

## Aicon Yachts chooses Giuseppina Arena for the interior design

BOATANDBOATS MOTOR, Boats / by Marco Pinetto / Dec 17, 2019



### Aicon Yachts, the interior design of the new Aicon 66 is entrusted to Giuseppina Arena

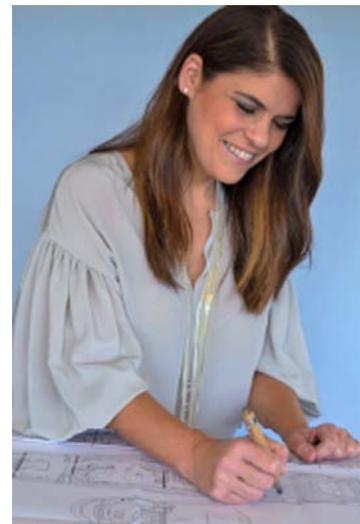
While the engineering Giuseppina Arena Aicon Yachts and design of the new Aicon 66 are both signed by an excellent name, that of Sergio Cutolo, another important name has been selected by the shipyard to relaunch its new model: Giuseppina Arena, in fact, will deal with the interior design.

Aicon Yachts therefore relies on another great Italian pencil, with a long experience in the USA market, to create a yacht that is capable to conquer at first sight.

We met Giuseppina Arena in Miami, where she currently lives and works, and we interviewed her.

Let's start from the beginning. Who's Giuseppina Arena?

"I graduated in architecture in Florence with a thesis on industrial production: prefabrication in the production process of cruise ships, focused on the design of the Grand Princess Cruise, the world's biggest luxury cruise ship at that time.



After a master's degree in Yacht Design, where I had excellent teachers, such as Mr. Vallicelli and Mr. Spadolini, I got a call from Princess where I worked for 5 years. I encountered a world where everything must be certified, up to code and perfect, both in technical and aesthetic terms.

*Then, I chose to devote myself to yachting. My first experience was with Rodriguez for which I also followed the project of a 72-meter yacht, the hallmarks of which were comfort, efficiency and speed. Later, I was called for a long experience at the Ferretti Group, for which I worked in the USA. I was responsible for the furnishings of the yachts destined for the American market, first in Pershing and then with other prestigious brands, such as Itama. During this experience, I also dealt with customizations required by the owners and the global development of the Retail Stores. Later, in 2015, I started my own business and founded my design studio in Miami". Your experience has therefore allowed you to make contact with the needs of both European and American markets. This brings us back to the work for which Aicon Yachts has chosen you. It is an Italian brand that has always had a great sales success in the USA.*

*" Every continent has its own needs, depending on culture and traditions. The owners are easier to interpret in the tailor-made refitting but it is more difficult for a shipyard, before launching a great yacht, to identify the needs of a large clientele. You must be able to interpret them as best as possible. Aicon YachtsGiuseppina Arena Aicon Yachts 2 is a brand I know very well, although I have never worked for it in the past. Like me, it starts from Sicily and has become very successful in America.*

*That's because both the layouts and spaces are well-designed. The American customers, indeed, want design and style not to be placed upstream of functionality.*

*Form follows function, to quote the American father of modernism: design and form follow function. "*

*The brand's revival will also come from your designs, what will you do and what style did you choose for the new Aicon 66?*

*"I'm glad that Aicon Yachts has the chance to be reborn and to do that in a very targeted way. I will deal with the interiors of the Aicon 66. What the shipyard asked me was to develop a very functional design that would appeal to the American market, enhancing Italian style and elegance.*



*The goal is to detach ourselves from the usual trends, studying something new and contemporary. Furthermore, an important point we will focus on will be the interaction between interiors and exteriors, so that the two areas are well connected and, above all, usable.*

*This is a very important point, especially when the boat is used in warm climates, where the weather is fine in all seasons. “*



Marco Pinetto