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Ennio CECCHINI

Vasco BUONPENSIERE

U POTRAZI ZA BUDUĆNOŠĆU

EXPLORING THE FUTURE

Text Darko Šupuk Photos Cantiere delle Marche

Kuća Cantiere delle Marche u posljednje je četiri godine zabilježila impresivan rast, ponajprije zahvaljujući pametnom vodstvu, prethodnom iskustvu i svježem načinu razmišljanja koji stvara lijepe i kvalitetne jahte

Cantiere delle Marche's stellar growth in the past four years very much depends on their management, the previous experience and the way of thinking that creates beautiful and high quality yachts

Prije samo pet godina nitko nije znao za brodogradilište Cantiere delle Marche iz talijanskoga grada Anconi. Danas je ta kuća među najzapaženijim graditeljima explorera i vrlo je izgledno da klijent koji poželi jahtu tog tipa prvo pogleda što se nudi u Anconi. Taj impresivan uspjeh razlog je našeg posjeta osnivaču i direktoru kuće, gospodinu Enniju Cecchiniju i direktoru prodaje kuće, gospodinu Vascu Buonpensiereu. Čim je kuća u Cannesu predstavila prvi primjerak svojeg prvog modela, 'Vitadimare', explorer serije Darwin dugačak 86 stopa, postalo je očito da je temelj filozofije Cantiere delle Marche beskompromisna kvaliteta, a kuća je tako nastavila i s modernijim, poluistisninskim jahtama serije Nauta Air. Razvoj novih modela od kojih je svaki u nečemu bolji od prethodnika jasan je pokazatelj kvalitete ovog brodograditelja. Gospodu Cecchinija i Buonpensierea prvo smo upitali kako im to polazi za rukom i u čemu je tajna tako brzog uspjeha. Buonpensiere: Uspjeli smo jer imamo dobar proizvod. Jahte tipa expedition su naša strast. Sreća nas je donekle poslužila, jer smo se orijentali na dio tržišta između 24 i 40 metara, što se pokazalo kao prava odluka. U svega par godina dobili smo velik broj narudžbi. Ennio i ja smo dugo proučavali tržište i shvatili da postoji 'rupa' u segmentu tih dimenzija za jahte od čelika.

Cecchini: Usredotočili smo se na taj tip i dimenzije pogotovo zato što je takve jahte gradilo i moje bivše brodogradilište u Pesaru. Tamo smo imali ograničenje duljine do 123 metra. Imao sam iskustva i s prenamjenom jahta; recimo Prometej (45 m) mi je bila jedan od većih projekata, kao i Lady Haya (67 m). Prije pet godina pokušao sam sve to iskustvo prelići u Cantiere delle Marche. Naravno, nisam bio stručnjak za gradnju od stakloplastike, u tome nisam imao iskustva. Počeli smo s poslom 2010., a prvu jahtu isporučili u rujnu 2011. Počeli smo s jednom jahtom tipa expedition, gradenom za jednog vjernog klijenta moje prethodne kuće. Predstavili smo je na sajmovima u Cannesu i Genovi 2011. Ostalo je svima poznato.

Što mislite zašto ste uspjeli prodati već prvu jahtu na prvom sajmu na kojem ste sudjelovali?

Buonpensiere: Jedan je od važnijih razloga bila duljina – ta je jahta službeno bila dugačka 24 metra, no imala je prostora kao da je dugačka 32 metra. Kad su ljudi to shvatili, ali i vidjeli do koje smo mjere spremni udovoljiti osobnim idejama o rasporedu, uređenju i slično, preko noći smo postali popularni. Klijentima dajemo na izbor baš sve kako unutra, tako i na vanjskim dijelovima palube. Čak i o duljini mogu sami odlučiti, no naše jahte ne odmiču se od izgleda i duha explorera. Moram naglasiti da se to ne odnosi samo na izgled: jedna je naša jahta od 86 stopa 2012. prešla Atlantski ocean tijekom uragana Sandy, uz valove od šest metara, bez imalo problema.

Nakon toga ste razvili i dulje modele...

Buonpensiere: Nakon toga smo dovršili 'Stella Mare' od 96 stopa, jahtu koja je također izvedena prema željama vlasnika u gotovo svakom detalju. Istovremeno smo gradili prve jahte serije Nauta Air – Noga i Yolo, koje je za nas dizajnirao studio Nauta Yachts. Te su dvije jahte bile drugačije od prethodnih utoliko što su bile građene isključivo od aluminija i imale poluistisninski trup. Nastavili smo graditi oba tipa i uskoro potpisali ugovor za gradnju jednog primjerka

Only five years ago nobody knew about the shipyard of Cantiere delle Marche from Ancona, Italy. Today, they are undoubted world leader in building the explorers, and it is very likely that every client looking for this kind of yacht will look at Ancona built one. This was reason enough to speak with Mr. Ennio Cecchini, the founder and CEO of the yard and with Vasco Buonpensiere, Sales & Marketing Director, as the one of the most responsible people for the stellar growth of that builder. When they introduced the first model, 'Vitadimare' 86 feet Darwin Class explorer in Cannes it was clear that uncompromised quality stands behind their yachts and they continued in the same manner with more modern semi displacement Nauta Air range. Development of new models, each one even better than the previous is continuing, making the success of the yard even greater and Mr. Cecchini and Mr. Buonpensiere explain the secret of this.

