

FEROX

THESIS IN YACHT DESIGN

In collaboration with Sanlorenzo S.p.a.
Course: Interior Design
A.Y. 2023/2024

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SANLORENZO

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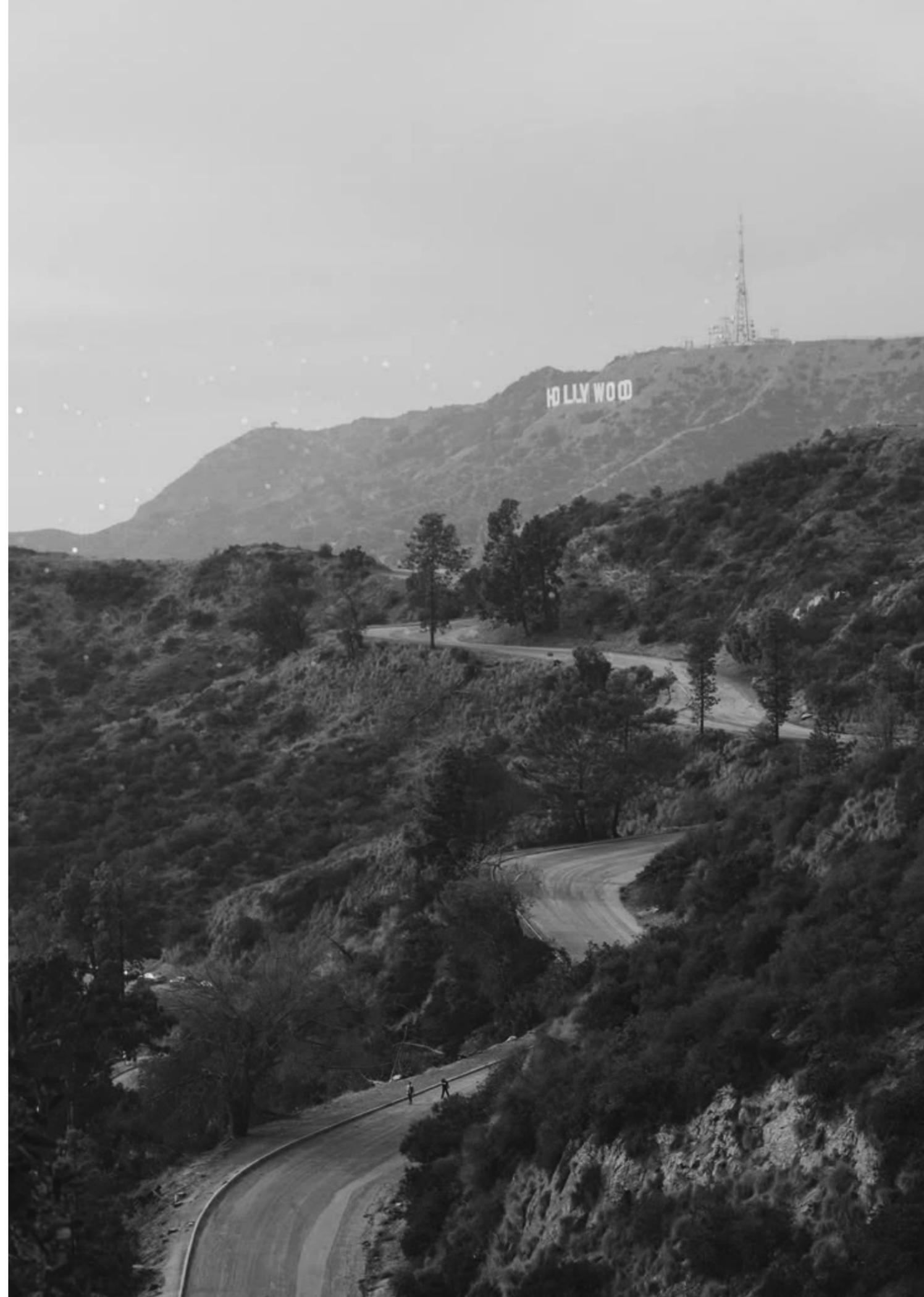


The Sanlorenzo shipyard request for the project is to reinterpret the SD 112 model, a semi-displacement motor yacht between 34 and 40 meters (112 ft.), featuring a semi-displacement fiberglass hull. The objective is to redefine the internal layout, optimizing spatial distribution while developing a functional arrangement for the decks, as well as selecting furnishings and accessories. The design approach must align with Sanlorenzo's philosophy, reflect the aesthetic language of the current nautical market and respond to the lifestyle, preferences, and specific needs of the owner.

As part of a simulation, a potential owner has been identified who, based on their requests, will influence the project's formal, functional, material, and color choices.

BRIEF

CHAPTER 1
THE SHIP OWNER





JASON FERUS BLUM

Our shipowner, Jason Ferus Blum, is a 55-year-old American film producer based in Los Angeles, California. He is married to Nicole (45), and together they have two children, Annabel and Arthur.

Recognized as “the king of the dark genre,” Jason is the founder and owner of Blumhouse Productions, a leading film production company specializing in horror and thriller cinema.

