

TRAVEL AND HOSPITALITY

## Azimut yacht sails into Times Square for half-century celebration

June 6, 2019



*Azimut has placed a yacht in Times Square. Image courtesy of Azimut Benetti Group, photo by Jack Haggarty*

By STAFF REPORTS

Megayacht builder Azimut Benetti Group is marking its 50th anniversary with a stunt in the "Crossroads of the World."

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The yacht company has positioned one of its Azimut vessels in New York's Times Square Plaza, opening the yacht up to the public for a five-day event. This latest endeavor is part of Azimut's focus on design and technological advancement of the yachting industry, putting its platform on a global stage.

### Street sailing

Azimut Benetti Group's latest installation is part of the company's Azimut Staging Places initiative, which has seen its boats situated in unexpected places.

The New York showcase follows the brand's participation in NYCxDesign in May, during which it presented a panel at the Design Pavilion in Times Square.

At the latest installation, up from June 6 to 11, Azimut is working with One Ocean Foundation to stage educational activities. A particular focus of the alliance is on educating young visitors, looking to inspire the next generation to conserve the oceans.



*Azimut's Times Square installation. Image courtesy of Azimut Benetti, photo by Jack Haggarty*

The group is also launching a partnership with Arts Thread on a student design competition called Can You See/Sea The Future. This initiative builds on the brand's work over the last decade to develop course work in collaboration with design schools.

Times Square is a key location to get attention from pedestrians. Other luxury brands have tapped into the popular tourist destination to raise awareness.

For instance, Swiss watchmaker Breitling surprised consumers in New York with a unique appearance by the Breitling Jet Team in Times Square.

In 2015, the team parked their full-size L-39 Albatross jet in the middle of Times Square to attract attention and garner excitement for their first North American tour, which took place that year. Unusual spectacles that catch consumers' attention and spur curiosity are a good way to introduce a brand to a new location and promote its exciting events ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.