

HERITAGE WORLD

News & views from the Feadship Heritage Fleet



Issue 3 - 2019

OLDTIMER
ACTION

4

A NEW WAVE OF
STORYTELLING

6

THE SAILING LIFE
WITH COLUMBUS

10

FROM THE FEADSHIP
ARCHIVES

12

LAUNCHES THEN
AND NOW

14



A CLASSIC TALE

Celebrating seven decades of Feadship

1949 - 2019

The best success stories often have humble origins, with those involved rarely realising the far-reaching consequences their decisions will have on generations to come. As the global Feadship family of owners prepares to celebrate the seventieth anniversary of the brand's formation, Feadship Heritage Fleet members are delighted to play their part in an ongoing narrative that never ceases to surprise.

The Feadship tale began on a cold evening in the winter of 1949 as representatives from the top yards in the Netherlands came together in the welcome warmth of De Roode Leeuw café in Amsterdam to discuss a new joint venture. Talk quickly turned to the United States and the idea to sell yachts in a country less affected by World War II than the traditional European

market. The yards quickly reached agreement to form the so-called First Export Association of Dutch Shipbuilders, or Feadship for short – writing yachting history in the process.

After exhibiting three yachts at the 1950 New York boat show, the first order for a new 'Feadship' came in March 1951: the 22-metre *Hilda V*. There would be many more to come as the fledgling organisation grew in popularity among the great and the good of American society. A fine example is Henry Ford III: you can read the story of how this iconic businessman ordered 'his' *Santa Maria* in 1961 in this Heritage World.

The Feadship name gradually spread around the world over the decades and attracted other famous owners. At the same time, however, the Feadship yards also built yachts for people who were less well known but

no less determined to have the very best quality available. Many of these vessels are now members of the Feadship Heritage Fleet and continue to change the lives of those who find and own them today.

As we enter the seventieth year of Feadship, the organisation is if anything growing faster than ever, regularly launching magnificent yachts around the 100-metre mark. As well as being a milestone year in historical terms, 2019 will see the demand for these ever larger Feadships met by the opening of a second giant construction hall in Makkum and a fourth facility in Amsterdam. And as each year passes, more Feadships qualify to join the Heritage Fleet, where they can expect a warm welcome from people with a deep appreciation of history in the making.



Welcome to Heritage World

One of the most rewarding things for me in my work at Feadship is that I get to be involved with the past, present and future of this iconic brand. My role as treasurer of the Feadship Heritage Fleet (and as an owner of a classic Feadship myself) brings me into contact with people who share a passion for our yachting legacy. In fact, one of the core goals of the FHF for 2019 is to grow the organisation further in terms of membership numbers so more people can experience this.

It is harder than you think to track down owners of classic Feadships and everyone can play a part in this venture, from FHF members to members of the public who have a warm heart for historic yachts. Ted McCumber, managing director of the Feadship America office, is initiating a new campaign to reach out to his broad network. Having been a Feadship captain himself for so many years, Ted understands the value of encouraging a sense of community. Our hope is that we will be able to come into contact with more owners of Feadships, especially those built prior to and during the 1970s. Let us know if you can help!

The FHF has further matured as a group over the past year and we now have a five strong board under the chairmanship of Wim van Kampen, with vice-chair Rory Brooks, Marcel Fruytier, Robert van Tol and yours truly. We also welcomed Monaco Marine as a main sponsor and I'd like to take this opportunity to thank all our valued sponsors for the tremendous support they offer, including in terms of financial backing.

We deliberately keep entrance fees very low for membership of the Feadship Heritage Fleet (€150 a year for non-crewed boats, €550 for those with a crew) and our sponsors enable us to put on events like those covered in this Heritage World.

Monaco Marine yard is also a member of the new Feadship Services Network, one of the current developments that I've been involved in and which you can read more about on page 3. *Monara, Sultana, Serena, Amerland* and, as I write, *Sanoo* (ex-*Diana II*) another Caravelle the 1932 *Miloke* are just some of the classic Feadships to have benefited from the unrivalled Feadship refit/rebuild treatment. It is the best option to come 'home' to Feadship for such projects but if that's not possible then the new service network will be an excellent way to maintain a Feadship's DNA.

