

SANLORENZO

Milano Design Week 2023

Sanlorenzo's 'La Macchina Impossibile' at the INTERNI Design Re-Evolution exhibition-event

*The revolution of the yachting industry is hydrogen:
the future takes shape in the installation in the 18th century Courtyard.*

INTERNI DESIGN RE-EVOLUTION

Università degli Studi di Milano – Cortile del '700

Via Festa del Perdono, 7

17 - 26 April: 10:00 – 24:00

Sanlorenzo, a pioneering shipyard in the responsible development of the yachting sector, returns to the **FuoriSalone in Milan** with a project that narrates, in a sophisticated and subtle way, the future of the propulsion of the yachts.

At **Design Week 2023**, as part of the INTERNI DESIGN RE-EVOLUTION exhibition-event at the **University of Milan**, Sanlorenzo presents **LA MACCHINA IMPOSSIBILE**, an installation by **Piero Lissoni** that interprets the shipyard's relentless pursuit of technologically innovative solutions to reduce the yachting environmental impact.

La Macchina Impossibile is an imposing metal sculpture: a complex machine that is highly technological but defined in detail by skilful manual work, just like a yacht. Positioned in the centre of the *18th-century Courtyard*, the entire structure rests on a platform that enhances its mechanism made of propellers and serrated wheels. These move thanks to **new hydrogen from green methanol system that Sanlorenzo is developing** for the propulsion of its boats in collaboration with *Siemens Energy*, based on the use of combined *reformer/fuel cell* modules. This technology will power the on-board services on yachts between 24 and 73 metres in length, from 2024 on the new 50Steel. This cutting-edge project will represent **the first concrete step towards the generation of carbon-neutral power** from new-generation fuels for the entire sector, making Sanlorenzo an absolute forerunner on the road to sustainable yachting.

In the context of the ensemble exhibition Design Re-Evolution, the theme of which investigates Evolutionary Thinking as a tool for designing known and unknown, physical and digital, contemporary and futuristic territories, Sanlorenzo inserts itself with **a project that looks to the future and expresses a new, positive interaction between human beings and the environment.**

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