He has an extroverted and determined personality, with an innate passion for the art of entertainment. He loves bringing people together, deeply values his relationships, and seizes every opportunity to collaborate on new projects.

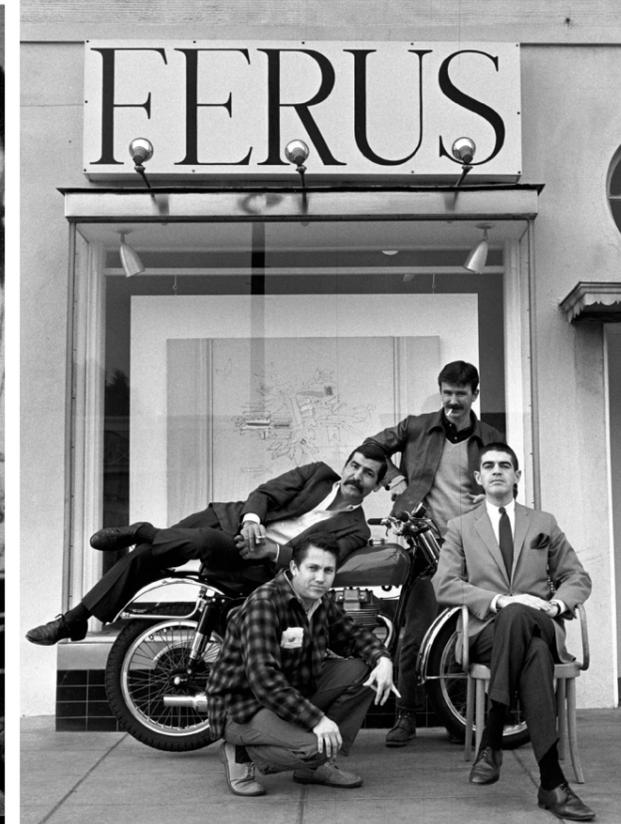
BACKGROUND

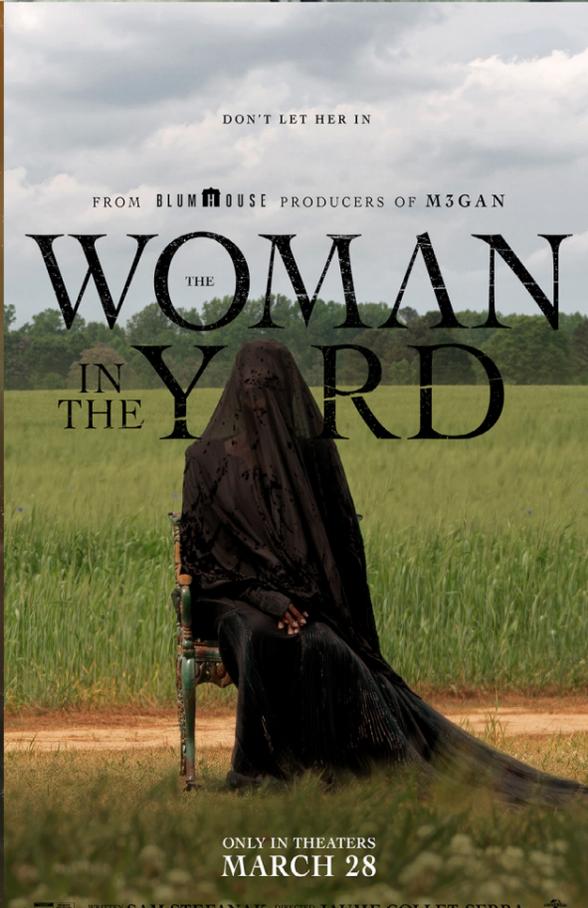
Jason was born in Los Angeles in 1969 into an art-business family. His father, an actor turned furniture salesman, took the reins of the Ferus Gallery and became one of the most influential art gallerists of the West Coast in the 1960s and '70s, playing a pivotal role in Andy Warhol's rise to fame. Through his gallery, he represented major Pop artists of the time, including Roy Lichtenstein, Frank Stella and Ellsworth Kelly. Growing up surrounded by these figures, Jason considered them a second family, immersed in the art and film world from an early age.

His childhood was not a conventional one, attending gallery openings with his father and indulging in his favorite creative pastime—designing elaborate Halloween costumes with his mother. Splitting his time between Los Angeles and New York, he was exposed to the film industry and Broadway shows, where his fascination with drama and costume design deepened.

This passion led him to pursue Film Production at Vassar College in New York, where a course on Alfred Hitchcock sparked his love for the dark genre.

After graduating, Jason became part of a dynamic circle of Broadway actors and directors, forging friendships and connections with many of the future to be Hollywood's most renowned names. His extroverted personality and relentless work ethic quickly propelled his career, securing him an executive role at Miramax Studios by the age of 25, followed by a position at Universal Studios in Los Angeles.





BLUMHOUSE PRODUCTIONS

By the time he was 30, the experience gained from these prestigious studios gave him the confidence to establish his own production company—Blumhouse Productions. His innovative business model focused on niche horror-thriller films, built on low-budget, high-creativity productions where directors retained final cut—a level of creative freedom rarely granted by major studios with larger budgets. This approach not only redefined the genre but also cemented Jason’s reputation as a key figure in the Hollywood industry, gaining skyrocketing profits.