The future looks bright then for the FHF, as it does for Feadship as a whole. Order books are as healthy as they have ever been and in May we'll open the fourth Feadship facility in Amsterdam. It's always worth pausing for thought at such milestone moments to recognise what a privilege it is to be part of the Feadship story. Reading the articles about how Wim van Kampen and Cees Rens fell in love with their Feadships at different times in their lives, you can sense the unique excitement of finding a rare classic boat and sharing that pleasure with others. That, of course, is the very essence of the Feadship Heritage Fleet and if you haven't joined us yet perhaps this is the time to do so!

All the best,
Arthur van Berge Henegouwen

FLYING THE FLAG



The Feadship Heritage Fleet has introduced the FHF Flagship, a special status within the association awarded to a classic Feadship for the period of one calendar year. The owners of the chosen yacht will commit to doing something special for the Feadship Heritage Fleet throughout the year of being the FHF Flagship.

The first FHF Flagship is *Serena*. Her owners – Matt Brooks and Pam Rorke Levy – are based in the United States and have agreed to be active ambassadors to promote the Feadship Heritage Fleet in the country where Feadship first gained international recognition seven decades ago. The FHF board very much appreciates their active advocacy of membership to eligible classic Feadship owners and the way this is helping grow the FHF in the USA.



Protecting your Feadship's DNA

Owning a Feadship, classic or otherwise, is first and foremost a pleasure. The vast majority of owners also see it as a privilege and do everything in their power to maintain their yacht to the highest standard. It makes good financial sense to do so in the long run too as the value retention among properly cared for Feadships is almost certainly the highest in the yachting industry.

To support Feadship owners in this goal, a new globally operating company called Feadship Refit & Services has been set up. It combines all the refit, repair, service and after-sales activities of the Aalsmeer, Kaag, Makkum and (from May 2019)

Amsterdam yards, as well as the refit design & engineering operations at Feadship De Voogt Naval Architects.

A new client-support programme called 'My Feadship' has also been launched, with three pillars:

- Feadship Rebuild: When possible, the best location for a refit is to bring a Feadship home to the yards in the Netherlands. Feadship Rebuild covers all major activities.
- Feadship Services Network: Four top yards – Rybovich in the United States, Amico & Co in Italy, MB92 in Spain and FHF sponsors Monaco

Marine –support refit activities elsewhere and offer Feadship-approved maintenance, repair & warranty work. This network will be ideal for FHF members.

- Feadship Authentication Certificate: An industry-first system with two levels (new builds and existing fleet) that confirms Feadship standards have been met.

More information

If you would like more information on the My Feadship programme, please email Refit & Services Director Pier Posthuma-de Boer on pier@feadship.nl



