



# 4th EDITION 2023

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## Design Innovation Award 2023: all winners announced

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BY [ALEX GIUZIO](#) | OCTOBER 5, 2023 | 5 MINS READ

The winners of the **Design Innovation Award**, the prestigious prize for excellence in the boating industry established by the Italian Marine Industry Association and now having reached its 4th edition, have been announced. The award ceremony was held in the stunning Sala delle Grida of the Ligurian capital's Palazzo della Borsa as part of the events organized during the week of the 63rd Genoa International Boat Show.

Created in 2020, the Design Innovation Award has quickly risen to international importance, celebrating excellence across the yachting sector, with a specific focus on innovation, research and design, promoting Genoa International Boat Show exhibitors by showcasing and awarding their latest, cutting-edge products. This year **more than 80 products were nominated** for the 10 award categories, another increase compared to last year. The winning projects were selected by an independent jury, made up of seven national and international experts from different sectors to ensure an absolutely transversal vision and evaluation.

## The winners of the Design Innovation Award 2023

Here are the winners of the Design Innovation Award:

- **Levanzo 25** by Lilybaeum Yacht for Sailing or Motor Boats up to 10m LH for its comfortable spaces for the category's size, with meticulous care for execution and finishes
- **Dufour 41** by Dufour for Sailing Boats up to 14m LH for the bright and well-designed interiors combined with a high-performance hull that maintains the shipyard's DNA;
- **Jeanneau Yachts 55** by Jeanneau for Sailing Boats over 14m LH for the original layout that allows its spaces to be enjoyed flexibly, in an effectively industrialised product;
- **Frauscher 1212 Ghost Air** by Frauscher for Motorboats up to 14m LH for the personal and captivating interpretation of the day-cruiser, masterfully realised in terms of choice of materials and finishes;
- **Masellana 60** by Arimut for the Motorboats over 14m LH for a dynamic hull that optimises fuel consumption and



Prestige M8, winner in the Multihull category

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- **magenano 00** by Azimut for the Motorboats over 14m LH for a dual-use hull that optimises fuel consumption and cuts emissions, with living solutions that focus on quality of life on board;
- **SX100** by Sanlorenzo for the **Superyacht** category over 24m LH for the design's original layout which continues to impress with new solutions for communicating with the outdoors and a care for quality that is exceptional;
- **Flyer 36** by Ribitaly Srl for the Ribs category thanks to the pleasant interpretation of the mid-size Rib that integrates all the on-board functions needed for a versatile use;
- **Prestige M8** by Prestige for the Multihulls category thanks to an original interpretation of the multihull that provides comfortable spaces and a great level of seaworthiness;
- **BF350** by Honda Motor Europe Ltd. Italy for Boating Equipment and Components, which stands out for its advanced electronic and mechanical solutions, optimising the engine's efficiency and performance;
- **Radar Dome GMR XHD3 E HD3** by Garmin Italia Srl for Onboard Software and Electronics which, by successfully implementing magnetron technology, allows high levels of image sharpness that make navigation even safer.



## Special Prizes



Oblò, the design handle by Razeto & Casareto, was awarded with the Liguria International Award

Two **Honourable Mentions** were also awarded by the Jury of the Design Innovation Award 2023: one to **Northern Light Srl** for the **ECORACER 30 ONE DESIGN** for demonstrating what it means to take a prototype and move it into industrial production, using experimental techniques and sustainable materials, and one to **Mediterranean Yachts Srl** for the **VELJA 43**, a groundbreaking concept that reinvents the boat concept in a Mediterranean key.

The **Liguria International Award** was also handed out, awarding the **Oblò handle design by F.lli Razeto and Casareto**. The **Outstanding Innovation Prize** went to

**Bluegame** for its **BGH**, a design that drives the yachting world even closer to the possibility of balancing performance and sustainability.

This year, the Design Innovation Award Steering Committee also decided to award two important **Outstanding Career Prizes** to celebrate the 50<sup>th</sup> anniversary of two hallmark Italian yards, both committed to significant innovation efforts in design and sustainability. The prizes were won by **Gruppo Permarmare**, a yard founded in Sanremo in 1973 and known for the production of innovative and sustainable products, and by **Cantiere del Pardo**, a historic brand that has been producing premium sailing and motor yachts since 1973.



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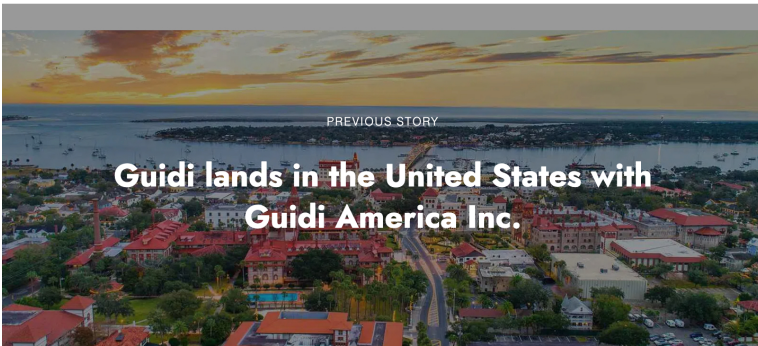
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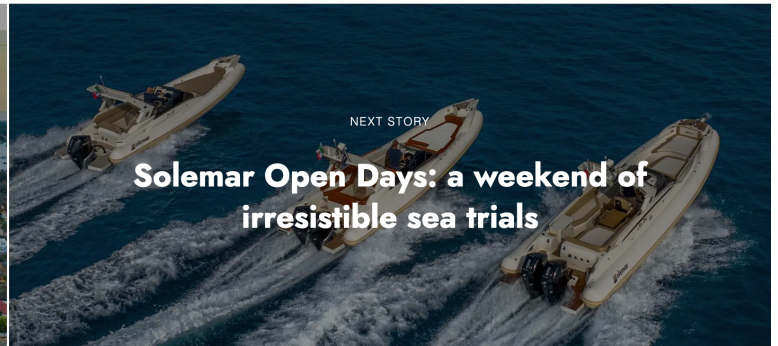
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