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Aston Martin propels language of design at Milan Design Week

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Rendering of Aston Martin x Quintessence Yachts' AM37 powerboat

By STAFF REPORTS

British automaker Aston Martin is speeding into Milan Design Week, but not in a vehicle consumers would expect.

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Aston Martin is using Milan Design Week April 12-18 to showcase its AM37 powerboat, developed with Quintessence Yachts, ahead of its launch in late 2016. Aston Martin first introduced the powerboat with a presentation of its renderings at its headquarters in Gaydon, England, and then last June in Dubai, United Arab Emirates, the automaker revealed a number of unique features ([see story](#)).

Power on

Milan Design Week, or Salone del Mobile as it is locally called, is celebrating its 55th anniversary and is expecting more than 400,000 attendees from the international creative community. This group of discerning design lovers are looking for the latest trend at Milan Design Week, offering Aston Martin prime positioning.

Aston Martin is staging an AM37 powerboat exhibition at the Larusmiani concept boutique on Via Montenapoleone, the heart of Milan's high-end shopping district. Here, Aston Martin will focus on the design elements of the AM37.



Aston Martin x Quintessence Yachts' AM37

On April 13, Quintessence Yachts will host a worldwide preview of the powerboat to underscore the performance, handling, comfort and style of the project.

The powerboat's aim, after years of research and development, was to challenge the status quo of the nautical

world. To do so, Aston Martin fused its industry with the maritime sector understood by Quintessence Yachts to keep style and elegance at the core of the AM37.

"It is true that a beautiful, simple shape is critical to a product's success but it must also have drama, which is provided by surface language, proportions and through the choice of exciting materials," said Marek Reichman, chief creative officer at Aston Martin, in a statement.



Interior rendering of the AM37 powerboat

"The most important attribute for Aston Martin in the language of design and we have transferred this language into AM37," he said. "The new powerboat represents the ideal combination of luxurious and technical materials, generating a powerful yet understated finished product."

Luxury brands across sectors often turn out for Milan Desk Week to showcase their design acumen ([see story](#)).

"The Salone del Mobile is the perfect setting to showcase the design of the AM37, another exceptional project from Aston Martin's Art of Living portfolio," said Katia Bassi, managing director at Aston Martin Brands in a statement. "We are excited to share the final details and design of the powerboat ahead of its launch later this year."