ABOUT HERITAGE WORLD

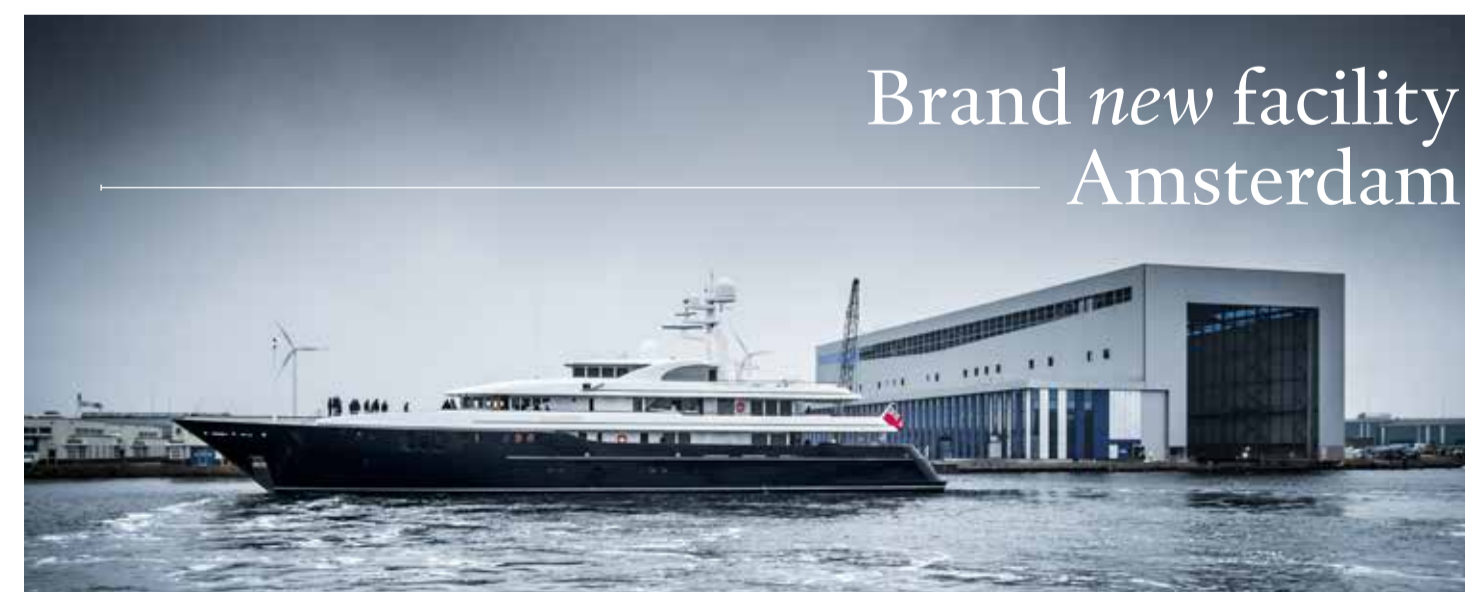
Heritage World explores the activities of the Feadship Heritage Fleet, a worldwide association for the owners of Feadships launched thirty or more years ago.

BECOME A SPONSOR OF THE FHF

Partnering with the Feadship Heritage Fleet offers a genuinely unique opportunity to come into direct contact with a group of dedicated Feadship owners and their friends. If you think your company's products and services might have added value for our members, please send an email to info@feadshipheritagefleet.nl and tell us why.



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Brand new facility Amsterdam

The Amsterdam port skyline has gained a striking addition as the new state-of-the-art Feadship facility takes shape. Due to open in May 2019, the construction hall will be able to accommodate the building of pure custom Feadships of up to 160 metres in length with a beam of 26 metres. It will also be one of the four Feadship yards offering rebuild and refit services. Here we see the 68-metre Feadship *Archimedes* passing the new yard in late November having just enjoyed a three-month refit by Feadship.





Historic Grand Prix Monaco

OLDTIMER ACTION SEEN FROM CLASSIC FEADSHIPS

The biennial Historic Grand Prix of Monaco attracted around seventy members & friends of the Feadship Heritage fleet to come together on the Côte d'Azur in mid-May. This exciting classic car event is held a fortnight before the famous Formula 1 race and covers the same road-race course which we all know so well from our TV screens if not in person.

Six of the FHF Feadships with berths in this part of the world came to the event and four of them acted as hosts. A big thank you to the owners of *Alhambra*, *Heavenly Daze*, *Najade* and *Sultana* for giving everyone such a unique view of the oldtimer action from their equally historic yachts. The weekend also included a very pleasant dinner party at Cap d'Ail and a tour of the Rothschild Villa in Villefranche-sur-Mer.



