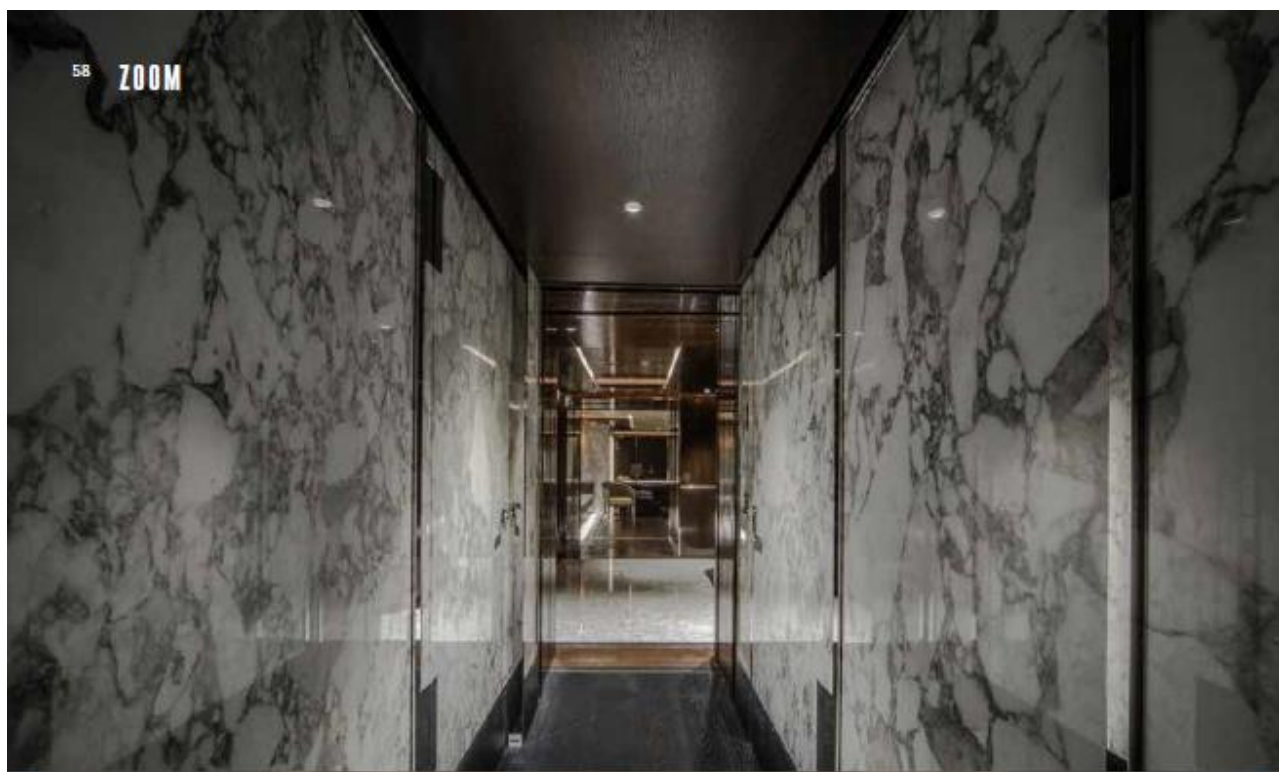


Testata	Altitude
Data	Gennaio 2016





# LAMBERTO TACOLI

## CRN Chairman and CEO

Over the past decade the Italian Yachting industry has encountered some strong headwinds. CRN however, a member of the Ferretti Group now owned by the Chinese SHIG-Weichai Group, seems to have played its cards right, earning its place at the top table of international yacht builders. Lamberto Tacoli presides over a shipyard that has delivered some of Italy's most significant launches in recent years. An outspoken and energetic figure, Lamberto is a strong advocate of business aviation, as he never ceases to travel the world, most often in the company of his clients on board their private jets.

