

# PILCT

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**BUILDING THE FUTURE, EXPANDING OUR POTENTIAL**

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**FEADSHIP**  
ROYAL DUTCH SHIPYARDS



## PRESERVING SERENA'S MID-60S SPIRIT

In the 1960s fewer than fifty 30-plus metre private yachts sailed the world's seas. Which explains why, when launched in 1964, the 23-metre *Serena* was considered to be a superyacht. Half a century later this lovely Feadship continues to turn heads, thanks in part to a total rebuild. The *Serena* project was the first of a number of refits undertaken as part of Feadship's commitment to training future generations in the art of fine craftsmanship.

Designed by the legendary Carlo Riva, *Serena* still captures the mid-60s spirit of Monte Carlo cool after a 43,000-hour rebuild restored her former glory. She's a fine example of how a yacht can retain her original historical feel while remaining open to technical improvements. Because although she looks vintage, *Serena* is now fitted with the latest thinking on vibration attenuation, noise reduction, fuel consumption, heat insulation and stabilisation.



*Serena as launched in 1964*

"This is an excellent approach to train young people in a way that prepares them for working later on the far larger luxury yachts that Feadship builds today," says Sijbrand de Vries, general director Feadship Makkum. "And, considering the historical importance of *Serena*, which was built by the grandfathers of the present De Vries directors, this is a prestigious project for all concerned." *Serena* was recently named the Feadship Heritage Fleet Flagship, with her current owners being active ambassadors for the association in the United States throughout 2019. She serves as a fine example of how classic Feadships can still rule the waves regardless of size, fifty years on.

