

SuperYachtWorld

The global magazine for superyacht owners



RADICAL CHIC

On board the startling 50-metre *Ipanema*

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Mondomarine's startling 50-metre
is already doing sterling service
for her new owner Paul Ashton

Iparmeria



Above: The central area of the sundeck offers a mix of sociable seating and casual dining. Together with the bar area, it's a popular gathering place for guests. Left: The views forward from the hot-tub are spectacular. Far left: *Ipanema* cuts a striking figure on the water.

Rich and fierce, and with an athletic poise, the astonishing red-hulled 50-metre *Ipanema*, launched by Mondomarine last year, occupies the water with the confidence of an enormous floating Ferrari. And what a red that hull colour is! Not a cloudy burgundy of some understated elegance if a little dullness; it's a brash, screaming, high-gloss scarlett.

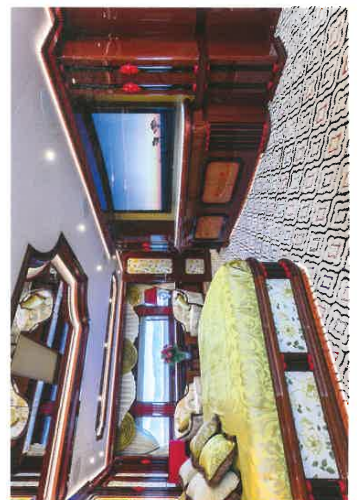
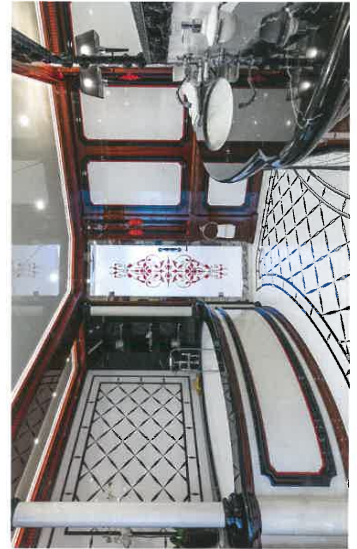
Once you've recovered from the endearing shock of the exterior, a whole new world of enigma awaits inside. You'd expect something that matched the contemporary flair of the exterior with a calculated coolness, something masculine and mechanical perhaps. What you get is an eclectic mix of the traditional and modern that brazenly nods to so many art and design styles. It's a bold approach – as bold as

the yacht's exterior styling – and it gives a hint of the all-inclusive philosophy with which *Ipanema* has been put together.

Ipanema began life as a concept on paper, a standard member of Mondomarine's M50 all-aluminium, semi-displacement range. Designed by Hot Lab, the M50 – created four years ago – echoes the youthful boldness of the design house, and there was clearly a meeting of minds when the owner came on board with the project. "It was almost four years ago that we started talking to the owner," says Antonio Romano, one of Hot Lab's founding partners. "He liked the exterior styling of the concept and didn't make any major changes. But he did want to change the beach club. Privacy was important to him and his family, and he didn't like the idea of a large open area at the back of the yacht."



Left: High-gloss mahogany and fabric on the walls give the main-deck dining area a warm and traditional feel. **Right:** The very floral chairs were produced on a 3D printer. **Mirrors help to recirculate light in the main-salon seating area.** **Below:** Rubelli Maurilia blinds in the owner's suite. **Facing page, below left:** The uncluttered owner's suite has an eclectic colour palette. There are custom-made carpets throughout the yacht. **Facing page, below right:** Marble in the owner's bathroom. **Above:** The main deck aft.



Antonio describes *Janema* as "the world's biggest yacht ever in red", and it's clearly something he is proud to have in the portfolio. "*Janema* is a yacht with her make-up on. She's a yacht that's wearing her lipstick!" he says.

