor involved to realize yet another dream of an experienced yacht owner. She has been built to the rules and regulations of Lloyd's Register and is the winner of the Best Displacement Motor Yacht of 500 to 1,299 gt (approx. 50 - 59m) in the World Superyacht Awards 2009. Photo courtesy of Lürssen Yachts (photographer Klaus Jordan).