Why did you, by your opinion, succeed in such a short time?

Buonpensiere: We succeeded because of the products; our heart is the expedition yacht. We had some luck as we were aiming at the niche market from 24 till 40 meter, which was a good decision. In a couple of year we closed a lot of contracts. Ennio and me have studied the market and we saw there is a 'hole' for the steel built yachts in that size.

Cecchini: We have concentrated on that, which is the same type of work carried by my ex yard in Pesaro. There we have been concentrated on the commercial vessel with maximum size of 123 meters, that was the limit for the production site. My experience also comes from yachting where we have done a lot of refitting, i.e. 45 meter M/Y Prometej was a big work, completely reconstructed or 67 meter M/Y Lady Haya. In 2010, I have tried to transfer all my previous experience into the Cantiere delle Marche. Obviously I couldn't build yachts in fiberglass, as it was not my business culture. We have started from scratch in March 2010, and we have delivered the first yacht in September 2011. In this yard we have started with the expedition yacht, with a known owner for whom we have started the first build. We have brought her to shows in Cannes and Genoa in 2011, and the rest is well known.

What do you think was a reason for the first sale at the first boat show?

Buonpensiere: Big reason was the volume of the yacht that under the regulations was smaller than 24 meters but had volumes of the 32 meter yachts. When people realized this, together with really high possibility of customization, our yachts became 'hot'. With us you can choose everything, from inside out, even the length of the yachts. Our yachts also always kept the look and spirit of the explorer. This is not only from aesthetical point of view, in 2012, our yacht of only 86 feet have crossed Atlantic ocean during hurricane Sandy with 6 meters of waves without problems.

Then you developed bigger models?

Buonpensiere: We have developed the 96 footer 'Stella di Mare' after that, also completely customized as per client's wishes. In the same time we have constructed the first yachts of the new Nauta Air line – Noga and Yolo, designed by Nauta Yachts. These were different yachts, as they were built completely in aluminum with semi displacement hulls. We have continued working in both directions and soon we signed the yacht of Darwin Class 107 feet, our flagship - for the moment - for British owner - this is a true North Europe style of the yacht - and we are launching the first of the two Darwin Class 102' that is going to be presented at Fort Lauderdale Boat Show.

‘Kod nas možete birati baš sve, unutra, vani, možete birati čak i duljinu jahti, koje su uvijek zadržale duh explorera’

‘With us you can choose everything, from inside out, even the length, our yachts always kept the spirit of explorer’

Darwin Class 107, našeg najvećeg modela (barem za sada!) za jednog britanskog naručitelja. To je prava jahta za Sjevernu Europu. Isto tako na idućem sajmu u Fort Lauderdaleu predstavljamo prvi od dva primjerka Darwin Class 102, a trenutno se gradi i najveći model serije Nauta Air, 108'. Ta jahta ima krmenu platformu površine 40 metara otvorenu s tri strane, izravno povezanu s vodom i savršeno praktičnu za sve što mora obaviti posada. Nauta Design je jedan od najboljih talijanskih studija, njihova kreativnost i stil poznati su diljem svijeta. Oni su i autori najveće jahte na svijetu, 180 metara dugačkog Azzama. Studio nudi i oblikovanje interijera, koje obogaćuje elementima najuglednijih talijanskih dizajnera namještaja i dekorativnih predmeta, poput kuće Minotti, Paole Lenti, kuće Frau i drugih.

Osim očigledne kvalitete, što još čini vaše jahte posebnima?

Cecchini: Trudimo se razumjeti što klijent želi i ispuniti te želje. Posao obavljamo bez previše nepotrebnih koraka; Vasco, ja i nekolicina naših suradnika koji vode projekte izravno komuniciramo s klijentima, razgovaramo o tome što žele. Doista naporno radimo da bi naši klijenti dobili sve što požele. Naši novi projekti nikad se ne drže samo kvalitete prethodnih, uvijek nastojimo nadmašiti sami sebe. Želimo da svaka nova jahta bude u nečemu bolja od onih prije nje, a u projektiranju i dizajnu uvijek se oslanjamo i na iskustvo posada i vlasnika. Feedback nam je vrlo važan i baš je on razlog što trenutno pregovaramo za gradnju jahta duljih od 100 stopa, kao i što bismo uskoro mogli postati najbolji svjetski graditelj čeličnih i aluminijskih explorera između 80 i 112 stopa, pokrivajući čak 60 posto svjetske gradnje u tom segmentu.

Što spremate za budućnost?

Buonpensiere: Želimo održati ovaj ritam proizvodnje. Nastojimo graditi najviše tri ili četiri jahte istovremeno, inače ne bismo mogli biti toliko pažljivi prema svakom klijentu.