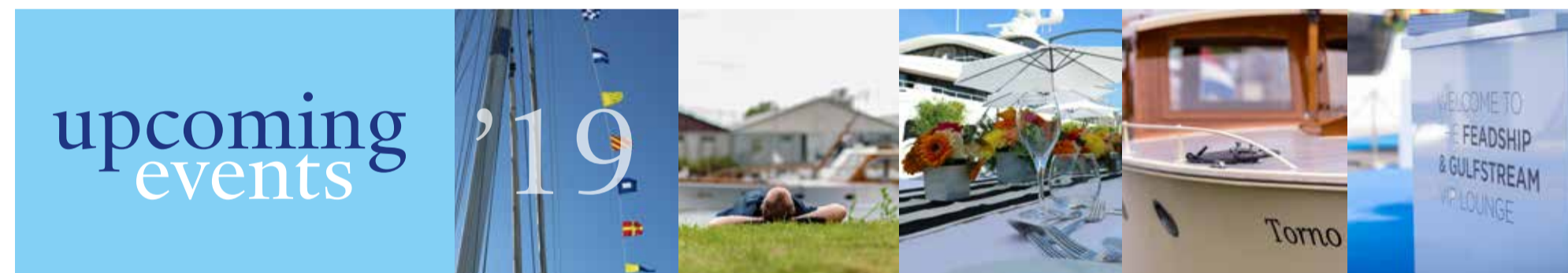
Twenty Feadships join annual rendezvous

KAAG WEEK



Kaag Week, one of the most renowned sailing events of the year in the Netherlands, served as the backdrop to the 2018 Feadship Heritage Fleet Rendezvous, which was held over the weekend of 20 to 22 July. No less than eighteen Feadships gathered at the meeting point on the Friday evening on a lake close to Kaag Island. After a fine night becoming reacquainted with each other and sharing experiences, all the participants then sailed their yachts in a flotilla of Feadships to Kaag itself on Saturday morning.

After the general assembly was completed at the Feadship yard, three Feadships – *Amerland*, *Hera* and *Herumajo* – served as spectator boats, taking all the members and guests out onto the lake to watch a wonderful Rainbow Class regatta competition between the provinces of Friesland and Holland. The evening was rounded off with a delicious barbecue, live music and a really good party that went on well into the night. As the Feadships set off home on Sunday all involved in the rendezvous could reflect on an excellent weekend of fun and community.



upcoming events '19

Rendezvous in Amsterdam

The annual rendezvous will be organised in 2019 around the opening of the new Feadship facility in Amsterdam. In addition to a tour of the yard, the weekend will also include the traditional elements such as a yacht hop, sailing activities and a BBQ party to conclude. The events committee has pencilled in the weekend of 17-19 May so members are asked to please save the date. Confirmation and more details will be sent as soon as possible.

First American event

The owners of the first FHF Flagship *Serena*, the events committee and the board are working on FHF's inaugural official event in the USA. The primary aim of the event is to introduce the Feadship Heritage Fleet to the US-based potential FHF members in the same way that the Feadship shipyards first introduced themselves to the US market back in 1949. The idea is to also organise attendance by FHF members from outside the US too: after all, the FHF is an association for and by its members and there are no better ambassadors than the current membership. Members will receive more information in due course.

Monaco Yacht Show & Fort Lauderdale Boat Show

Heritage Fleet members are always welcome to visit Feadship at one of the boat shows, where the hospitality area is open for drinks and lunch. On the agenda for 2019 already are **Monaco** from 25 to 28 September and **Fort Lauderdale** from 30 October to 3 November.



De Vrouwe Christina berthed in front of *The House of Feadship* - Fort Lauderdale Boat Show 2018

Christmas Cocktail & General Assembly

At the end of each year the FHF organises a festive Christmas cocktail party to celebrate the end of another fun year with our members and look ahead to the year to come. A new and inspiring venue with a heritage twist is chosen every year for this gathering. From 2019 onwards the general assembly will move from the Rendezvous in the summer to this event at year-end.

FHF Event Committee

Events are at the core of the Feadship Heritage Fleet, bringing the members together to celebrate their shared passion for Feadship. They take place in various locations around the world at different times during the year. A big thank you to the members who serve as volunteers on the FHF events committee: Wim van Kampen, Kees van den Hoek, Herman Wamelink, Erna van den Enden, and Kees de Keizer. The FHF board is also grateful to the support of the Feadship marketing team, who deploy their professional experience with events (and this publication) to good effect.

Information is subject to change.



NEW WAVE

A New Wave of storytelling



The tale of how Wim van Kampen purchased his classic Feadship nearly three decades ago is an inspiring one for anyone out there hoping to one day stumble on a piece of hidden Feadship treasure. It also illustrates the need for fast decision making...

Picture a warm Saturday afternoon in the spring of 1989. Wim van Kampen is reading his local newspaper, contemplating whether the time might be right for a chilled glass of white. As thoughts turn to the fridge, Wim's eyes are drawn to an advertisement for a motoryacht that's berthed just a ten-minute drive away. Intrigued, Wim calls to see if the yard is still open. "Closed in an hour, so hurry," is the response.