By Sylvie Péron

**I** enjoy planes! Unfortunately, we don't own one, but we often fly on those of our clients. No less than ninety percent of our customers are private jet owners," says the athletic looking fifty-one year old CEO. "I'm not a pilot but I fly a lot. If I am alone, it is a good time for me to relax a little bit and prepare for my next meetings, writing a lot. If I'm flying with clients, in their private jet, this is the best place to have private meetings, enjoy food and drinks, and look at drawings and specifications. A private jet is a nice place to work. I hope, and I can see that this industry is starting to grow again. Business aviation and high-end real estate are the only other markets we can relate to, as we share a common customer-base."

As we sat in the aft deck lounge of CRN's latest baby, the wonderful ATLANTE, in Monaco's Port Hercule on opening day of the Monaco Yacht

Show this past September, it was clear that CRN has grown to become one of Italy's most prolific megayachts producers.

"For us, this is the best window. Here at the Monaco Yacht Show, we have the possibility to present three very different platforms afloat. It is the




←  
CRN has always been a pioneer in the search for and the implementation of innovative design solutions. ATLANTE is the ultimate expression of the shipyard evolution

only way to show what CRN has been doing over the past months, how flexible we are in striving to answer the client's desires and how we try to achieve that."

#### "BIGGER IS NOT ALWAYS BETTER"

"My approach is very much client oriented: one is not right or wrong, just different. We try to emulate the custom-yacht builders of Northern Europe, to be flexible and customer-oriented. We can work with different designers and architects, and these are the results. We took a bet on this strategy and now it is before the eyes of the public and the actors of the industry. Today, we are aiming at being among the big five. That means that when somebody is looking for a yacht, CRN could be an opportunity."

ATLANTE, the Ancona-based shipyard's latest 55m launch is a displacement hull, with a stunning dark metallic grey steel hull and matte Jet black aluminum superstructure, able to accommodate 12 guests in high style, cared over by a crew of 12 and a Captain. The yacht cruises at 14kn, with a range of 3.100nm, extending up to 4.200nm at 12kn. CRN engineering did the naval architecture, with exterior design by Nuvolari & Lenard and interior design by Gilles & Boissier. The VIP interior areas alone cover


 Square shapes, sharp lines, the stunning ATLANTE's strong stylistic identity draws its inspiration from some elements typical of military crafts



520sqm, and the yacht carries two 9m tenders, including a limo-tender and a walkaround, with an additional Solas approved rescue boat. "I am not a gyga fan," says Lamberto. "ATLANTE was the most difficult boat we built, although not the larger one. There are so many new developments architecturally and technologically! For a ship this size it is important."

Gracing the display of superyachts in the Monaco harbor, two other of CRN's very different yachts, the sporty 73m Yalla and the stately 61m Saramour, both launched in 2014. All three yachts were delivered within the past eleven months.

"I've seen the growth of the business and also the growth in the sizes of yachts being launched around the world, but bigger is not always better. Saramour, (200ft) for example is built on the 60m platform that we are so familiar with, yet she has so many great features that she is a showcase for what we can achieve on a proven platform in what is becoming a relatively modest size. Then we have the 239' Yalla, an iconic launch for us, something fresh, new and instantly recognizable. Undoubtedly, Chopi Chopi, our first true megayacht (80m), which splashed in 2013, was the yacht that took us from one level to the next."

#### A MEMBER OF THE TEAM

Lamberto Tacoli started the partnerships with Norberto Ferretti in 1995, having already delivered a 43m composite yacht from Beaulieu, France in 1989. "Having been there from the start, I became a major shareholder in the group, looked after the finances of the yard, and have restructured more than once... so I understand the responsibilities required to manage the team. Having grown so fast over the past decade, even if the average age of our staff is still young, it is always a learning process. But the main thing is passion. If you do things with passion and love, it's easier. And at the same time, I believe in the team spirit. We have to work together. Members of the team always surround me. From design to production, and public relations, I like to share with them on a weekly basis on the situation of the company. At the same time, we have meetings on special areas. I am absolutely a team worker."

Before we are interrupted by a Chinese delegation of shareholders stepping onboard ATLANTE for a meeting, Lamberto adds one last note:

"When I started in 1990, it was a dream and a passion. It was difficult to imagine achieving such recognition, but for an Italian yard it is a great consecration!" ■