So how did that very eclectic interior come about, and that unusual juxtaposition between the exterior and interior styling? "We had some initial interior renderings for the M50 that were minimalistic, but it was clear that *Janema*'s owner wanted something different. The first point was that he liked traditional, classical architectural features." Hot Lab's immediate response was, says Antonio, "to consult some books!". "All of our interiors so far have been minimalist, modern in style. Now we started to study 17th-Century architecture. We had to understand Renaissance styles. In fact, the flower patterns you can see at the top of

many of the columns are directly inspired by a Renaissance palace in Florence."

The owner was communicating with the design team several times a week, emailing clippings for the mood board and his own design ideas. Out of this grew the designers' sense of an interior that would suit. "It was a challenge for us because it was something unknown, but the client was very clear, very precise about what he liked. A key thing was that he wanted everything bespoke. We couldn't simply pick a pattern of carpet. He wanted something unique, designed just for *Janema*. Everything you see is custom made, right down to the hand-made porcelain switches. It was a massive amount of work." Even the main-deck galley has the feel of a country kitchen, with a personal vibe rather than the austere exhibition of metal and Miele that characterises most superyacht galley.



It is not only the sense of contrast between the exterior and the interior that is striking; it's also the richness and width inside – the colours, the mirrors, the brew of elements. Marble is a key material – there are 14 different types used on board. "There are also over 20 different fabric patterns," says Antonio. And there's that recurring flaming-red flower motif, too, which you see attached to columns at eye-height throughout the yacht, in suites, bathrooms and corridors. "We produced these on a 3D printer – over 100 of them," says Antonio.

There's a further surprise in this yacht of surprises: *Ipanema* has seven guest cabins, with two single suites on the bridge deck (which share a bathroom), an enormous main-deck master with lots of natural light, and four colour-themed guest cabins on the lower deck. Though certified for charter, this is a yacht

designed for private cruising with a large family, and in that respect she is precisely fit for purpose. "We are very proud of the yacht," says Antonio. "We are particularly proud of the teamwork, and of delivering just what the client wanted. It was exactly the yacht he desired."

So does he have a favourite area of the yacht? "I am most proud of the master cabin and bathroom. There is so much marble in the bathroom! And I really like the skylight from above bringing in natural light."

Mondomarine did an amazing job with the marble." After the Monaco Yacht Show, the owner has based the yacht in Turkey, from where *Ipanema* has been doing just what she has been designed for: providing the perfect base for extended family cruising. And, of course, an engaging talking point for anyone on shore who happens to see the red beast on the water. **SYW**

"I am PROUD of her.
She's EXACTLY the yacht
the owner DESIRED"



Above: A wonderful foredeck space, with plenty of room for all the guests. The skylight is in the plinth table.

Below right and far right: The four lower-deck twin guest cabins are colour themed. The emerald green is not shown.

Above left: The central staircase to the lower deck is richly decorated.

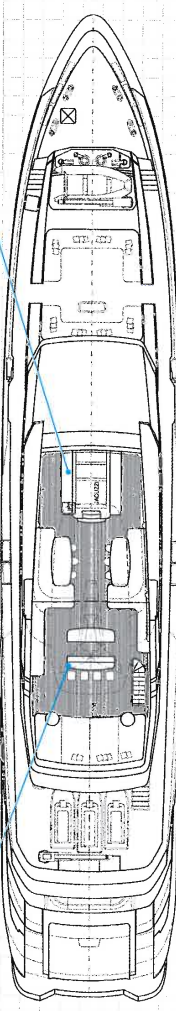
Top left: *Ipanema*'s sub-surface light display is by Underwater Lights.