STYLE

Jason Blum's style is an extension of his personality—confident, precise, and quietly subversive. There's a cultivated restraint to how he moves through the world, favoring elevated choices that reflect taste rather than trend. His aesthetic is elegant but never conventional, refined yet comfortably outside the lines.

He is a presence—one that lingers without having to speak loudly. His style suggests intention without stiffness, a kind of exclusive casual where everything feels considered, but nothing is overdone. It's a balance between clarity and character, where materials, tones, and forms echo his instinct for atmosphere and storytelling.

Blum dresses the way he produces: with a sharp eye for tension, mood, and detail. His look is part signature, part armor—always composed, always personal.





JOHN LAUTNER AND HIS CALIFORNIAN ORGANIC MODERN STYLE

Our shipowner lives together with his family in a restructured John Lautner 70's built home in Malibu, California.

An architecture and design connoisseur, he has a deep appreciation for Lautner's organic modern approach—his ability to craft architecture with an innate sense of drama and sensuality. Fluid spaces, natural materials, and a seamless connection between indoors and outdoors are all defining features of California's architectural history, embodied in this home.

Jason's choice of home reflects both his status and his bold yet refined personality. Much like the film noir he is known for, this house masterfully balances beauty, drama, and history—an artistic statement in itself.

The house features sweeping, curvilinear rooflines that mimic the motion of the waves, while floor-to-ceiling glass walls dissolve the boundary between interior and exterior, framing the shifting light and ocean horizon like a cinematic experience. Immersed in the rhythm of the coastline, the home's materiality enhances its sculptural presence—the warmth of wood contrasting with the raw strength of concrete, creating a perfect balance between softness and solidity.



CONNECTION WITH THE MID CENTURY MODERN DESIGN



Jason's connection to Mid-Century Modern design is instinctive – shaped as much by his upbringing in California's cultural vanguard as by a life immersed in storytelling, cinema, and the visual arts. Surrounded from an early age by iconic pieces and influential figures, he developed a natural sensitivity to spaces that speak softly yet powerfully.

He's drawn to the style for its timeless elegance and quiet innovation. While not rooted in nostalgia, his affinity for the 60s and 70s subtly informs his lifestyle – from curated furniture selections to the overall material language of his environment.

Deeply embedded in California's architectural identity, Mid-Century Modern has long defined a refined yet informal way of living. From hillside homes in Los Angeles to the open-plan landmarks of Palm Springs, this design language – with its clean lines, honest materials, and innate connection to nature – continues to reflect a sensibility grounded in intentionality and understated sophistication.

THE POKER NIGHT TRADITION

Poker nights among Hollywood's elite and high-net-worth individuals are more than just casual card games—they are a ritual, a tradition, and a test of power, intelligence, and connection. More than a pastime, poker mirrors the entertainment industry itself: the art of bluffing, calculated risks, and the importance of playing the long game.

Beyond the thrill of the game, these exclusive gatherings provide a private, unfiltered space for Hollywood's most influential figures to connect, far from the public eye. They foster social bonding, trust-building, and access to new opportunities, reinforcing alliances and shaping future collaborations. For those accustomed to controlling their public persona, poker offers a rare chance to let loose, embrace risk, and challenge their peers in an exhilarating way.

Jason's fascination with fear, control, and performance in his films extends into his social life and the way he curates experiences. Poker nights are his way of combining entertainment with strategy, networking, and relationship-building. It's a tradition within his close circle—a space where he can relax, bond, and cultivate new connections in an intimate yet high-stakes environment. More than just a game, these nights serve as a tool for trust, a test of personality, and a stage for high-level collaborations—a reflection of his approach to both business and storytelling.





CUISINE AND COCKTAIL: AN ART

Our ship owner is a refined lover of cuisine—one who approaches food and drink not as indulgence, but as expression. For him, taste is visual, tactile, and emotional. A dish, like a scene, is built with atmosphere. His appreciation for culinary and cocktail craftsmanship mirrors the way he consumes art: instinctively, across forms, with deep respect for the story behind each creation. Whether on-screen or on a plate, what he seeks is sensation with intention. He's not afraid to experiment—he thrives on the unexpected, drawn to bold combinations that spark curiosity and elevate the experience.





THE MUSIC EXPERIENCE

For Jason, music is not merely entertainment—it is a second nature, an instinctive extension of how he navigates the world. It is a layered experience that elevates moments, evokes memories, and shapes atmospheres. Music is the invisible architecture of his events, guiding emotions and movements with cinematic precision. Whether hosting a midnight screening or a private dinner at sea, the owner curates sound as carefully as he curates art, cuisine, and company. It becomes a performative act, a deeply personal soundtrack that invites others into his universe.

SPATIAL CHOREOGRAPHY OF GATHERING

Designing for social interaction requires understanding the fluid and often unspoken rituals that occur during gatherings. Whether intimate or expansive, parties naturally unfold through stages of group formation, fragmentation, and reassembly – each requiring different spatial conditions.

