

# Super Yacht

i n d u s t r y

## **Solemates**

SISTER IN ELEGANCE

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## **Theory & Practice**

HULL OPTIMISATION

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## **Sycara V**

QUINTESSENCE

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## **Cabin Challenge**

THE MCA ALTERNATIVE

# Yachtlite® Exclusive Light Design



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**boot**  
Düsseldorf

Düsseldorf,  
22 - 30 Jan. 2011

MEMBER OF



DEUTSCHE YACHTEN

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**RoomLite**



*luminous marble surface*

**FormLite**



*Illuminating Elements*

*Friendship van Lent*

**FloorLite**



*Homogeneous Light Inlays*



Light up your world: Exclusive design illumination for the exterior and interior of your yacht

boutiques and lounges to facilitate meetings and negotiations. There will be a separate entry area for VIPs who will be welcomed individually and escorted directly to the exhibitors of their choice. The international guests visiting Hall 6 can expect to find about 50 yachts. The largest yachts showcased in 2011 are built by Sunseeker and Princess.

## German Debuts

A great example of the exclusive products to be found in Hall 6, is the German debut of Riva's new "Aquariva by Gucci"-tender, which was developed by Gucci designer Frida Giannini in cooperation with Riva's stylist Mauro Micheli. Also for the first time in Germany, will be Azimut's Magellano 50, the first yacht under 18 m that was awarded a RINA Green Plus certificate. Ferretti Group is very present with the Ferretti 500, which is introduced as an alternative to the Ferretti 470. In addition, the Group will exhibit their latest Mochi lobster boat; the Mochi Dolphin 54.

The hall neighbouring the luxury exhibition, accommodates the Superyacht Show which is well-booked with 120 exhibitors. This exhibition section hosts four large collective participations by exhibitors from Germany, France, the Netherlands and the Middle East. French superyacht shipyard CNB will report on their 40m motoryacht project and their 55m Evoe sailing yacht, designed by Berret-Racoupeau.

## Returning Exhibitor

One of the show's returning exhibitors is Germany based illumination specialist Yachtlite. PR & Marketing Director Kristin Schädel comments: "This exhibition addresses our domestic market so of course we must be present. There are many partner companies, customers and shipyards representatives, so it is not only an opportunity to meet new potential customers, but also a good opportunity to intensify existing contacts. It is the world's largest indoor industry exhibition and has always enjoyed a very international participation." Comparing the show to other industry events, she notes that each addresses a very different market: "We have many years of experience at the largest international exhibitions such as Dubai, Abu Dhabi, the Monaco Yacht Show, FLIBS and METS. Each of these markets differentiate strongly from one another. The Arabian market cannot be compared to the German or American Markets. The METS is strictly an exhibition for professionals, whereas in Düsseldorf there is a high visitor potential of ship owners as well as interested onlookers."

About the previous show Kristin explains it took place in a cautious environment as the event really reflected the market situation of that time: "At the show, there were noticeably fewer foreign customers in 2010 – not only for our company – than in 2009 and the previous years. Unfortunately, due to many bankruptcies arising from the financial crisis, there will also be exhibitors missing in 2011. But, having said that, the interest in this sector and the market



itself is expected to continue to attract visitors, as we have noticed during the yacht exhibitions and shows that we attended recently."

## Watersports-Wide

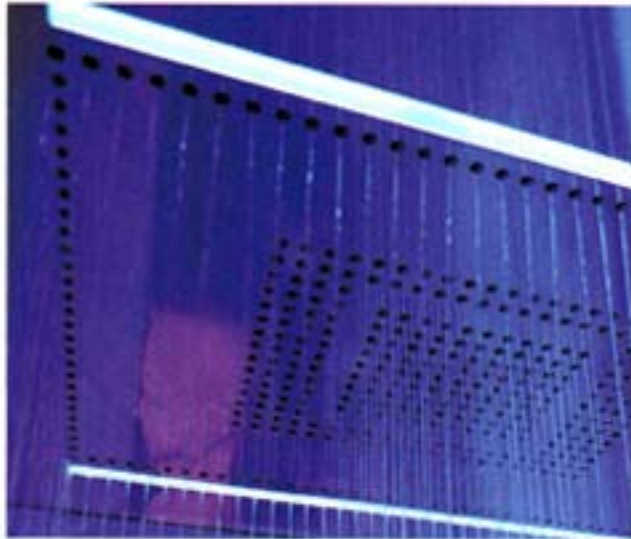
In addition to Yachtlite, many more luxury yacht suppliers will use the event to present their latest projects and technical innovations. Three halls are reserved for a wide range of suppliers of boat equipment, maritime electronics, motors and engines, technical accessories, high-end functional sailing wear, and marina equipment. Around 350 exhibitors are expected to participate in this segment. A first for this area, is a joint participation of French boat equipment and accessory suppliers. Next to the extensive list of boats and yachts on display indoors, exhibition areas include a maritime arts corner and various specific watersports areas, such as a large hall dedicated completely to diving sport, another for canoeing and kayaking, and a part that concentrates purely on sailing.

**i.** [www.boot.de](http://www.boot.de)

## Key Facts

- **Organiser** Messe Düsseldorf GmbH
- **Promoted by** Bundesverband Wassersportwirtschaft e.V.
- **Venue** Düsseldorf, Fairgrounds, Halls 1 to 17
- **Exhibitors** 1,550 from 50 countries
- **Visitors expected** 50,000
- **Opening hours** 22 - 30 January, from 10 am to 6 pm
- **Admission prices** Day ticket, EUR 15  
Two-day ticket EUR 23  
See website for online ordering and discounts
- **Transport** Admission tickets include free public transportation within the VRR Rhine-Ruhr Regional Transportation Network

## Wow-Effect



Yachtlite creates inspiring and eye-catching products, and now introduces their new RoomLite options. The waterproof and airtight RoomLite elements are developed for exclusive bathrooms and wellness environments. The shower pictured here is endowed with a wall suffused with light, behind which a highly modern colour-change

control system is concealed, combining practical use with a pleasing aesthetic appearance. Yachtlite reports that the co-production between Yachtlite (illumination) and GramaBlend (marble), Tilse (glass) and Dornbrecht (shower and fittings) provides a real people stopper this exhibition season. Since early 2010 showcases Yachtlite showcases their wide range of products, including these new additions, in the showroom of their new sales offices to inspire customers.

**i.** [www.yachtlite.com](http://www.yachtlite.com)