

Innovation

AM37: power, beauty and soul

by Top Yacht Design on April 30, 2015

10 Views | Like



- INTERIORS ▾
- PROJECT ▾
- TRENDS ▾
- DESTINATION ▾
- INNOVATION ▾
- PORTRAITS ▾
- MEDIA ▾



A date that will definitely go down in history: the 29th of April, in Gaydon, (England), the official entrance of Aston Martin in the marine industry was celebrated.

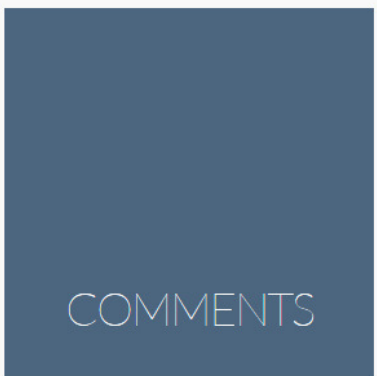
An ambitious project that, in addition to the famous English car brand, involves Quintessence Yachts and the Dutch studio Mulder Design. It is no coincidence that the choice was given to the Dutch designer that, from 1979 to today has signed the water lines of boats that stood out for their high performance. It is the confirmation, if ever proof were needed, that the new project was created to bring to the water the same emotions found in the sporty driving characteristic of Aston Martin.

Power, Beauty and Soul are indeed the motto that accompanies the story of 102 years of the automobile manufacturer that, with the arrival on the nautical scene, inaugurates a new course. The first of what is likely to be a range of boats was baptized AM 37. The boat is credited with a speed of 60 knots with a concept of Gran Turismo and performance arriving at 50 knots. The finalization of the project is the result of a team effort that brought together, for some time, around the same table, the Aston Martin design team led by Marek Reichman, Bas Mulder chief of the Dutch design studio and Quintessence Yachts.

From the external lines point of view it is clear that the AM 37 will bring the stylistic elements of the British car company in the nautical domain. However, we have to wait another few months for further details. With regards to the construction, (the first hull is already at an advanced stage) infusion will be adopted while in terms of materials there will be a wide use of the composite matched to carbon fiber for structural parts.

TAGS

- #AM 37 @en
- #Aston Martin @en
- #Bas Mulder @en
- #Marek Reichman @en



Leave A Comment

Your email address will not be published.

Post Comment



TOP YACHT DESIGN



The ambition of the Top Yacht Design publishing system is to enter into dialogue with owners and potential owners, with the world of designers and architects, with the yards and also with the companies that operate in the furnishing business. The result is that it will not only be a thoroughly enjoyable read but also an essential tool for sector professionals when it comes to keeping abreast with developments.



RECENT POSTS

- 1 AM37: power, beauty and soul
- 2 Teseo: modern tradition
- 3 Chris Bangle Associates-Sanlorenzo
- 4 Perseus ^ 3: Perini Navi's Everest
- 5 Baglietto 46 doubles