Grouping & Flow

Guests tend to form clusters – small groups that evolve organically throughout the event. People instinctively seek comfortable corners or anchoring points (bars, seating islands, thresholds) to pause, connect, and converse. Open layouts support movement and chance encounters, while soft boundaries (like furniture arrangement or lighting changes) help define zones without limiting flow.

The Need for Separation

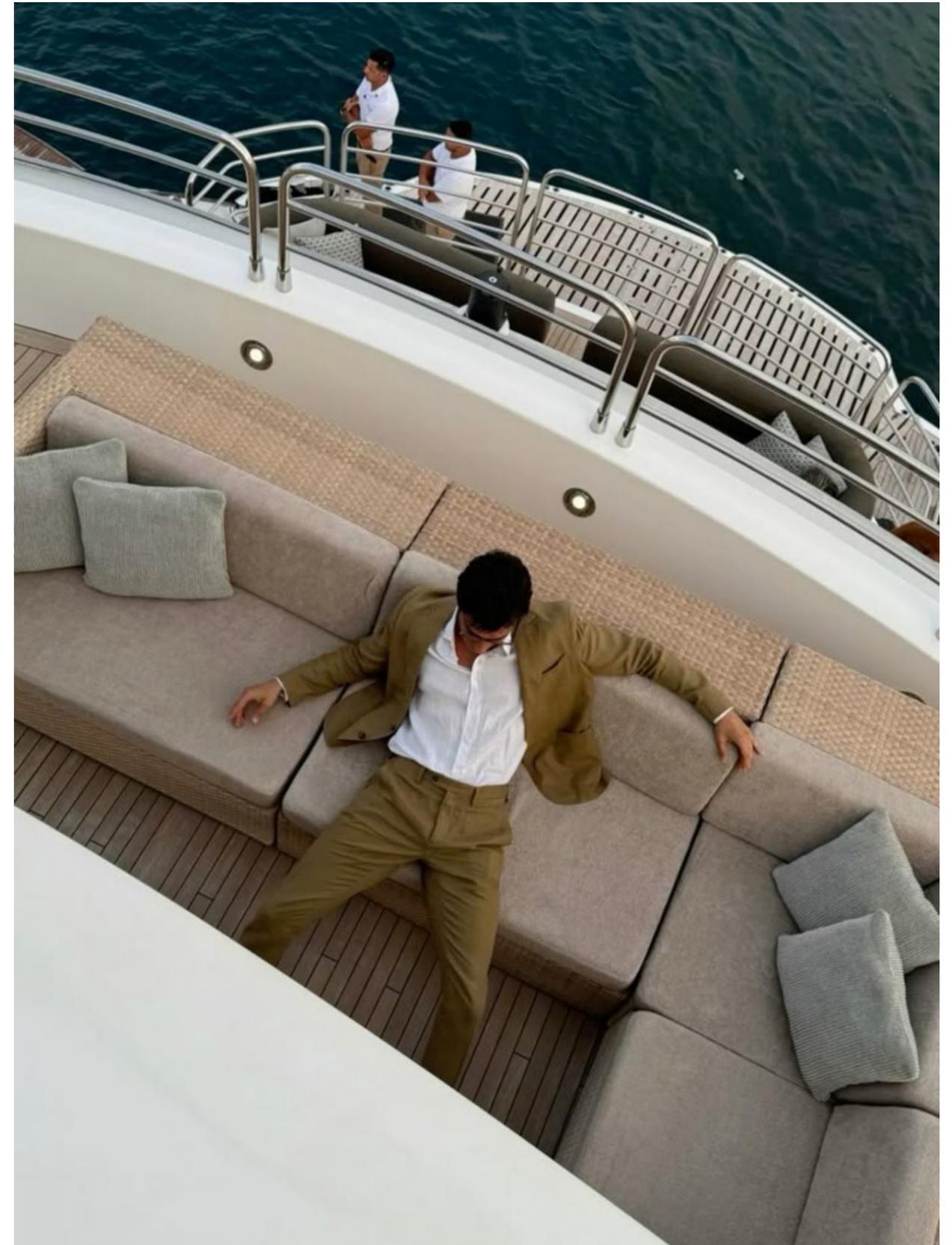
Even in the most social settings, guests often seek moments of retreat. These micro-escapes can be for a private conversation, a pause from stimulation, or simply a shift in tempo. Semi-enclosed lounges, low-traffic nooks, or dimly lit peripheries support this instinct without disrupting the event.

Intimacy After the Formal Moment

Following a formal dinner or curated activity, gatherings often shift toward a more relaxed, spontaneous tone. Guests may invite a “+1” or “+2” to join them in a quieter area – whether for a more private drink, music, or conversation. Designing for these transitions means allowing the environment to flex: adjustable lighting, reconfigurable seating, and visual permeability between zones are key.

Layered Experiences

A successful hosting environment supports a spectrum of engagement – from the extroverted energy of a central lounge to the introspective calm of a private nook. Spatial sequencing should consider rhythm and tempo, enabling guests to move between moments of visibility and privacy with ease.



