

# Aston Martin drops anchor at Milan Design Week

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Aston Martin showcases powerboat design in Milan.

The British brand famed for its powerful luxury GTs and supercars has turned its attention to powerboats for this year's Salone del Mobile.

The AM37 is a collaboration with Quintessence Yachts that attempts to bring the brand's approach to aesthetics, comfort and handling to the high seas.

But rather than simply being a publicity-generating design exercise, the boat, which has already taken five years to develop, will be going on sale later this year after making its global debut in Milan on Wednesday.

"It is true that a beautiful, simple shape is critical to a product's success but it must also have drama, which is provided by surface language, proportions, and through the choice of exciting materials," said Aston Martin Chief Creative Officer, Marek Reichman. "The new powerboat represents the ideal combination of luxurious and technical materials, generating a powerful yet understated finished product."