Love at first sight

The yard in question is Mulder, where the *Contentus* has just been refitted ready for sale. Wim is told that the yacht is actually a Feadship, although this means nothing to him at the time. "But the moment I stepped on board I knew that my long search for a motorboat was over," Wim recalls. "I asked the salesman whether the engine

was okay. He affirmed that it was. 'It's sold' I replied, without even knowing the price. Because another man had expressed an interest and gone off to sort out the financing, I had to make an immediate down-payment to secure the deal. While the yard drew up the contract I nipped out to get the cash and 30 minutes later I handed over the money and signed for the sale.

"Within seconds the other guy returned to confirm that he had raised the money. He was not best pleased, but the sale had been completed and I was the owner of a 10.5-metre Feadship from 1958, which my wife suggested we call *New Wave* as she was convinced I was looking to relive my youth! A crazy afternoon ended when we finally went home for that glass of wine... And told the kids that we'd bought a boat and would be going on holiday with it the next week."

Strike while the iron is hot

There was still one small but nonetheless important challenge ahead for the family, however... Wim had never sailed a motoryacht before. So the next morning he and his son went to have a look at what he had bought and how it would work. Along came a man carrying a jerrycan of fuel. "It turned out to be the owner, or actually the former owner," Wim says, clearly still enjoying the memories today.

"He said that a family was going to take the boat out to decide if they wanted to buy it, and they duly arrived minutes later. While disappointed to hear the boat was sold, the family man congratulated me on my purchase with the words: 'I'll never listen to my wife again. She said yesterday that I should sleep on it and now it's too late.'"

Another interesting story about the boat which came to light at this time was that Wim was only the second sailing owner. "*Contentus* was originally built for a banker who bought it for his wife as a birthday present. Unfortunately she was not as content with the gift as the owner had hoped so the boat remained berthed at the Van Lent yard unused for over a year. A new owner took over in 1959 and happily sailed *Contentus* until he passed away – in her seventy years she's only had two owners at the helm."

Promise kept

Wim had already beaten off a number of suitors for the yacht before he had even started sailing her, and there is one more tale related to that time. "A couple of days after buying *Contentus* I received a call from someone offering to buy her off me for 10,000 guilders more than I'd paid. He'd been a friend of the previous owner and sailed on board many times. The owner had always promised he'd be the first to know if the yacht was up for sale but then he'd died suddenly. His heirs had kept the yacht moored up for five years before having her refitted for sale and knew nothing of this arrangement. I didn't accept his offer of course but I did promise that we'd sail the boat together once a year... And we still do so to this day!"



Considering how much Wim is enjoying his *New Wave* two decades after these events occurred, we can safely assume he

managed to learn how to steer his new yacht. Did his children also embrace the sailing life? "Yes, and they still do today. I actually had the idea to sail the whole of the Netherlands on our first holiday, but we left Voorburg and never made it further than the Westeinderplassen as the kids loved playing in the water so much. We were five people and a dog on the boat and it was so much fun.

"In later years I sailed through Amsterdam quite a lot after realising that *New Wave* can pass nearly all the bridges there. She is very easy to sail single-handed so two of us can very easily go out on a weekend trip or a week's holiday. Having a yacht like this is just a slightly more complicated way to have a glass of wine with friends! And nowadays I have nine grandchildren who all love to come aboard at some time each year."

Original features

All those who spend time on *New Wave* admire the way Wim has managed to restore this Feadship to as close to her original state as possible. The story as to how that happened began rather sadly when the yacht's interior was badly damaged in a fire at a repair yard in Friesland. "After this incident we replaced everything; no more gas on board, a new diesel engine instead of petrol, a new hot-water boiler... Everything that you could need in a modern yacht. She's now in a very good condition and a proud member of the Feadship Heritage Fleet."

Currently serving as chairman of the FHF, Wim is thoroughly enjoying the sense of community that has developed between owners around the world. "I loved our trip to Monaco this year and the excellent rendezvous on the Kaag. The members truly do learn from each other as an international group of classic Feadship owners who become friends and share a passion for their yachts. And it's a great place to tell a few stories too..."

