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BLOG

Marc Newson for Italian boatmaker Riva

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“As a kid obsessed with designing and making things, post-war Italian design was a huge source of inspiration. I was amazed by the seamless ability of designers and industry to produce every conceivable type of industrial product, from furniture to automobiles. My own career has undoubtedly been influenced by the Italians’ impact on so many areas of design.” – **Marc Newson**

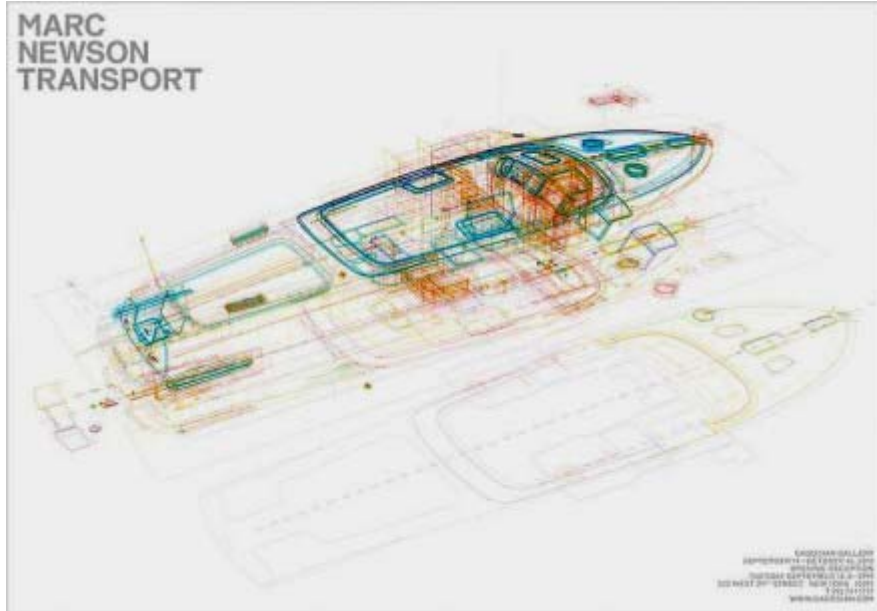
Marc has partnered with Riva and their official designers, Officina Italiana Design, to reinterpret the ‘Aquariva’ speedboat. ‘Aquariva by Marc Newson’ will be launched as a limited edition of 22 units in September 2010, available worldwide through [Gagosian Gallery](#) in New York .

The “Aquariva by Marc Newson” will still bear the beautiful lines that have made Riva runabouts so coveted since the 1950s. But she’ll bear Newson’s modern imprint, too.

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Newson's design for the Aquariva vessel is unique in its conception, as well as the materials chosen. A wood-like, textile-based laminate (phenolic composite) was used for the deck area and instrument panel. This material was developed in the first half of the 20th century, and was a precursor to fibreglass. While having an ostensibly organic feel and aesthetic, it is significantly more durable than wood.

To give the exterior a more high tech look, Newson utilized anodized aluminium, a material not generally associated with boats; this lightweight material is used in lieu of stainless steel and chrome brass, yet remains contextual among Riva's glamour and classical design.

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Respecting the DNA of the original project created by Officina Italiana Design was paramount to Newson's design for Aquariva. With this in mind, some of the changes he makes are truly innovative: the re-imagining of the transom, the wrap-around, laminated glass windscreen, the split cabin door entry, the functionality of the lounge and dining area, and the re-introduction of separate driver and passenger seats.

Aquariva by Marc Newson's simplicity and functionality are what make the boat truly extraordinary. The end product of Newson's design is an updated Riva complete with a bow thruster and state-of-the-art electronic transmission.

Take a look at the transom. It's recessed, a change from the gentle slope that other Riva models have borne. Instead of a benchseat at the helm, there will be separate seats for the captain and guests. Only 22 boats will be part of the Aquariva by Marc Newson lineup, premiering in September. But you won't see them at your local Ferretti Group dealer's showroom: All will be offered exclusively through [Gagosian Gallery](#), a leading contemporary art gallery. Gagosian Gallery has locations around the world, including New York, Athens, London, and Hong Kong.

Larry Gagosian, owner of Gagosian Gallery, is excited by this unusual opportunity, as is the chairman of Ferretti Group and Riva, Norberto Ferretti. In a statement, Ferretti says, "It is an honour for me to witness this partnership, one I am firmly convinced will both win great approbation and mark the history of design."

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Building on a legend

In 1842, Pietro Riva traveled from Laglio, on the banks of Lake Como, Italy to Sarnico, on Lake Iseo, to fix a series of storm damaged boats that everybody else had given up on. A daunting feat, but Pietro was up to the task.

Soon, he was attracting attention as a miracle worker. But with his talents, he didn't want to just put boats back together – he wanted to build boats that nobody had ever seen before. Build them he did and Riva's rich heritage was officially launched.

In the 1880's Ernesto Riva, one of Pietro's sons, took over the Riva yard.

While maintaining the tradition of impeccable quality and craftsmanship, he added another dimension to the Riva product: innovation. He began by fitting piston engines to his boats for the first time and built boats to carry passengers and cargo.

It was Serafino Riva's turn at the helm next. Under his direction, he stopped producing passengers and cargo boats, launching Riva into the embryonic power racing boating scene. On the deck of his beloved racing boat, he was able, in 1912, to achieve a speed of 24 km per hour.



