



POLITECNICO
MILANO 1863

MYD
YACHT DESIGN



POLO UNIVERSITARIO
G. MARCONI
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ROSSINAVI **NUVOLARI**  **LENARD**
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Millennials 4 Millennials Yacht Design Contest

Politecnico di Milano, in partnership with Rossinavi and Nuvolari-Lenard, is calling for a highly innovative and creative project for the new generation of yachts. The first “Millennials for Millennials” Yacht Design contest will award the two most prominent concepts for the next generation – the millennial generation – of yacht proposed by millennial designers.

The contest is organized and open to the POLIMI students of the MYD Master in Yacht Design at Poli.design, Milan, and Master of Science in Yacht and Cruise Vessel Design DDN at Polo Marconi, La Spezia.

The final step of the contest and the winner ceremony will be organized during the Salone Nautico Venezia 2019 on June 21st.

The two winners of the competition will receive an all-expenses-paid three months internship at Rossinavi headquarters in Viareggio, Italy, or Nuvolari-Lenard design studio in Venice, Italy.

Deadline to apply: June 9th, 2019.

THE BRIEF

The Global Yacht Charter Market is expected to reach US\$ 51.0 Bn by 2020 (Future Market Insights, 2018). The Market benefit from a strong inclination of the younger generation towards sailing holidays.

“Sustainable is the essential and Tech is the future. The yacht industry will innovate its technology offering while maintaining its heritage” (Sole Ferragamo for Boat International – Next Generation of yachting)

Some insights from Millennials superyacht owners and designers explain what they are looking for in the yacht industry of the next future: “Technology is increasingly becoming an integral part of luxury” (Daisy d’Isernia); “It’s a lower hanging fruit for sailing yachts if you think of the amount of energy you can generate from your sails. We have a responsibility to make the fuel as clean as possible and the boats as efficient as possible. It’s an issue that’s dear to my heart.”(Sebastien Vibe-Petersen); “We need to find new solutions in yachting, including new hull shapes for motor yachts, better connectivity on board and increased environmental awareness all round” (Allegra Bassani Antivari); “The problem we’ve had with every yacht is that by the time it is launched the technology is five years behind cars or domestic technology.” (Alex Gibbs).

Millennials Yacht Designers are requested to propose a vision and a concept for the new generation of yachts interpreting the relation between Sustainability, Technology, and Heritage on a floating object.

THE JURY AND THE PRIZE

The jury will be made up by a representative of Politecnico di Milano, Rossinavi and Nuvolari-Lenard.

The contest finalist will be invited to Salone Nautico Venezia 2019 to the Millennials for Millennials Yacht Design day (June 21st). Accommodation and living expenses, as well as Salone Nautico Venezia entrance, will be included.

The two winners of the competition will receive a three months internship paid at Rossinavi headquarters in Viareggio, Italy, or Nuvolari-Lenard design studio in Venice, Italy.

Additionally, entrants may be invited by a judge to complete internships within their design studio.

SUBMISSION REQUIREMENTS & HOW TO ENTER

The contest is open to all the international student currently enrolled in MYD or DDN and to designer graduated in 2019 in the Master in Yacht Design or Master of science in Yacht and Cruise Vessel Design at Politecnico di Milano. Entrants must work alone.

STEP 1

To register and participate in the contest, entrants are required to send a maximum of 4 A3 posters within June 9th. The designers are requested to propose a vision and a concept for the new generation of yachts interpreting the relation between Sustainability, Technology, and Heritage on a floating object. The poster will contain the vision, the target and the concept of the new generation (the millennial generation) of yachts. To visualize the idea, hand drawing sketching is preferable.

The A3 posters (max n. 4 in .pdf format) has to be sent at M4M@polidesign.net within June 9th, 2019 at 23:00 UTC. The single file has to be named M4M_projectname_designer surname, e.g., M4M_Marmelade_Rossi. If it's too large, please use wetransfer.

Finalist will be announced by mail within June 13th.

STEP 2

June 21st: Millennials for Millennials Yacht Design day at Salone Nautico Venezia. The finalists are required to develop their concept, yacht exterior layout, GA and design details in 6 hours live performance with the coordination of Carlo Nuvolari and Nuvolari-Lenard designer staff. The project will be developed and presented by hand drawing sketching, and hand drawing renders representations.

The two Millennials 4 Millennials winners will be announced the same day in the M4M awarding dinner ceremony.

DEADLINES:

Sunday, June 9th, 2019, 23:00 UTC – STEP 1 - first concept submission for finalist selection

Thursday, June 13th, 2019, 23:00 UTC – STEP 1 - finalist announcement

Friday, June 21st, 2019 – M4M yacht design day and awarding

DOWNLOAD:

STEP 1 - [M4M Full brief with inspiration](#)

[https://www.dropbox.com/s/s0t9mo9yrkcll8t/M4M_Full%20brief%20with%20inspiration%20.pdf?dl=0]

STEP 1 - [A3 poster template](#)

[https://www.dropbox.com/s/vqy02td3vpf19pc/M4M_A3%20poster%20template.pdf?dl=0]