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It took a sailing boat designer, two shipyards and one brave owner to reinvent the motor yacht. Meet the Logica 147

BREAKING THE RULES

Words - Brendan Lewis Photography - Courtesy of Logica Yachts

Luca Brenta's lean, sharp design for the Logica 147 echoes the sailing yachts he's more famous for designing. That huge foredeck pool is an impressive 5m long and provides an appealing outlook for the main deck master cabin



“For a yacht whose start in life was anything but conventional, the razor-sharp Logica 147 has emerged not only great, but amazingly well adjusted. The owner, a media and real estate tycoon based in Canada, had no intention of entering the superyacht business when he asked the Benetti Sail Division – a yard more known for its canoe-sterned explorers – to change tack by building the 44.8 metre superyacht in 2011. But in the middle of the build he realised he wanted ownership of the entire project, so he bought the Logica brand from Benetti and shifted his part-built yacht to a different yard in Viareggio for fitting-out. At a stroke he became a superyacht builder – and a very good one. The evidence was the talk of the Cannes Yachting Festival in September; all clean lines and smart, dark navy hull, *Logica* gleamed beside the entrance of the Vieux Port as if standing guard.

Her deceptively simple profile comes from the drawing board of Luca Brenta, a designer best known for the 37 metre Vitters sloop *Ghost* and his influential styling work with Wally Yachts. This, though, was his first motor yacht project, and his sailing pedigree is clear in *Logica's* lean, low-slung styling. The more generous spaces afforded him by a motor yacht meant Brenta could let his imagination run wild, and this is most evident in the spectacular five metre pool on the roomy foredeck and sun-worshipping platform atop the upper deck's coachroof.

The sharp exterior styling flows seamlessly into the bright, contemporary interior from Martin Kemp Design, a London studio that has established a solid reputation for its work in yacht and jet design and also in high-end private properties. *Logica's* owner particularly admired Kemp's work on spectacular developments by the Candy

office and a marble bathroom along the centreline, with a bath that sits underneath a skylight and large, walk-in shower. Down below are four comfortable guest suites, and, unusually, a VIP cabin tucked in the stern, behind the engine room and handy for the beach club and fitness equipment.

All this style is more than backed up by *Logica's* performance, with that straight stem and attractive retro flare adding more than just a sense of purpose to the yacht's exterior. “She is full displacement, with a long waterline,” naval architect Pierluigi Ausonio, from PLANA Design, explains. “Up to 15 knots, the hull is very efficient.” Brought onto the project from the start, Ausonio drew the hull lines, calculated the centre of gravity, specified the stabilisers and machinery – twin 1,400hp MAN V12s – and even designed the propellers. “I call it ‘propulsion optimisation’. This can all be done in the preliminary stages,” he says.

Proof of the pudding is in *Logica's* performance. “She does 17 knots at full load – actually, 16.9 knots to be strictly accurate,” her owner says. Easing back to 15 knots gives the yacht a 5,000-mile range and reducing speed still further to 10 knots increases range to 7,000 miles. “She is fantastically economical and very stable – on sea trials with RINA we did a full-speed 360 and only heeled by seven degrees,” adds Donati. “With the stabilisers on it was only two degrees. They (RINA) were very surprised.”

Great pains were also taken to keep noise and vibration to an absolute minimum. Donati says that regardless of the boat-speed you simply cannot tell from the wheelhouse whether the engines are running. Her owner adds: “At full speed there is silence in the saloon – you can hold a conversation. At 10 knots we cannot hear the engines in five cabins.”

The interior was designed by Martin Kemp, a London studio that has built up a solid reputation for its work in yachts, jet design and high-end private properties

brothers, and the straight edges and rectilinear layouts of the yacht's accommodation areas echo the luxurious minimalism of modern penthouse apartments, highlighted by vast windows throughout.

Vertical and horizontal lines such as the stainless steel splines in the oak-floor planking in the saloon emphasise the interior spaces' height and depth. Reflective surfaces – mirrors, glass, polished ebony, lacquer – lend a sense of opulence and substance, as does the use of leather and luxurious fabrics throughout. Alongside these design touches are unexpected twists: LED lighting is woven into the rugs and there are unique lighting fixtures by Kemp, the show-stopper amongst which is an incredible chandelier above the dining table that wouldn't look out of place in the Tate Modern. Painted wooden panels, meanwhile, screen the sturdy mechanics of the side doors onto the main deck.

