

by Pamela Paci

## CRANCHI SETTANTOTTO CELEBRATING 150 YEARS OF HISTORY

CRANCHI SETTANTOTTO WAS OFFICIALLY UNVEILED AT THE BOOT DÜSSELDORF LAST JANUARY. THIS WAS NOT JUST A GLOBAL DEBUT FOR THIS NEW MODEL DESIGNED BY CHRISTIAN GRANDE, BUT AN HISTORIC MOMENT FOR THE SHIPYARD THAT, ON THIS SAME OCCASION, CELEBRATED ITS 150 YEARS OF HISTORY.

An opportunity not to be passed up for dealers and clients who took part to the event with a strong sense of participation, as Paola Cranchi highlights during our meeting at the German boat show. "This model was meant to bring forward something new to the market, it's not just a vessel offering new solutions, it is also very meaningful to us since we are venturing an unexplored segment for us with this 25-meter (23,26 m in length and 25-m LOA)".

In terms of power, Cranchi Settantotto is provided with the innovative IPS propulsion system by Volvo Penta, in triple installation. A novelty already known to the public, this technology has become the best in terms of efficiency and performance. The top-of-the-range construction features class A homologation and 18 people capacity. With 3000 HP power, it cuts through the water at a maximum speed of 32 knots and cruises at 21/22 knots.

As Paola Cranchi tells, "Cranchi Settantotto results from the collaboration between the Research Center of our yard and the world-renowned designer Christian Grande, who has long been partnering with us and of whom we are very proud, while the hull has been penned by Aldo Cranchi. The boat is in fact a 78 feet but projected towards an 82 feet; she has been designed with four cabins with separated toilet equipped with shower, and crew area with a stand-alone captain cabin. Between this one and the owner's cabin we have positioned a utility room that hosts laundry and ironing area. This vessel comes in four different versions, the one we presented in Düsseldorf is the *Venezia / Venice* version, featuring a very peculiar, stylish and lively design. Venice is the city of colors: think about her Carnival and the cheerful masquerade parties, for example. She features intense, bright, joyful colors. The marbles were picked in the strongest shades, such as orange, together with lighter accents, while floors, walls and some furniture details show darker nuances".

A unit boasting freestanding furniture, that is an interior design with furniture separated from the walls and architectural works, is being presented by Cranchi for the first time. "We have studied this style specifically with Christian Grande, and we succeeded in giving the boat a strong personality".





Cranchi Settantotto's design calls attention to the creations of several relaxation areas: "The vessel was envisioned for spending time in the sea, time that will be dedicated to relaxation, quiet, peace, contemplating the surroundings an unwinding". Three are the areas designed for some alone-time: a bow corner featuring sofas, sunbeds and a shaded area, a spot on the fly deck where, near the control panel, we find a dining area with a big architectural structure serving as kitchen, and a third space aft where a large, comfortable sofa is placed. The aft area also plays house to a storage space where a dinghy, tender, jet skis and other toys are kept.

With regards to the interiors, Cranchi Settantotto offers three double cabins with king-size beds, and a cabin with

twin beds, all placed accordingly to the direction of travel, that is to say longitudinally to the hull. The upper deck houses the control station, saloon and kitchen. The latter working both as the place where dishes are prepared by the crew, and as a moment to be shared with the other families, whose culture values lunchtime as a convivial event to be spent in harmony while enjoying food. The kitchen therefore bares a symbolic meaning aboard Cranchi Settantotto: her versatility conveys the meaning that the Italian shipyard wants to spread, that is offering the finest of the Italian know-how, the excellence of the Made in Italy, adjusted to the needs, cultures and life-styles of its clients. As Paola Cranchi explains: "For Mediterranean, Latin cultures like ours, food means family. In these cases, we provide the chance to

have a kitchen overlooking the dining room and saloon. To other cultures food is instead just a dietary requirement and not a joyful moment. For this reason, the kitchen can be enclosed and used by the crew alone, like in the version we have here on display in Düsseldorf. A sliding door can be installed onboard other variations, giving the chance to join or separate the kitchen and dining areas, according to the moment of the day. The same degree of versatility is applied to the cockpit, which can be separated or connected to the saloon, if wished".

The shipyard focused on the décor and on materials, "we have a significant implementation of carbon in the hull, deck and fly areas. The percentage of carbon used in the hull

amounts to 25-30% and it gradually increases as we shift from the upper to the lower areas, from the hull to the fly, the latter being entirely made of carbon. This choice was determined by our desire of giving to the structure a lighter feeling and sailing with less weight. This all comes down to less consumption and better weight management in the barycenter".

Cranchi synergically worked with Volvo Penta but also with Humphrey who catered for the stabilizing fins. "If the stabilizing fins are positioned in the right way with respect to the engine, they can even substitute the gyrostabilizer, the stabilizer trim, that everyone is already using", says Paola Cranchi.





