

Water wings

ASTON MARTIN DESIGN TEAM HELPS
CREATE AM37 'SPORTS SUPERYACHT'

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IT DOESN'T GET MUCH COOLER than peeling the long, elegant beret of your Aston Martin south and not stopping until you get to Mexico on a warm summer's evening. Maybe you'll stay at the Hotel de Paris, spend an evening on the tables at the Casino de Monte-Carlo. The next day? A short amble down to the Hercules Port and then a day on the yacht, I guess. And it would be as natural and fitting for the yacht to be as effortlessly stylish as your Vantage or One-77. Which is where the AM37 comes in, a collaboration between Guineasence Yachts and Aston Martin. And just about the most ridiculously desirable object on planet Earth.

Aston Martin's design department is obviously incredibly highly regarded even beyond the usual automotive boundaries. So much so that it has a three-person team under the banner 'The Art of Living'

that's dedicated to projects away from car design. They've produced fabric collections with renowned couture fabric and lace maker Emilia Busino, exquisite furniture with Formitalia and now the jaw-dropping AM37 with Guineasence.

Marek Reichman, chief creative officer and design director, explains what made them take on such an ambitious project and what makes this 1126-metre (371, hence the name) sports superyacht unique. You have to imagine him smiling broadly as you read, because he really is fired-up about the AM37. 'Guineasence were coming with a blank sheet,' he begins. 'They were saying: "This is going to be your design, with some practical input from our naval architect."

'We playmodelled it here, we did the surfacing here, every piece of data to create the boat came from here. So that

was part of the attraction - they were not coming with a perceived view of what AM37 should be.'

Even so, Reichman's vision wasn't easy to execute and there were plenty of heated debates with the naval architects, the Dutch firm Mulder Design. 'It was harmonious after we'd had our struggles' he laughs. 'What I learnt is that different disciplines apply the same techniques but at different times. It was like when I first got here. You have to prove your knowledge. Now the relationship is good - we've both learnt a huge amount and they're saying: "We're glad we didn't force you away from those ideas."

So it's a luxurious, sporting yacht available with two 3700hp Mercury diesel engines or twin 4300hp Mercury petrol engines, or in S form with twin 5200hp petrol engines and a top speed of 52