CHAPTER 2

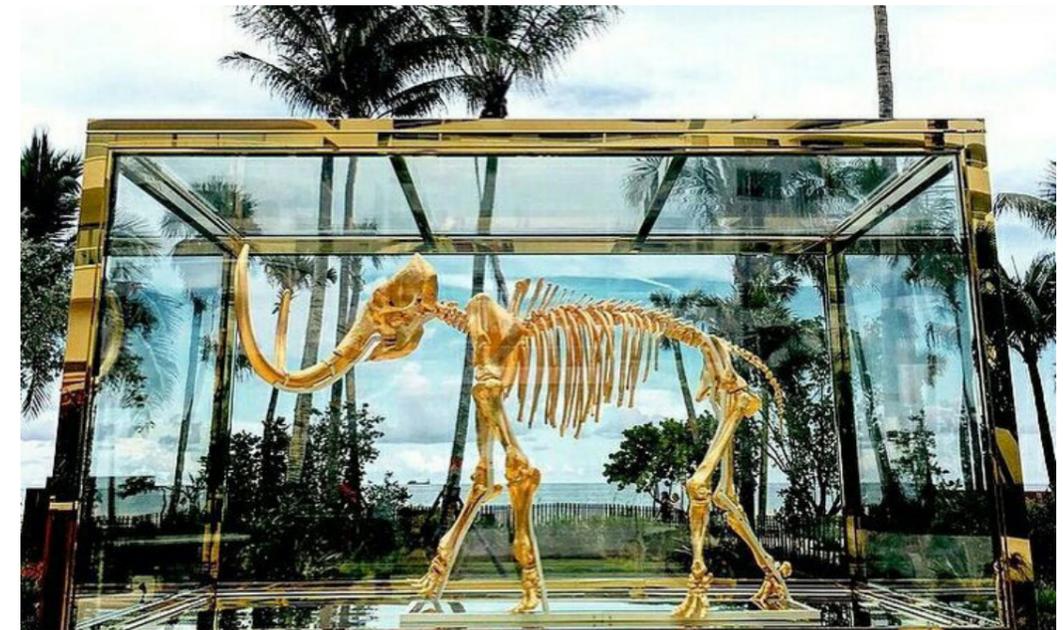
LOCATION: MIAMI

"Miami was a character in itself. It had a pulse, a color, a heat you couldn't fake." - Don Johnson



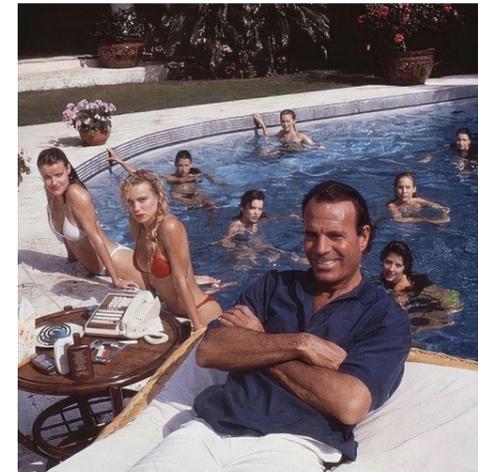
GLOBAL DESTINATION FOR ART, EXCLUSIVITY AND LEISURE

Each December, the world arrives in Miami. Art Basel transforms the city into a magnet for creators, collectors, and cultural tastemakers. Luxury yachts dock in sync with international events. Nightlife pulses with curated guest lists and private parties. For those in cinema, design, and fashion, Miami is not just a location – it's where visibility, exclusivity, and opportunity meet. A city where hosting becomes performance, and every gathering a stage for new connections.



POP AND FILM CULTURE

Miami became iconic through the lens of film and television. From Scarface to Miami Vice, it was immortalized as a place where excess meets elegance – where crime, glamour, and leisure blur. Pastel buildings, neon lights, fast cars, and slow heat – these images built a visual identity that still inspires fashion, photography, and design. A city that plays itself: bold, seductive, and unforgettable.