Technologically speaking, the boat represents a step forward also for the implementation of home automation, for which Cranchi has worked together with Garmin. "We have developed systems that work well with engines and home automation for interiors and with the Humphrey's fins, yielding excellent results we are very enthusiasts about".

Cranchi has 200 employees, less than in the pre-crisis era, but just like Paola Cranchi explains: "The crisis taught us important things. It gave us the chance to reorganize in a more efficient way. We are now hiring and training the workforce we had to say farewell to".

### SETTANTOTTO AND FLEXFORM

On the occasion of its debut at Boot Düsseldorf 2020, the Cranchi Settantotto received a triumphant welcome, exciting the enthusiasm of the public, the media and operators in the sector. Those who saw the yacht live expressed an appreciation for the lines of the new flagship, for its technical solutions and for the design choices. Particular interest has also aroused the suggestive setting capable of giving the Settantotto a decisive and refined character. The material and chromatic choices proposed by Cranchi in agreement with the designer Christian Grande reveal a refined taste and

contemporary style at the same time.

In perfect harmony with the choices of art direction, the Settantotto is furnished with elements of the Flexform collections, an historic and dynamic Made in Italy furniture brand. To furnish the living room, Christian Grande chose a corner composition of the Adda seating system combined with Fly tables, both signed by Antonio Citterio.

Around the table were placed Feel Good armchairs also designed by Antonio Citterio and covered in fine leather in a surprising orange nuance.

In the stern space, an outdoor lounge dedicated to relaxation has been created with the addition of Alison Outdoor armchairs designed by Carlo Colombo alongside Fly tables, accordingly, a lounge area with a cocoon effect comes to life. Alternatively, this space can be set up as a veranda with a table that is both practical and attractive.

Among the countless customisation options that Cranchi Yachts can offer thanks to the Cranchi Atelier customisation program, the owners of the Settantotto will be able to choose the elements and furnishing accessories inspired by the collections selected with Christian Grande and being able to rely on the advice of the Shipyard designers.





"We have different production systems, our shipyard resembles a car plant, with construction processes specifically designed for every model so to not run into mistakes or slowdowns. What does it mean? That the factory must function well, we cannot improvise. Every stop in fact causes a huge loss of time and money and that must be avoided".

The workers are the strength of every company, it was not easy for the shipyard to do without some of its employees. Today the shipyard is going back to how it was before the crisis, Paola Cranchi states with a sincere smile, new personnel, more solid will, strong push towards growth and ready to go. "We are aware that the market is asking for more today and we are prepared for that. The market grows and changes. Cranchi evolves too, not only in length, since today we have a 78-foot flagship, but also in terms of offer: we are the only shipyard offering such a wide range, going from 26 to 78 feet. I don't think we will go bigger than that, but we will definitely keep developing and investing in this segment".

This new model Settantotto will be presented in water next September at Cannes (if the boat show is confirmed). It takes 5 months for the shipyard to go from the order to the delivery. The saloon in Düsseldorf has therefore been strategic for the shipyard who could gather the orders and process them right in time for the summer season. "We believe in this show precisely for this reason. Not only because the city is in the center of Europe and easy to reach for everybody, but also because our clients come to see us very willingly and appreciate German efficiency. Everything works and they value that".

Today Cranchi offers models ranging from 26 to 80 feet and as Paola Cranchi tells us, "the shipyard is independent and boasts two facilities that only deal with building". Expectations were high for this boat, with the market and dealers patiently waiting for it and "everyone has been very surprised with the result, we went far beyond expectations and of that we are very pleased. These days at the show are going very well, we are getting good feedbacks, for this model is something peculiar that filled a void on the market. This line that offers a very Italian style is always a success. I am personally a huge believer of the power of the Made in Italy, and I am sure that this creation will do justice to our country. We Italians are very creative and meticulous at the same time, we always keep an eye on quality and excellence, so we can but be proud of everything that we create".

Paola Cranchi recalls the years of the crisis during our conversation, a period of time that deeply affected plenty of shipyards due to the lack of orders, many other vanished, they shut down. "But many other shipyards, who were nonetheless hit by the crisis managed to resist like we did, even learning a lesson from it. Even if it took away a lot from us, the crisis made us aware that if we were to resist, later in time the market would have payed us back. We must never let go of our desire of being Italians and our edgy style".

"The market will always respond well. I am convinced that being Italian is a great value, ours is a very strong identity. Speaking of which, I cannot but mention the event we held to celebrate our 150 years of history, where we presented to our sales network the new Settantotto. Despite not being on the Italian territory – the event took place in Germany – we received a warm welcome. Everyone participated with great pleasure, people love this brand and this family".