“Lots of the detail – things such as the stainless steel, the leather and the marble – is there to show what we are able to do as a boutique shipyard,” says *Logica's* captain Thomas Donati, who came from the owner's previous boat and worked on the project throughout the build. Nothing illustrates this boutique approach as well as the resin-encapsulated, turquoise, “liquid metal” bulkhead panelling, which is the first thing you encounter on entering the saloon through the cockpit doors. The panelling was custom made by Ian Abell at the Based Upon studio in London, and is best used as a stunning backdrop to the dining table.

The main deck master cabin wins all the prizes for accommodation. Those big windows are used to maximum effect, creating a bright, appealing space that overlooks the long foredeck and pool. Down a few steps behind the sleeping area are a small lobby

He admits to some noise in the sixth cabin in the stern, caused by the auxiliary generator mounted on the other side of the bulkhead; a shame since in other respects the roomy VIP suite is the best guest cabin. “We learn from these things,” he says. “My previous boat was a 30 metre made in Italy – it was supposed to be a speedboat, but it was too heavy. We learned from that too. With this yacht we didn't want to make the same mistakes. We have been very careful with the quality.”

Logica was launched in the summer and according to Donati completed a three-week, 1,700-mile shakedown cruise around the western Med – Corsica, Sardinia, Tunisia and the South of France – without a hitch, including one non-stop, 23-hour passage without a single buzz or bleep from an alarm. That must be virtually unique for a new yacht. As a customer, owner and now boatbuilder, *Logica's* owner has a unique perspective on the superyachting business: “Buyers in this market can be difficult people,” he says. “Perfection is expected – it's normal. You have to always balance costs with expectations.”

Given all the things that could have gone wrong – from using a designer unused to motor yachts to taking on a superyacht halfway through its build – the owner claims not to have found the construction stressful, and actually found it acted as a kind of therapy. “The build was very enjoyable – it had a calming effect,” he says. “It takes time and patience to achieve perfection. All the details have to come together: concept, décor, design. It is very interesting to work with engineers and naval architects.” There are plans afoot for an even bigger version of this first *Logica*, which will exhibit the same heady mix of form and function. More time and patience, then – and one of the calmest shipyards in town... ▣



A corridor study, with the owner's suite beyond. Left: the floating stairs leading to the upper deck could almost function on their own as an architectural feature

