



Sanlorenzo Supports the Exhibition: Mutual Aid - Art in Collaboration with Nature

The Italian yachting maison reaffirms its commitment to the worlds of art and sustainability through the sponsorship of this exhibition at the Castello di Rivoli Museum of Contemporary Art.

Press release, 29 October 2024 – Sanlorenzo, a leader in Italian yachting, announces its sponsorship of the exhibition Mutual Aid - Art in Collaboration with Nature, held at the Castello di Rivoli Museum of Contemporary Art in Turin. Open to the public from Thursday, October 31, 2024, through Sunday, March 23, 2025, the exhibition explores the creative collaboration between human beings and the non-human world through a selection of artists who have addressed the interdependence between humans and nature from the 1960s to the present. Through this sponsorship, Sanlorenzo strengthens its commitment to art and awareness of themes surrounding nature and sustainability.

Curated by Francesco Manacorda and Marianna Vecellio, this project focuses on sustainability and our impact on the natural world, tracing a path through the different stages of artistic reflection on ecology, culminating in the current climate crisis and theoretical developments that question human centrality in the natural system. At the heart of this exhibition is the true sharing of the creative process between artists and natural elements (animals, plants, and inorganic matter), as interpreted through the works of various artists.

Mutual Aid - Art in Collaboration with Nature invites viewers to reconsider the divide between nature and culture, reinterpreting them as collaborative elements called upon to support and nurture each other. The exhibition offers an ecosystemic perspective and an innovative approach to significant environmental issues, founded on coexistence, sharing, and the value of multi-species creativity and collective project-making.

In this context, Sanlorenzo's path towards sustainability is confirmed as global, with a holistic approach that also takes shape through art. This journey will culminate in the upcoming opening of **Sanlorenzo Arts Venice**, scheduled for 2025. This new space will represent a platform where art, design, and innovation will engage with the sustainable values that inspire Sanlorenzo's entire vision.

The sponsorship of the exhibition at Castello di Rivoli anticipates and strengthens this path, establishing Sanlorenzo as a leader in cultural dialogue that intertwines art, nature and sustainability, exploring new routes in both the yachting and artistic worlds.

For more information:

Sanlorenzo Spa

Mariangela Barbato

Tel. +39 3409955110

E-mail communication@sanlorenzoyacht.com

MSL – Sanlorenzo Press Office

Alessandra Pedrona, Tel. +393473332594

Marco Capetti, Tel. +393442777516

E-mail sanlorenzo@mslgroup.com

Sanlorenzo

First monobrand shipyard in the world in the production of yachts and superyachts over 24 meters, **Sanlorenzo** boasts a tradition of over 60 years in the production of motor yachts, characterized by the combination of craftsmanship, design, and advanced technologies, meticulously tailored to each client's specifications.

Under the guidance of Cavalier Massimo Perotti, who acquired the company in 2005, the shipyard has experienced **extraordinary growth**: consolidated net revenues from new yachts have grown from 40 million euros in 2004 to 840 million euros in 2023. In 2019, the company was listed on the Euronext STAR segment of the Italian Stock Exchange. The strong drive for innovation, an integral part of the company's vision, has allowed Sanlorenzo to develop innovative solutions that have revolutionized the yachting industry, such as hull terraces, asymmetric layouts, and the introduction of the concept of open space on board.

The approach to the world of art stems from the desire to propose a new way of experiencing the sea: for the first time in the yachting sector, Sanlorenzo has entrusted the interior design projects of its yachts to authoritative figures such as **Rodolfo Dordoni**, **Citterio Viel**, **Piero Lissoni** (the company's Art Director since 2018), **Patricia Urquiola**, and **Studio Liaigre**.

From a commitment to exploring new creative expressions comes **Sanlorenzo Arts**, an active and interactive platform founded with the aim of celebrating and supporting the encounter between art and the world of luxury yachting, promoting new creative expressions, and contributing to the production of culture and quality design. Sanlorenzo has strengthened its international presence through collaborations with important cultural institutions such as La Triennale di Milano, with the installation "Sanlorenzo: Il mare a Milano", winner of the Compasso d'Oro ADI 2020; and FuoriSalone, of which it has been a partner since 2016. From 2020 to 2022, Sanlorenzo was the Institutional Patron of the Peggy Guggenheim Collection in Venice, the most important museum in Italy for European and American art of the 20th century. From 2018 to 2023, with an exclusive agreement for the yachting sector, Sanlorenzo was the Global Host Partner of Art Basel, the most important modern and contemporary art fair on the international scene, for the annual events in Hong Kong, Basel, Paris, and Miami Beach.

In Venice, Sanlorenzo has decided to support the Italian artistic system by participating as the main sponsor of the Italian Pavilion at the 59th International Art Exhibition – La Biennale di Venezia, a unique opportunity that represents an extraordinary achievement for the shipyard, the first in the world to actively engage in promoting and disseminating contemporary art. This commitment will culminate in the inauguration of **Sanlorenzo Arts Venice** in 2025, a cultural and artistic hub destined to emerge as a reference point in the cultural landscape of the lagoon city. Conceived as a meeting place to foster discussion, Sanlorenzo Arts Venice will be designed to host art, design, and architecture exhibitions, offering a space where creativity merges with innovation in the yacht sector, showcasing the values and energy that characterize the Sanlorenzo world, where art, nature, and technology come together to create unique vessels ready to navigate the future of humanity on a new path.