CHAPTER 3
THE SHIPYARD

*"Nothing is like your Sanlorenzo yacht.
Not even another Sanlorenzo."*





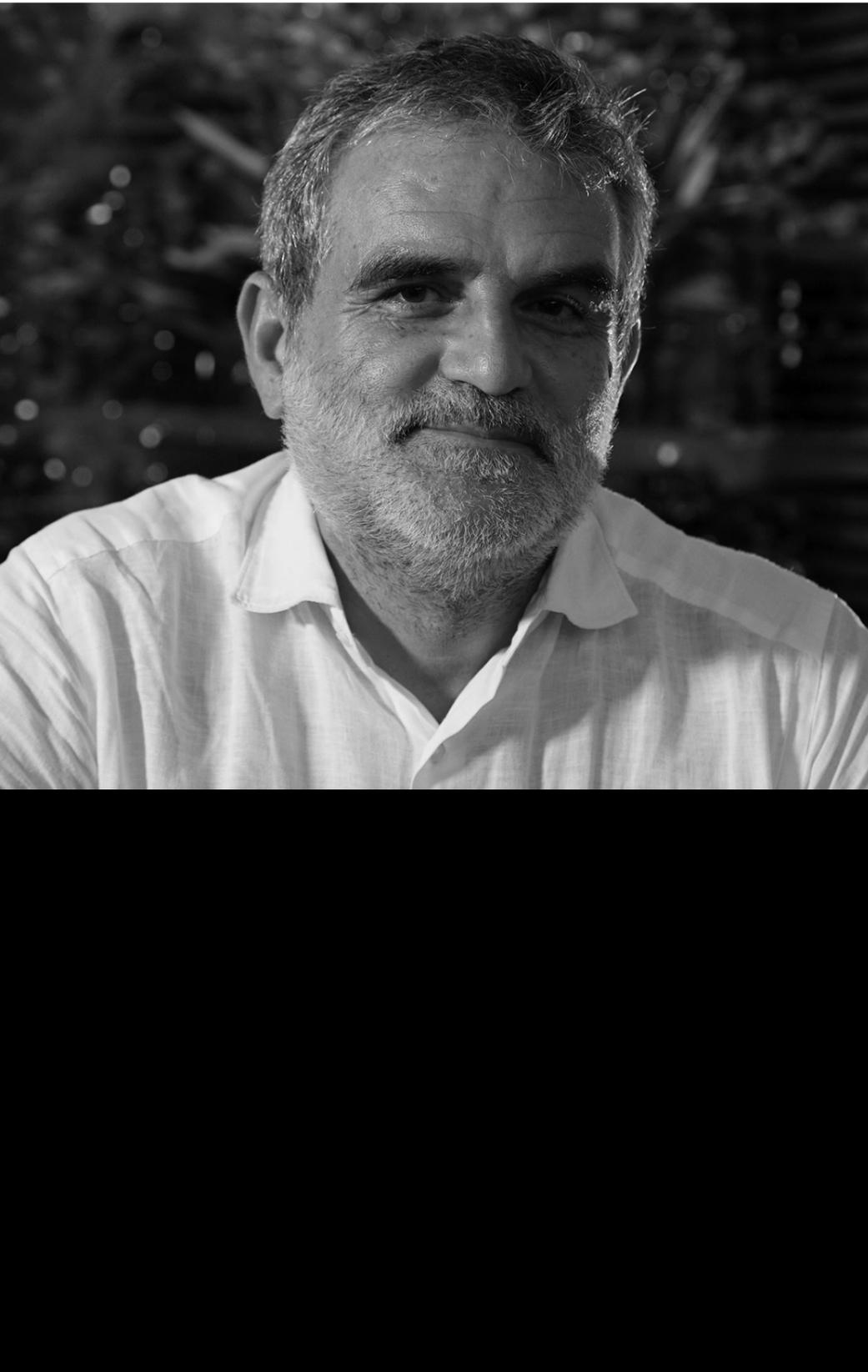
SANLORENZO

Since 1958, Sanlorenzo has defined a unique and unmistakable vision of yacht design, anchored in timeless elegance, understated luxury, and a deep respect for Italian craftsmanship. As a true trendsetter in the nautical world, the shipyard has consistently pushed the boundaries of conventional on-board aesthetics, introducing a refined language that balances tradition with bold innovation.

Sanlorenzo was the first shipyard to break away from the rigid norms of classic nautical style and introduce iconic design on board. It revolutionized the industry by bridging the gap between yacht design and contemporary living, bringing yachts closer to the aesthetic and functional standards of its clients' modern homes. The result is a seamless connection between land and sea, comfort and performance, being synonymous with "style on board."

At the heart of Sanlorenzo's approach lies a commitment to state-of-the-art craftsmanship and full made-to-measure design. Every yacht is a bespoke creation, tailored to the tastes, lifestyles, and identities of its owner. The brand is known for fostering meaningful collaborations with renowned architects, designers, and artists, like Piero Lissoni, Christian Liagre and Studio Dordoni that have contributed to creating spaces that feel like elegant floating homes—reinforcing the strong bond between art and design that defines the Sanlorenzo experience.

Beyond its technical excellence, Sanlorenzo's true impact lies in how it redefined what a yacht can be: not just a vessel, but a living space that expresses individuality, cultural sensitivity, and a sophisticated approach to luxury. Each model reflects a delicate balance – between heritage and modernity, innovation and restraint, softness and structure.



SERGIO BUTTIGLIERI

With a background in fashion and luxury design, Sergio Buttiglieri joined Sanlorenzo in the early 2000s, bringing with him a deep sensitivity to style, materiality, and cultural dialogue. Appointed as Style Director, he has been a key figure in the shipyard's transformation from a traditional yacht builder into a global design leader – refining not just the visual identity of its interiors, but also the emotional resonance of the onboard experience.

From the outset, Buttiglieri has pushed to move away from the rigid conventions of classic nautical design, advocating instead for a bespoke, lifestyle-oriented approach. He championed the introduction of warm, textural materials, sculptural furnishings, and a design language that reflects the elegance of contemporary architecture.

Buttiglieri also played a pivotal role in establishing Sanlorenzo's now iconic partnerships with leading interior designers and contemporary artists, positioning the brand at the forefront of the conversation between design and culture. His vision led to Sanlorenzo's presence at international art events such as Art Basel and the Venice Biennale.

