



overseas
LIVING
luxury lifestyle
awards
2010

Award Winner
Best Luxury Marina
Development, Italy

Set out on a new voyage

A fantastic Italian Riviera setting, fabulous designer apartments and boating and regatta facilities combine to produce something quite unique

For those looking for genuine high style marina living, then unique Marina di Varazze has to be close to the top of the short-list. Marina Di Varazze is no ordinary waterways environment; the carefully judged jetties echo gentle, curving lines of the marina and all surrounding buildings and apartments are clad in the highest quality iroko wood and natural stone. It's a soothing, tranquil environment in the early morning and evening, but during the day it bustles with vibrancy says Mr Emanuele Rinaldi, a director at Marina Di Varazze. "We wanted to create a very special kind of boating and living environment, a kind of small city where there is not only first class mooring facilities and boat and regatta services, but also shops, clubs, plus the opportunity to party."

A terrific starting point

There are 30 deluxe quayside apartments. Most

have been sold but there are a few that remain on the market, yet to be secured by investors. The development around Marina Di Varazze is aimed squarely at a highly discerning clientele. To ensure each property retains its value, all apartments are architecturally different. Not just distinct in layout but also in choice of materials with design input by world famous designers Berloni, Culti and Olivieri. Of course, the designs can easily accommodate the additional ideas and input of their owners – but it's a great starting point for most. "All the materials are very carefully chosen," says Mr Rinaldi, "and each of the apartments have their very own autonomous climate control. All have outdoor space too. It's a very stylish and special atmosphere that everyone feels at home in immediately." Although all the designs are cutting edge, they are also all eminently practical and liveable; the style is ageless and versatile. It's a very special combination claims Rinaldi.

So who is the complex and marina really aimed at? "It's a good question," says Mr Rinaldi. "What we really wanted to create at Marina Di Varazze was a very special family atmosphere. We want young people here, with families and babies, a secure and happy place for them to really take pleasure in. We want to be the first marina that's genuinely kid or child-friendly. We also want to create a friendly atmosphere for everyone who comes here and their friends, that there is always someone that you can talk to or share a drink or a meal. So it's about the warmth and the welcome for everyone, whatever their age."

An emphasis on families and facilities

For investors considering Marina Di Varazze, each apartment can be let out all year round – though of course investors can charge a substantial premium on their properties in the spring and summer.

Despite massive investor interest, Marina Di Varazze boasts very tight controls on environmental expansion, noise and pollution. "We have made sure that all aspects of the development has met 14001 ISO certification. That was very important for us and a goal from the very beginning of this development," explains Mr Rinaldi.

But to underscore the development's 'liveability' there is a score of facilities to make life easier on a day-to-day basis such as plentiful car parking, security webcams, underwater assistance for boat owners, a comprehensive supermarket, bikes to hire and an on-call doctor plus pharntaxi. There is also 24-hour security around the port with CCTV surveillance plus full boat-yard servicing and repairs services from a range of service providers. Meanwhile surrounding the immediate area are beautiful hills ideal for hiking and picnicking.

First class family facilities is where much investment has been made (and continues to be

made). There are comprehensive toilets and baby-changing facilities plus a kids' area dedicated exclusively at children. Some of the work has yet to be completed – the development is scheduled to open in early summer 2010 – but Mr Rinaldi does not want to rush the job or complete it too early. He wants to make sure that the development is just right in every detail before opening.

Real recognition

All in all, Mr Rinaldi says the outcome of all the work that has gone into Marina Di Varazze is real recognition from an authority that counts – five-star certification from the International Marina Institute. "We are very, very proud of this award," he says. "It re-affirms all the work and care that has been taken with Marina Di Varazze. Particularly things like customer service and the way people are treated and made to feel comfortable. I think the award recognises all of these efforts."

Getting in and out of Marina Di Varazze is very straightforward. The marina is located in the very heart of the western Ligurian Riviera right on the dramatic and attractive Ligurian coastline. Only an hour and a half by motorway from both Milan and Turin, it's also easily reached from Genoa city and airport. In fact, Marina Di Varazze is a terrific starting point for a range of destinations including the French Riviera, the stunning Cinque Terra plus the Tugaleo Gulf and the Riviera dei Fiori.

But why would you want to leave? That's a question many ask as they survey the wonderful views and first class facilities. Everything is here: elegant shopping, a lavish array of services, plus world class maritime facilities – something for everyone. "Although our facilities and new apartment complex are unique in themselves," says Mr Rinaldi, "it's all about the services that Marina di Varazze offers to its guests, visitors and residents' as a whole that keeps them coming back. That's why it's so special, not just in Italy but worldwide." ●