MILOKE



Small is beautiful

Dwarfed by the enormous dry dock at the Makkum yard, the 7.5-metre Feadship *Miloke* is being readied for a major rebuild. Built by the Aalsmeer yard in 1932, *Miloke* is a fine example of what were then known as 'kofferdekcruisers', modern motorcruisers with a superstructure further forward than was the norm. Discovered on the internet and purchased by the Feadship Makkum yard, *Miloke* will be fully restored and kept as close to the original as possible.

Her mahogany and pitch pine hull and parts of the superstructure have become rotten and will need to be rebuilt in a slightly more modern design while very much retaining the classic concept. The project is being undertaken as part of the apprenticeship programmes run by Feadship in order to teach the next generation of craftsmen and women. There can be no better way for these young artisans to learn traditional skills than on restoring such a classic piece of Feadship heritage.

In a further nod to the future, *Miloke* will most likely be fitted with some kind of electric or hybrid propulsion. However authentic an old petrol engine might be, the decision to go for a more eco-friendly solution on this rebuild reflects Feadship's overall philosophy today. The project is due for completion in the summer of 2019.



Robert-Jan - 1933



Gaudefamus - 1933



Devea - 1934



Joma - 1934



Janny - 1934



De Elft - 1936



Irene - 1939



Navette - 1939



Zephyr - 1939



Ro-y-al - 1952



Marco - 1956



Tiky - 1956



Pien - 1956



De Vrouwe Christina - 1957



Sirocco - 1957



Contentus - 1958



Oceanus II - 1959



Evening Shadow - 1960



Herumajo - 1960



Zeeceeuw - 1961



Regina - 1934



Tiky - 1961



De Ruyster - 1962



T is altijd wat - 1962



Santa Maria - 1963



Neptunus - 1962



Nenemoosha - 1963



Schollevaer - 1938



Mijntje - 1939



Iduna - 1939



Pelikaan II - 1949



Miloke - 1932



Meet the members of the Feadship Heritage Fleet

Going back as far as the 1930s, and spanning a wide range of styles and sizes, the owners of these wonderful boats are pleased to share their passion for the past with each other and the world. You are welcome to join them!



Emmeline II - 1963



Lady Lisse - 1964



Serena - 1964



Pontos - 1964



Columbus - 1965



Jardell - 1970



Najade - 1965



Kalmia - 1965



Corbina - 1965



Katja - 1966



Cartouche - 1966



Ammerland - 1966



The Highlander - 1967



Janey Boy - 1961



Karimor V - 1967



Dany Lou - 1968



Monara - 1969



Din-Dina III - 1969



Wilverley - 1970



Pakeha - 1970



Aldebaran - 1972



Big R - 1973



Azteca - 1983



Diana II - 1979



Almare - 1973



Claybeth - 1978



Karina C - 1979



Daria - 1979



Enterprise III - 1980



My Gail II - 1981



Arkan - 1981



Paraiso - 1983



Brillemood - 1984



Cacique - 1986



C O L U M B U S



Navigating the sailing life again with *Columbus*



Cees and Karin Rens swore that they'd never go sailing again after a particularly trying summer holiday with the kids in 1985 when everything that could go wrong did. Some 32 years later, having maintained that pledge across the decades, they exchanged their second home in Italy for the 16.50-metre motorboat *Columbus*. And now they're about to launch a training business using the yacht to inspire others...



HW: We know that classic Feadships can melt hearts but how on earth did *Columbus* get you guys to perform such a dramatic U-turn?

After our unsuccessful sailing trip all those years ago Karin and I sold our boat and never considered buying another one. We used a big campervan to travel through Europe with the kids for years and around the turn of the millennium bought a holiday home in the region of Naples.

After deciding to sell this house in 2017 I first tried to do so online in the Netherlands. A guy reacted and wanted to trade the home for a boat which was berthed in Greece. I laughed and said I was looking for something closer to the Netherlands, not further away. Later that week, however, I was having lunch with a yacht broker friend who told me I should have accepted the offer because he could have sold the boat for me.

Based on his advice, I changed tactics and tried to sell the house on the same online site but this time deliberately in the 'boat' category. It worked and after viewing several boats we exchanged the Naples home for *Columbus*. However, our broker friend never got to play his part because Karen and I decided to keep the yacht for ourselves.

HW: Was that because you knew of her pedigree?