Razmišljate li o gradnji većih jahta?

Buonpensiere: Naravno, trenutno radimo na projektima od oko 35 metara duljine, a mislim da ciljamo na najveću duljinu od 45 metara. Bilo kako bilo, naše jahte bit će sukladne kodu LY3 prema pravilniku MCA. Vrlo nam je važno održati i kvalitetu i filozofiju kuće. Rekao bih da nam je draže graditi jedan brod manje godišnje, ali održati visoku kvalitetu.

Koga smatrate konkurencijom?

Cecchini: Konkurencija se može pojaviti preko noći. Ali imamo dosta samopouzdanja, jer imamo sjajan tim i mnogo iskustva. Osobno volim raditi baš ovako kako radim bez obzira na konkurenciju, volim posvetiti mnogo vremena svakom projektu, crtati olovkom po papiru i posvetiti se svakom detalju i ideji. Naš je tehnički odjel po svoj prilici najbolji u segmentu i ne želim mu dodavati previše novih ljudi. Radije surađujem s manjim brojem ljudi koji posjeduju mnogo iskustva. Primjerice, s našim voditeljem proizvodnje Micheleom Santinijem radim od 1988. Ponekad su nam dovoljne tek dvije-tri riječi i odmah razumijemo što smo si željeli reći.

Imate i nekoliko hrvatskih radnika?

Cecchini: Imamo mnogo hrvatskih radnika. S Hrvatima radim od 1992., mnoge od njih i osobno poznajem. Ja nisam rođen za uređ, nego za pogon, za radionicu, i u tome imam najviše iskustva. Znam ime svakog radnika u našem pogonu i mislim da je važno s njima imati stvaran odnos, razgovarati licem u lice. Ponekad čovjek shvati da ne može nadmašiti iskustvo varoica koji svoj posao radi već dvadeset godina. Jako je važno biti fanatik kvalitete i slušati što govore ljudi s mnogo iskustva u industriji. Ostalo je jednostavno, pogotovo ako imate dobru seriju kao što je Nauta. Mi u Italiji to zovemo 'explorer koji se sredio za izlazak'.

The flagship of Nauta Air, Nauta Air 108' is under construction. We created a real 40 sq mt beach club, open on three sides, in direct connection with the water and perfectly serviceable by the crew. Nauta Design is one of the best Italian expressions of style, creativity and worldwide success, being also the same team who designed the Biggest Yacht in the World (the 180 mt M/Y Azzam). On top of this, creating the interior design, Nauta used the best and most iconic Italian pieces of design furnitures and accessories perfectly merged with the interior architecture: Minotti, Paola Lenti, Frau are only some of the brands used by Nauta for this new addition to the CdM collection of Vessels.

Obviously there is a quality behind your yachts, what else?

Cecchini: We try to understand what the client wants and we put it in the yacht. We do it without big 'chain' of communication; myself, Vasco and the small team of project managers personally speak with client about his wishes. We really work hard to please owners of our yachts. Our projects are not limited to their current quality, we always try to make better yachts with every new unit we build by transferring the experience of the owner and the crew of the previous ones. This is where we have great feedback from the market that has understood it, as the consequence we are now negotiating yachts over 100 feet and we soon became top builder worldwide for Steel and Aluminium Explorers from 80' to 112', representing 60% of the whole segment of the market.

So what comes in future?

Buonpensiere: We want to maintain the same level of production. Our maximum number of boats for delivery is three, maybe four. Otherwise we would loose feeling for the client.

Do you consider building bigger yachts?

Buonpensiere: Absolutely, we are working on the new projects that are around 35 meters, and I think our maximum size is about 45 meters. In any case our yachts comply with LY3 under MCA rules. But it is important to maintain the quality and the philosophy of the brand. Let's say that we prefer to build one boat less and improve the quality of the boats.

Who is your competition today?

Cecchini: The competitor can grow around the corner every day. But we are quite confident because we have a very special team with a lot of experience. In this way I have more time to dedicate to the product, which is my favorite job, I like to work with a pencil and find the new detail or idea. Our technical department is the top at the moment and I don't want to grow a lot the number of employees. I prefer to have less people but with a lot of experience. Our production manager, Michele Santini, works with me since 1988., sometimes I speak with him and he understands what I have on my mind in one second.

You also have some Croatian workers?

Cecchini: We have a lot of Croatian workers, I started to work with them in 1992., and there are many who I know personally. I am not born in the office, I am born in the workshop, that is my major experience. I know the name of the single worker inside the shipyard and I find important to speak with them. Sometimes you can not think to have more experience than the welder who is working for the last 20 years. It is important to be maniac for the quality of our yachts and also listen the people from experience from the industry. The rest is simple, especially if you have a good line like Nauta Yachts. In Italy we say 'explorer dressed for going out for a dinner'.



Sjajan rezultat explorera tipa Darwin, nastavili su modeli Nauta Air, poludeplasmanske jahte građene u aluminiju

Great result with Darwin explorers is continued with Nauta Air, semi displacement yachts built in aluminum