Serafino's competitive ambitions drove Riva to a series of successes in national and international motor boating competitions between the first and second world wars.

Not content to remain solely in this role, Riva increased its line to include boats built for pleasure as well. It was to be still, another turning point.

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By the 1950s, the Riva name, under the leadership of Carlo Riva, became a worldwide symbol of quality, elegance, speed and status. With Riva's uncompromising quality and superior materials, this renowned name became the only choice of kings and queens, emperors, princess and sultans, actors and sportsmen, matinee idols, the international jet set and business tycoons worldwide.

Famous names included Brigitte Bardot, Richard Burton, Sophia Loren, Prince Ranier, Aristotle Onassis, Peter Sellers and many others of equal stature. Today, celebrities, well-known businessmen, entrepreneurs, fashion stylists and the jet set are still unable to resist the magnetism of a Riva. If you can afford the best, why not experience the best.



About Officina Italiana Design

Founded by Mauro Micheli and Sergio Beretta, [Officina Italiana Design](#) is the renowned boat design studio that for over 20 years has been officially appointed as Riva's exclusive designers. Officina Italiana Design has given shape and perfection in every detail to the current Riva range, writing a piece of history of the international yachting design. Officina Italiana Design has won a number of international prizes and signed many important projects in the real estate and industrial design sectors, distinguishing from others by the aesthetic high impact of their works.

About Riva

[Riva](#), the iconic Italian boat-maker established in 1842 in Sarnico, is one of the oldest and most celebrated boat-yard in the world.

In the 1950s, Carlo Riva created a celebrity persona for the brand based on the famous mahogany range of boats which became iconic.

Riva's Aquariva is the natural evolution of the Aquarama, a modern day icon which reinforced Riva's reputation as the epitome of style and luxury. Since 2000, Riva has been part of the Ferretti Group, one of the world leaders in the design, construction and sale of luxury yachts with a unique portfolio of some of the most exclusive, prestigious brands in the nautical world.

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Gagosian Gallery is pleased to announce “Transport,” a thematic exhibition by Marc Newson that brings together for the first time all of his major designs and realized products for transport and human locomotion since 1999.

“Transport” will premiere Aquariva by Marc Newson, Newson’s reinterpretation of the famous leisure speedboats produced by the iconic Italian boatmaker Riva. Drawing on the contemporary Aquariva and its predecessor of the 1960s, the glamorous Aquarama, Newson has infused the classic model with his streamlined and forward-looking style using ideas imported from his innovative work in automotive and aerospace design. These include the use of phenolic textile composite — a durable laminate made from linen and resin that made its first appearance in Newson’s furniture designs in 2007 — in place of traditional mahogany for the deck; anodized aluminum for discreet hooks, cleats, handles, and holds; a streamlined instrument panel, and a wrap-around laminated windscreen made from a single sheet of glass. The modified interior – upholstered in the collector’s choice of punchy colors including a vivid turquoise as an update of the original tone used for the Aquarama — includes separate driver and passenger seats, and a functional dining area. Aquariva by Marc Newson, custom-built in the original Riva boatyards, is produced in an edition of 22 and available exclusively through Gagosian Gallery. Situating Aquariva by Marc Newson within the breadth and reach of Newson’s enduring obsession with human and mechanical locomotion, “Transport” explores the full range of his vehicle design. Some have been commissioned by leading international corporations specializing in automotive, aerospace, and nautical design, others designed for pure pleasure. From MN Special (2008), a lightweight carbon fiber bicycle designed for Biomega, to EADS Astrium Space-Plane prototype (2007) designed for commercial space tourism; from the mirror-like Nickel Surfboard (2006) designed for competitive tow-in surfing, to Kelvin40 (2003), a small, idiosyncratic jet plane named after the main character in Tarkovsky’s Solaris and commissioned by Fondation Cartier pour l’art contemporain; from the “convertible” Zvezdochka trainer for Nike (2004), designed for general use by Russian cosmonauts in the International Space Station and named after the fifth Russian dog in space, to the endearing Ford 021C urban concept car (1999), Newson’s imagination reveals a sense of playfulness and fun behind the requisite rigor of the modern design mind.

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Newson approaches design as an experimental exercise in extreme structure and advanced technologies, combined with a highly tactile and exacting exploration of materials, processes, and skills. As an industrial designer, his reach is broad and diverse, from concept jets and cars to watches, footwear, jewelry, restaurants, and aircraft interiors. Since the outset of his career, he has also produced beautifully crafted, limited-edition furniture, including the iconic Lockheed Lounge (1986). In a world where the distinctions between art and design are becoming increasingly blurred Newson is a trailblazer, having pursued parallel activities in exclusive and mass production for more than twenty years.



Marc Newson was born in Sydney, Australia in 1963 and studied sculpture and jewelry design at Sydney College of the Arts.

Parallel to his career as an industrial designer, he has exhibited limited edition works and projects in galleries and public institutions since 1986, including Fondation Cartier pour l'art contemporain, Paris (1995, 2004); Powerhouse Museum, Sydney (2001); the Groninger Museum, Netherlands (2004); and London Design Museum (2004-2005). Newson had his first major exhibition with Gagolian New York in 2007, followed by a second exhibition in Gagolian London the following year.

He is a Royal Designer for Industry in the UK and currently Creative Director of Qantas Airways.

Earlier this year he received an honorary doctorate from the University of Sydney.

An extensive monograph on his work is forthcoming from Taschen.

Newson lives and works in London

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