



FRERS NAVAL ARCHITECTURE & ENGINEERING TO CENTRALISE TECHNOLOGY IN BUENOS AIRES

From September of 2009 German Frers design offices will be centralised in Buenos Aires in a move to improve the utilisation of technology, design inspiration and the streamlining of design at the conceptual stage.

In 1970 following his return from New York, after a period with Sparkman & Stephens German Frers took control of the design office established by his father in 1928, and developed it effectively to become a world leader in yacht design.

In 1989 German Frers set up a design office in Milan for the successful 'Il Moro di Venezia' America's Cup campaign.

In 1992 German Frers Jr. ('Mani') took responsibility for the Milan office in Italy concentrating on high performance racing and cruising composite designs.

The father and son team worked together on a number of custom projects comprising America's Cup challengers, Racing yachts, Super yachts, Classic yachts and Daysailers that set a standard for high performance, leading edge engineering and an always distinctive elegance.

Their association supported by a strong design team contributed to the growth of the business which today includes strong ties with High Quality Builders and exclusive contracts with series production builders Nautor Swan, Hallberg Rassy and Queen Long.

'But as our business has developed and grown, and our use of technology and science has developed, we now feel it is important that the creative and technical team is fully-integrated in one studio.

Thanks to the actual technology, rather than spending time behind a desk we are able to work on the spot where the action is assisting Builders and Owners with their work and decisions', said the younger Frers.

'We firmly believe that this consolidation will allow us to become more efficient and as a result we will be able to devote greater resource into design software and R&D that will benefit the entire design team and, ultimately, our clients and their yachts,' said German Frers.

Over the next few months the new consolidated Frers team will oversee the launch of several projects including two Wally 100', an 85 metre motor Super Yacht, a 40.5-metre sailing Super Yacht, a 105-foot sailing Super Yacht, a very special 60' Day Sailer, two identical 44' Day Sailer, a 58' High Tech Semi production cruiser among others, and new models of the production yards.

Frers Naval Architecture & Engineering will continue to be represented in Europe however. A new contact office will be opened in Monaco early 2010 and the office in Milan will be deactivated.

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