Through his creative leadership, Sergio Buttiglieri helped define what Sanlorenzo is today: a brand that speaks to timeless elegance, understated luxury, and modern sophistication, all while staying deeply personal and culturally engaged.

PIERO LISSONI

In 2018, Sanlorenzo appointed Piero Lissoni as its Art Director, marking a significant turning point in the brand's design trajectory. Known internationally for his minimalist yet deeply human approach to architecture and interiors, Lissoni brought a refined architectural sensibility to yacht design. His influence introduced a language of calm proportions, open-plan layouts, and interiors that echo the atmosphere of contemporary homes – further aligning Sanlorenzo yachts with the lifestyles and expectations of a modern, design-conscious clientele.

Lissoni's role goes beyond aesthetics: he redefined the onboard experience by breaking down traditional compartmentalization and reimagining yachts as floating architectural spaces. Materials, light, and space are orchestrated with precision to create environments that feel intimate, livable, and timelessly elegant.





ART BASEL MIAMI



Sanlorenzo's participation at Art Basel Miami Beach reflects its unique position at the intersection of design, art, and architecture. Under the creative direction of Sergio Buttiglieri, the shipyard curated immersive installations that presented the yacht not just as an object of luxury, but as a cultural artifact – a canvas for artistic expression and design experimentation.

For this occasion, Piero Lissoni, Sanlorenzo's Art Director, was instrumental in defining the spatial concept of the exhibition. His architectural approach translated the brand's ethos – clean lines, visual balance, and modern restraint – into a gallery-like environment where scale models of Sanlorenzo yachts were displayed like works of art. The contrast between the refined displays and the atmospheric lighting highlighted the same values found in Lissoni's interiors: precision, sensuality, and timeless elegance.

The presence at Art Basel marks a continuation of Sanlorenzo's mission to engage with contemporary culture and to **revolutionize yachting through design-led thinking**. It underscored how the brand, guided by Lissoni's architectural sensibility and Buttiglieri's stylistic direction, has positioned itself as a cultural player in tune with the worlds of art and interior design.



GUILLAUME ROLLAND
Christian Liagre Studio

'A yacht is all about fluidity; the human body moves in the most fluid way'

"A reflection of the sea landscape to glossy dark is very interesting," suggest Rolland. "You will see dark reflections because it helps to boost and to diffract and duplicate this shimmering drips of the water which is a big part of the landscape."



Designed by Liagre Studio, the SL44 yacht exemplifies a refined, sensual approach to nautical interiors. The space is defined by a tactile palette – from the velvet-like green seating to the fluid, semi-translucent stone backdrop that serves as both focal point and functional bar. The layout avoids excess, relying instead on proportion, texture, and nuance to convey understated luxury. Clean volumes and soft, sculptural forms create a deeply architectural atmosphere, while the choice of materials – onyx, lacquer, matte metals, and natural wood – emphasizes harmony between strength and softness. The result is an environment that feels contemporary yet timeless, elegant yet intimate.



SANLORENZO 57STEEL VIRTUOSITY

Designer by Lissoni & Partners, Virtuosity is defined by soft curves, open layouts, and a muted material palette. Interiors flow seamlessly into exterior decks, creating a relaxed, continuous experience.

Multiple bar islands and a high-quality sound system support a sociable atmosphere, while generous lounges and sculptural furnishings encourage comfort and presence. The atmosphere is sensual, timeless, and refined – made for shared moments and fluid movement.

INSIGHT/ SYNTHESIS



**EDGY ELEGANCE/ CINEMATIC
ATMOSPHERE**

An atmosphere that mirrors his powerful, refined yet unconventional personality, nodding to his Californian Mid-Century Modern design sensibility, able to impress and wow his guests.



ENTERTAINMENT AMENITIES

Entertainment amenities as bars, dj console, excellent sound system for a smooth party flow and unforgettable guest experience.

Here we find a synthesis of our shipowner and his needs on board: He has a powerful, edgy personality with a strong sensibility for Mid-Century Modern design. A refined consumer of art in every form, he is the ultimate entertainer – one who lives to leave a lasting impression. His



**SENSUAL SHAPES AND MATERI-
ALS**

A language of curves and tactile materials that evoke intimacy and comfort, encouraging presence, connection, and a festive sense of togetherness. Shapes and surfaces become emotional triggers, inviting guests to slow down, engage, and share the moment.

love for cuisine and music takes an experiential direction, and on board, he envisions immersing his guests in a multi-sensory journey where taste, sound, and atmosphere converge into unforgettable moments – all set against the backdrop of Miami, an iconic city synonymous with leisure and celebration.



**MULTIPURPOSE AREAS FOR A
LARGER NUMBER OF GUESTS**

A desire for fluid, adaptable spaces that can accommodate a larger number of guests while offering different moments to enjoy throughout the day. These areas should blur the boundaries between interior and exterior, supporting an immersive and ever-evolving hosting experience.