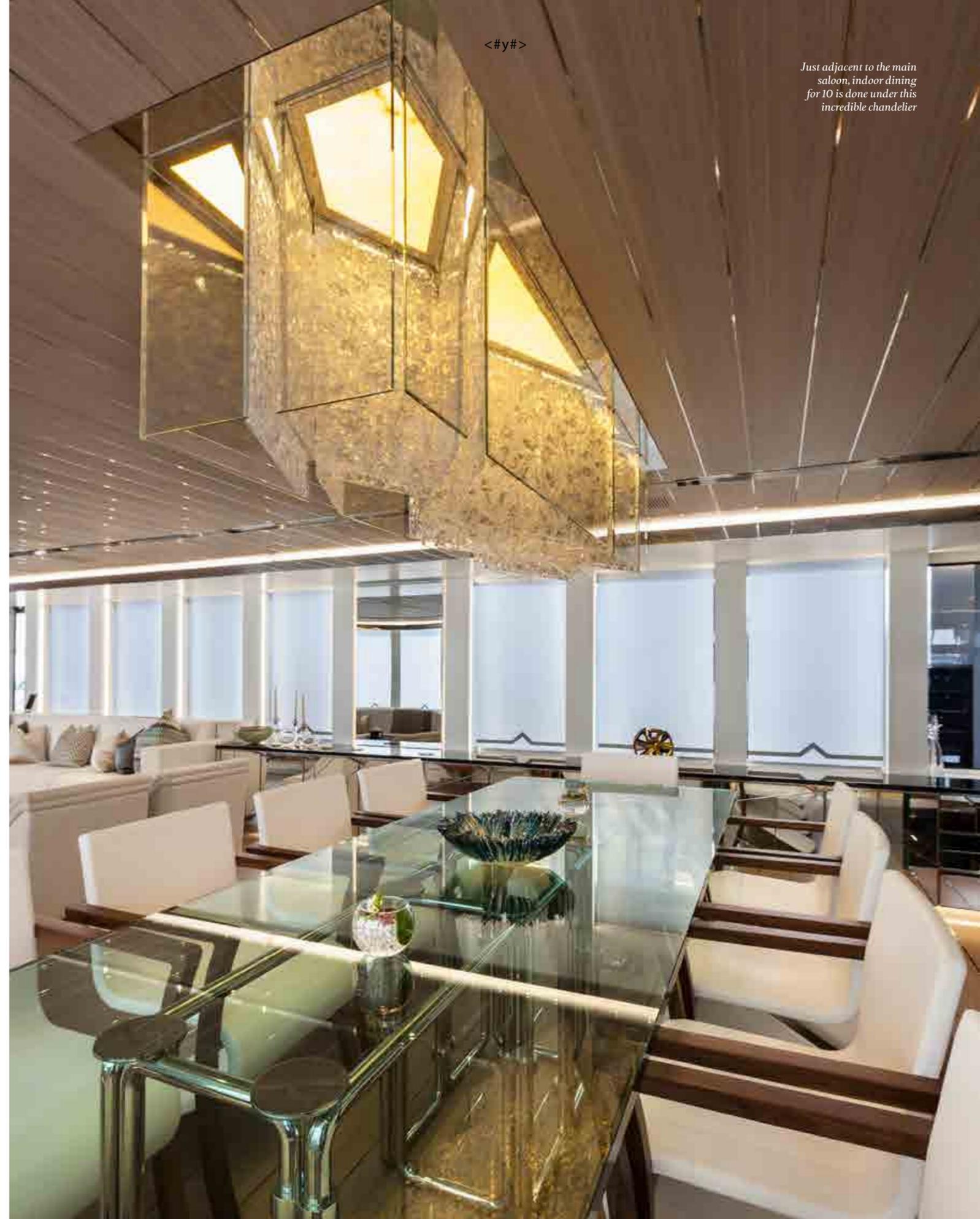


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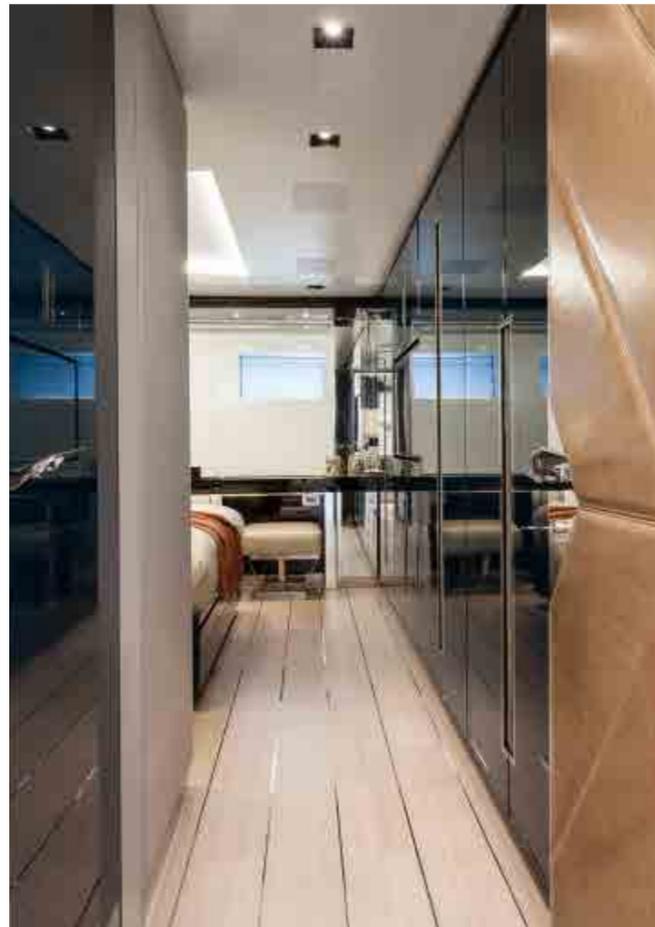
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The spectacular main deck saloon is a sensual delight, with layered resin feature walls, oak floors with stainless steel insets and a light above the dining table worthy of the Tate

