

## Discover your Feadship DNA in Monaco

*Feadship at the Monaco Yacht Show*

**Feadship will be exploring the true meaning of a custom superyacht as part of its unique presentation at this year's Monaco Yacht Show. From Wednesday 27 September to Saturday 30 September, the Feadship stand will be transformed into an interactive design bureau as visitors are offered the chance to discover their Feadship DNA. The leading superyacht builder will also have two examples of its pure custom creation work on display in the form of *Aquarius* and *Hurricane Run*.**

The excessive use of the term 'custom' in today's superyacht industry has made it tricky to know what the term actually entails. When Feadship states that it builds 'pure custom' superyachts, it is referring to the way each project is designed totally from scratch.

"Many of the greatest Feadships ever built had their genesis at a meeting where we started sketching to life the owner's ideas on a blank sheet of paper," says marketing & brand director Farouk Nefzi. "The term 'custom' has lost its value in the superyacht world: most superyachts are variations on a pre-designed platform, with clients having options within set parameters. At this year's Monaco show we will make the difference between 'custom' and 'customisation' crystal clear via a memorable Carte Blanche Experience."

### **Live action design**

Visitors to the Feadship stand will have the chance to embark on an intuitive journey to discover their Feadship DNA. The Carte Blanche Experience will allow them to see how their individual Feadship might look like should the funds become available to build one.

Meanwhile, a group of invited guests will have an instant live action sketch drawn by one of the Feadship designers in a private booth at the back of the stand. Visitors to the front of the stand will be able to see these concepts coming to life on screen, capturing the very essence of pure custom creation.

The Feadship stand will also be the place to pick up a copy of the brand-new PILOT magazine, which is now being published annually due to popular demand. And, as tradition dictates, the ubiquitous Feadship hats will be available to those seeking to shelter from the sun in style.

### On display

Feadship also has a range of services available to its invited guests at the Monaco show, including an exclusive lounge area. Access to the two Feadships on display will also be strictly by invitation only, although their striking presence on the quayside will certainly light up the show for all visitors.

The 92-metre *Aquarius* will stand out from the crowd with its raked superstructure shaping and spectacular windows. Launched earlier this year, this giant Feadship was built for an owner with an unrivalled understanding of hospitality, and the lucky few who can come on board for a tour are sure to be impressed.

The second Feadship presented in Monaco illustrates how some owners use their cruising experiences to create a bespoke Feadship that meets their evolving requirements. The 54-metre *Hurricane Run* synthesised all the ideas gained from the owners' previous Feadship, *High Chaparral*. Launched in 2009, *Hurricane Run* remains in excellent condition and will be a welcome addition to the Monaco Yacht Show.

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#### More information:

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#### About Feadship:

Based in the Netherlands and with roots dating back to 1849, Feadship is recognised as the world leader in the field of pure custom superyachts. Each Feadship is defined by its superb craftsmanship and sets the standard in every aspect of design, engineering and construction. These bespoke motoryachts are created in partnership with owners who are prepared to invest in a wonderful building experience and reap the rewards for many years to come in terms of both pleasure and re-sale value. Feadship also operates dedicated charter and refit services exclusively for Feadships.