CHAPTER 5

CONCEPT



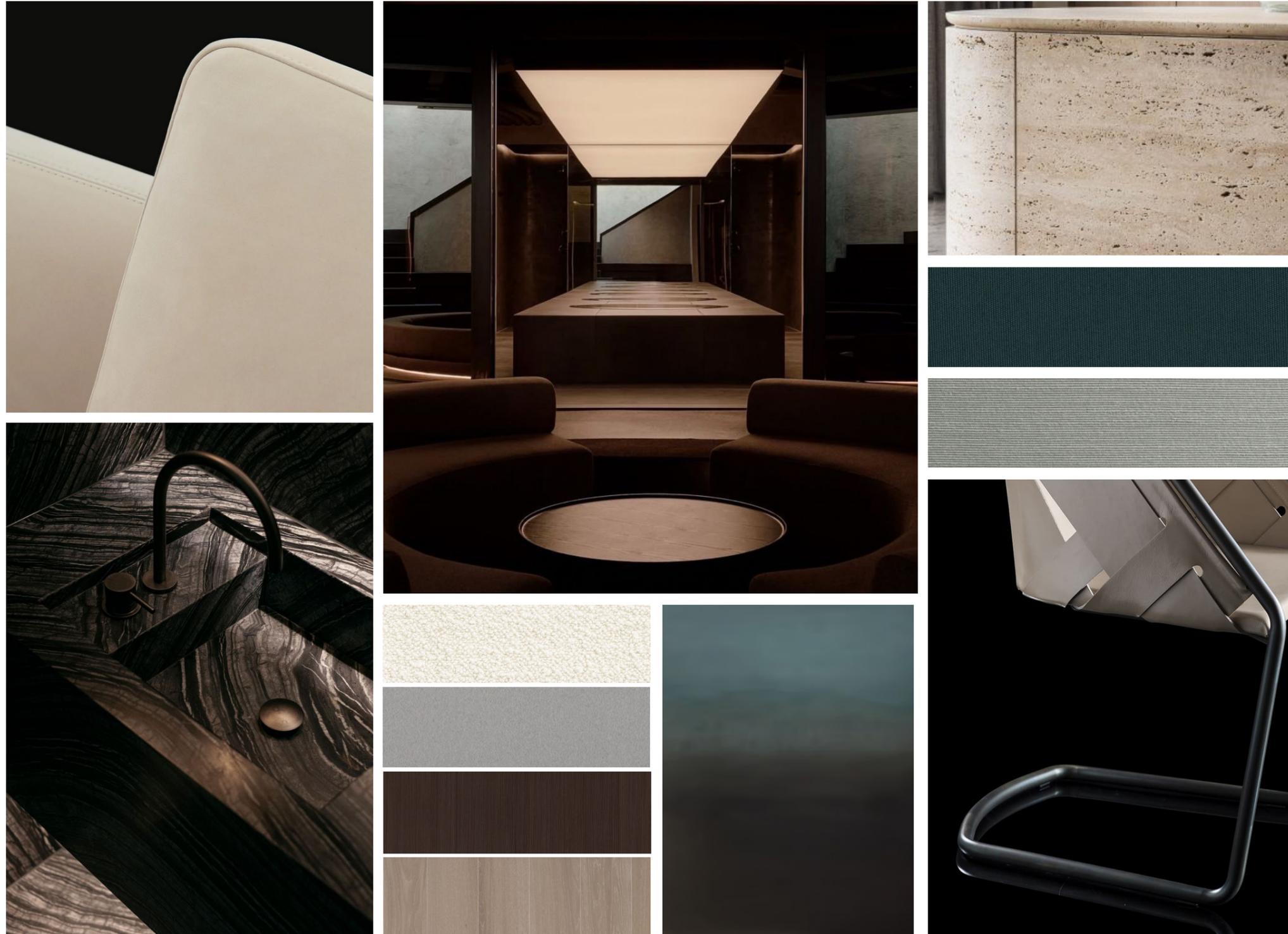
FEROX

FEROX is a Latin word that translates to “ferocious”, symbolizing qualities associated with strength or a wild and untamed nature. It is evocative of a sense of power, intensity, boldness.

The design of this yacht begins with the identity of its owner – a renowned figure in the world of cinema, known for his dark genre films. The approach was driven by his request to use the yacht as a space for hosting exclusive parties, wowing his guests and offering them unforgettable experiences. The interiors reflect his edgy spirit within a cinematic atmosphere, rooted in Sanlorenzo’s timeless elegance and state-of-the-art, custom-made philosophy.

The layout is developed as a flexible, fluid system that supports different phases of entertainment – from getting ready, to welcoming guests, to hosting curated cocktail and music experiences, and finally offering a relaxed, intimate atmosphere the moments after. Special attention was given to the flow of movement and the behavioral patterns of social gatherings, translating them into architectural choices that support interaction and comfort.

The design features multipurpose areas and a seamless indoor-outdoor transition, with interconnected spaces that engage in constant dialogue – allowing atmospheres to evolve naturally throughout the day and night.



A contrasting color palette enhances the spatial depth, playing with light and shadow to amplify the mood and the natural views. Materials were chosen not only for their elegance but for their sensual qualities – textures, reflections, and warmth that contribute to a cinematic atmosphere. Sculptural, curvy shapes and soft, warm lighting define the interior language, merging with the outdoor spaces in a seamless dialogue.