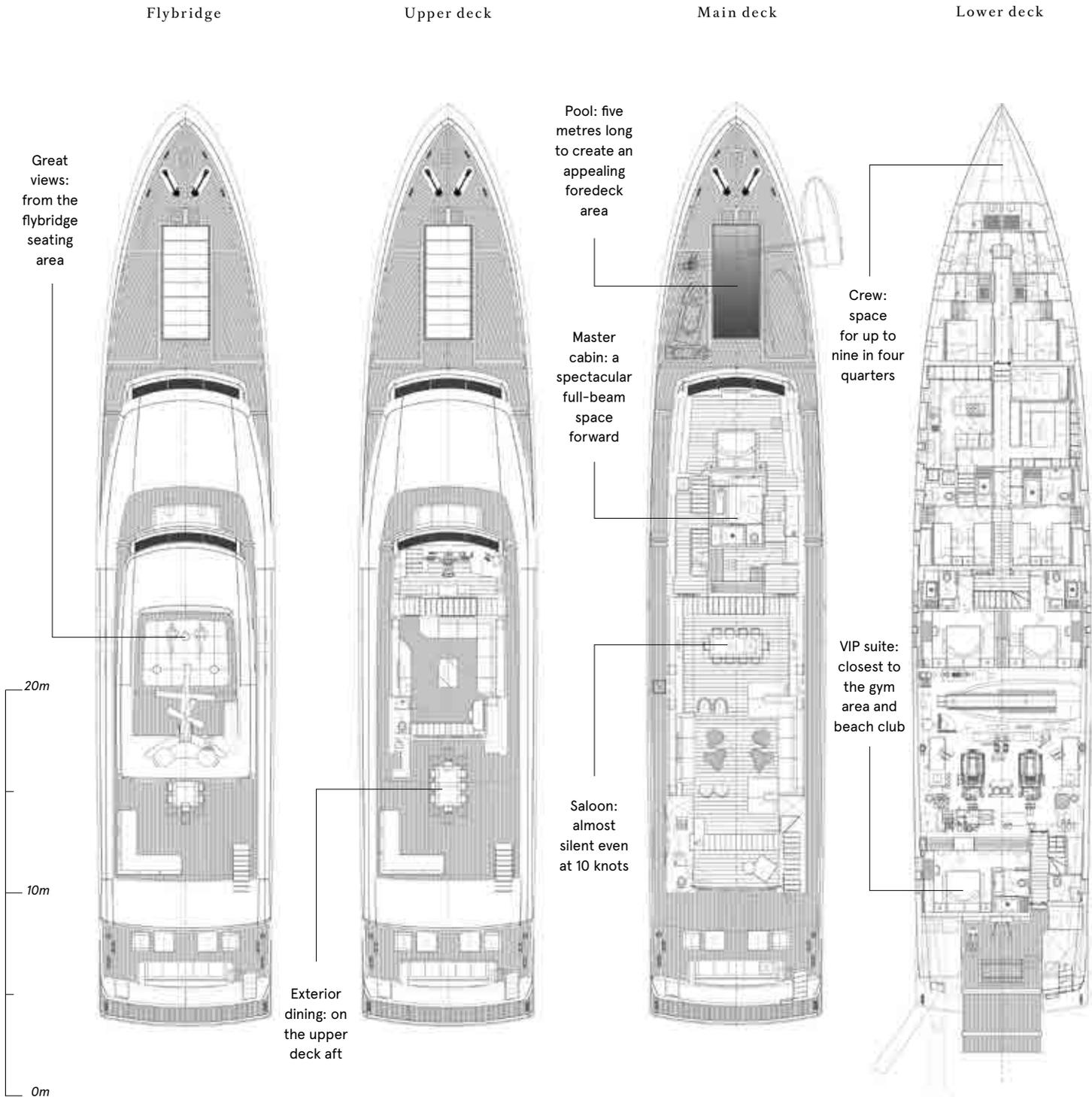
“It takes time and patience to achieve perfection. All the details have to come together: concept, décor, design”



Mirrors, glass, polished ebony and lacquer lend the interiors a sense of opulence



Logica - Logica Yachts



LOA 44.8m
LWL 43.5m
Beam 9m
Draught 2.4m (max)
Displacement
 330 tonnes
Gross tonnage
 427 tonnes

Engines
 2 x Man D2862 LE 463,
 1,400hp
Speed (max/cruise)
 17.4 knots/15 knots
Range at 15 knots
 5,000nm
Stabilisers
 Vosper Naiad

zero-speed
Generators
 2 x 100kW Kohler;
 1 x 40kW Kohler
Fuel capacity
 71,000 litres
Freshwater capacity
 17,000 litres

Owner and guests 12
Crew 9
Tenders
 1 x 6.5m Naumatec 650;
 1 x 4.3m 430
Construction
 Steel and aluminium
Classification

MCA LY3 Unrestricted,
 RINA Charter Class
Naval architecture
 PLANA Design
Exterior design
 Brenta Yacht Design
Interior design
 Martin Kemp Design

Builder/year
 Logica Yachts/2014
 Viareggio, Italy
 e: info@logicayachts.com
 w: logicayachts.com
For sale
 KK Superyachts
 w: kk-superyachts.com