

# Riva



## MONACO BOAT SERVICE



### **RIVA TROPHY - 170<sup>th</sup> ANNIVERSARY 1842-2012**

#### Principato di Monaco, 8th June 2012

**Monaco Boat Service**- the Riva family's prestigious and historical company in the Principality of Monaco – today “under the command” of Lia Riva Ferrarese – celebrates the 170th anniversary of the Riva boatyard, the 50th anniversary of the Aquarama and the 90th birthday of Carlo Riva with a special edition of the traditional and keenly awaited Riva Trophy: an exclusive event for Riva owners.

The competition starts on **Friday 29th June**, from the port of Monte Carlo, to move to **St. Tropez** where there will be an evening of celebration in the beautiful setting of the old port which will host, for the occasion, Owners from all over the world, for an exclusive preview of the new Riva 63' Virtus. The celebration will continue the next day with the trials at sea of the boat, reserved to all guests. In collaboration with FERRETTI GROUP.

On **Saturday 30th June**, there is a return to the Principality where the prestigious “Beautiful Sixties” gala dinner will be held at the **Monte-Carlo Beach**, a real institution of the Société des Bains de Mer since 1940. This will be the occasion to celebrate the **50th anniversary of the Aquarama** and the marvellous 90th birthday of Carlo Riva.

His personnel have said and written about him: *“With Carlo we matured day after day with the chance of following the results and changes, and taking part with pride in the launch of the product.”*

Lastly, on **Sunday 1st July**, there will be the **“Parade of the Aquaramas”**, a long procession in front of the Yacht Club de Monaco, led by their creator, Mr. Carlo Riva on board his legendary LI.PI.CAR.

Monaco Boat Service, the organizer of the event, is expecting the participation of about thirty Aquaramas from all over Europe to pay tribute to the icon of the yard and the Dolce Vita on the French Riviera, including the mythical Super Aquarama “Zoom” which won the second place absolute in the Offshore Marathon, the longest and exhausting offshore race in the world, between London and Monte Carlo and the Tritone Special, the only Riva boat of which only one was made for Count Roncoroni, at the time the owner of the racehorse Ribot.

Thanks to the exceptional quality, the great attention to details and the choice of using only the best materials, Riva boats were chosen by kings, queens, princesses and sultans, actors and sports champions, celebrities, members of the international jet set and businessmen. Famous owners of a Riva boat include Brigitte Bardot, Sophia Loren, Prince Rainier, Aristotle Onassis, King Hussein of Jordan, the Shah of Persia and many others.

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Celebrities, important businessmen, entrepreneurs from all over the world and important designers still cannot resist the appeal of a Riva today. In the symbolic place of this Dolce Vita, on the French Riviera, Monaco Boat Service saw the light of day in 1959 with its famous tunnel, with a capacity of about 100 Riva boats, dug out over more than two years in the rock under the famous Grimaldi Palace.

The celebration will come to an end on Sunday 1st July with the awards of the “Riva Trophy 2012”, which revives the competitive spirit of the ambitious ancestor Serafino Riva in the three days of exciting sea challenges, such as the regularity race and the competition of elegance. The latter in particular will be judged by an authoritative and international jury who will choose the boat that has best interpreted “*Be as Beautiful as your Aquarama*”.

On the occasion of the anniversaries, MONACO BOAT SERVICE is signing partnerships with prestigious companies that are similar by elegance and tradition.

### VHERNIER

For the occasion, Vhernier has created a **special limited edition**: the Calla necklace and pendant in gold and turquoise paste, and the **Vague** earrings in the variants in white gold, turquoise paste and pernambuco, a winning colour combination that evokes the sea. Unique pieces of jewellery, handmade by the most expert craftsmen and influences in shape by the modern and contemporary artistic trends that represent the intellectual heritage of the company.

Passion and creation identify the partnership between **Vhernier and Riva**, both synonyms of a sober and elegant luxury, which is never excessive, capable to bringing to life small masterpieces of jewellery and innovative nautical design. The Vhernier jewellery will be on sale exclusively at “Pièces détachées” the brand new boutique of Monaco Boat Service.



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RIVA presents **“OUT OF THE BLUE”** the first exhibition of **Blue and Joy** in Montecarlo. Blue and Joy is the creation of a duo of Italian born Berlin based artists. Fabio La Fauci and Daniele Sigalot joined forces at the end of 2005 and since then have been making something of a name for their immense media project.

La Fauci and Sigalot combine media, from video to mosaic, drawing to painting, to create something of an aesthetic mirror of the times. The exhibition forms part of the celebration for the 170th anniversary of Riva and will take place both in St.Tropez than in Montecarlo. Bringing together over twenty of the artists' most recent works, the exhibition includes the **“Stamps Series” a celebration of the Riva universe** and the core characters of their project: Blue and Joy. The artworks belonging to these series are giant reproduction of stamps made of aluminium. A material and a technique that the 2 artists have mastered in the last years and that has already become one of their most recognizable trademark.

Also on show are new important vitrines such as the brand new **“Fragile Series”** and the **“Code-Morse Series”**, the first two steps that the Italian duo has taken in a direction that moves away from their bittersweet blueandjoyesque world.

Fabio La Fauci (Milan 1977) and Daniele Sigalot (Rome 1976) live and work in Berlin where they opened their atelier La Pizzeria.



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