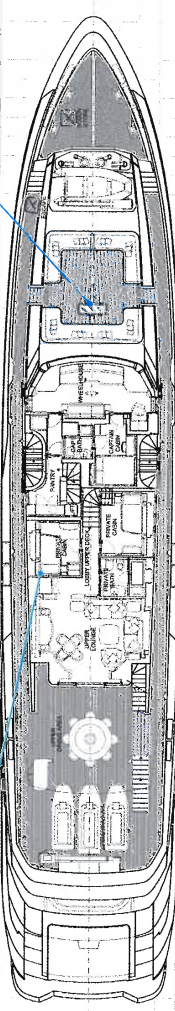
THE SPECS Ipanema

<p>Length overall 49.20m (161ft 6in) Beam 9.00m (29ft 6in) Draught 2.30m (7ft 6in) Gross tonnage Under 500 GRT Propulsion Twin 1,630KW (2,185hp) MTU 16V 2000 M84 Hull/superstructure Aluminium Naval architecture Mondomarine Engineering Exterior Hot Lab yacht & design Interior Hot Lab yacht & design</p>	<p>Berths Guests: 12. Crew: 8 Tenders 79-metre petrol-driven Monterey tender; three PWCs Classification * A1 Commercial Yachting Service, * AMS (E)</p> <p>PERFORMANCE Top speed 18 knots Cruising speed 17 knots Range @ 12 knots 3,500 nautical miles</p>	<p>BUILDER Mondomarine MC Sari, Sea Side Plaza 8, Avenue des Lignes MC - 98000 Monaco, Tei: +337 97 77 20 80. Website: mondomarine.mc</p> <p>BROKERAGE Asking price: \$26 million Contact: Camper & Nicholson's France, Antibes, Tei: +33 4 92 91 29 12. www.camperandnicholsons.com.</p>
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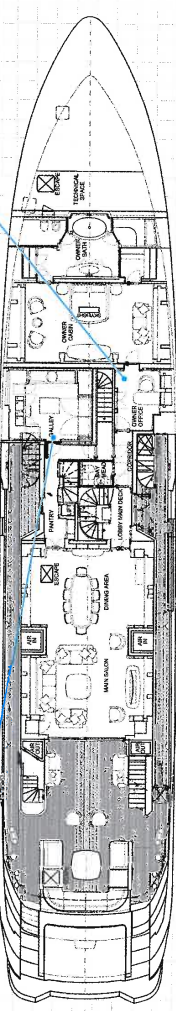
WINDSCREEN BAR: A sociable spot, sheltered by the hardtop and close to the sunpads.



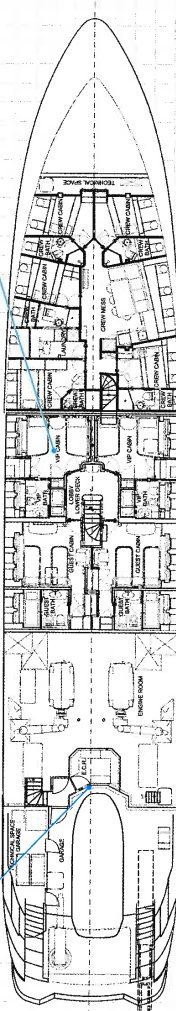
WATER CABINS: The two single bridge-deck 'bonus' staterooms share a bathroom.



NEW AREAS: The galley and entry to starboard make a nice discreet and easy.



RACE BULKHEAD: The 'kink' in the hull modification makes the over-size tender.



HOT TUB: There are great views from the raised sundeck, Jacuzzi.

FOREDECK AREA: The skylight helps to open up the owner's suite below.

OWNER'S OFFICE: A wonderful spot for working when at sea.

GUEST CABINS: The four cabins are configured as twins with pullmans.



FOREDECK: Area for galley front of the

SUNPADS: An 84-metre sunbathing area that's popular with

TOP SPEED: To deliver a maximum of just over

TENDER: The 74-metre slides out of the

SUNDECK BAR: There's some useful shading from the hardtop.

TOYS ON DECK: Three PWCs live on the bridge deck aft, with their own crane.

VISUAL TRICK: Hot Lab has ensured the red and white colours don't meet.

HULL COLOUR: Ipanema's rich, vivid red was the owner's choice.