Absolutely not. I'd been out of boating so long that I had no idea what a Feadship was or what the brand stood for. The simple fact of the matter was that Karin and I had fallen instantly in love with *Columbus*. She was moored up in Friesland so before I could sail her down to where we live in the centre of Holland I had to take two tests for



my sailing licence. In a week. But everything went to plan and on 2 August 2017 I found myself once again behind the wheel of our own motoryacht, over three decades after giving up the previous one.

HW: So you were totally unfamiliar with the entire yachting scene?

Indeed. Until 2016 I'd worked as IT director for BAM, one of the largest construction companies in the Netherlands. After that I started my own consultancy business but I love sailing so much right now that I'm

planning to go commercial with *Columbus* in the spring. We are going to offer team building sessions and day trips for companies in and around Loosdrecht, the Vecht and the IJsselmeer. We've been working on the boat in advance of this and hope to get her into shape with as few changes from the original as possible.

HW: Was there lots to do?

At first glance you could see the yacht's beauty but as we went to work on restoring her it became clear she had been neglected for quite some years when used as a houseboat. Prior to that, the original owner was an engineer who has passed away now (although his wife is 95 and still going strong). He had a lot of technical equipment

though. Take the hot water system, for instance. In 1965 they used 9.5 mm pipes, which you can't find today. The current pipes are 10 mm but if you saw them off you have a problem. Thankfully a local heating system expert advised me and with some smart soldering we found a solution. This was one of my first refit experiences and I learned that, no matter what you want to change, you should pause to ask yourself why it's made the way it is. There's a reason for everything on a boat like this.

HW: Have you had time to enjoy sailing yet?

Yes, we've been sailing around the IJsselmeer lake and also went to FHF meetings in Amsterdam and Kaag. *Columbus* is a wonderfully comfortable vessel to sail and with her two engines and a bowthruster we can turn on a sixpence. I love the wheelhouse and the way you can communicate with people on the aft deck while at the helm. Overall, sailing makes for such a contrast with my former business life where everything revolved around achieving the best performance. In boating it's quite different and sailors are very friendly. A good example is the Feadship Heritage Fleet, which is a really nice community of people who really know their boating. As I said, I knew nothing about Feadship until I saw one of the PILOT books and an article on the FHF. Imagine my amazement when I browsed the website and found *Columbus* there!

HW: You mentioned your children earlier. Are they glad you're back on the water?

They love it and my son Max has bought a boat too. In fact, as we talk he's very interested in another yacht that's just come up for sale – the boat that Karin and I first owned all those years ago. Incredibly, the FHF history committee think she might be a Feadship too... Now that would be ironic!

installed which is pretty complex. I'm still finding new things I knew nothing about. We've restored the Lister generator, revised the left engine, added new battery packs, repaired the old VDO Navpac, restored the engine handles and changed a lot of wiring.

HW: How does an IT specialist know how to rebuild a boat?

I'm a bit of a handyman: I restored an old Vespa 61 as a hobby and also rebuilt part of our house in Italy. Restoring a Feadship has proven, indeed, to be quite a big deal



FROM THE FEADSHIP ARCHIVES

Santa Maria

1963



HENRY FORD II had just become CEO of the Ford Motor Company after a fifteen-year period as president when he ordered a Feadship in 1961. Used to making waves in the car industry, the grandson of Henry Ford had determined to enjoy another mode of motorised transport in the finest style possible.



It was the young designer Frits de Voogt who flew to New York to meet Henry Ford II. This potential new client had been inspired by boarding what would turn out to be the first of four *Highlanders* Feadships commissioned by Malcolm Forbes.

But De Voogt did not know in 1961 how successful Feadship was destined to become among the elite of American society, and his meeting with Henry Ford II was a pivotal moment in the group's history. Negotiations were held in a plush Fifth Avenue apartment overlooking Central Park, and the 32.90 m *Santa Maria* was ordered within a fortnight. Soon after, the keel was laid in the construction shed at Kaag island.

At that time the most expensive Feadship ever built, *Santa Maria* was luxuriously fitted. Ford wanted her to be "a place like home", so he did away with the traditional interior wood panelling. Parisian interior decorator Jacques Frank was called in to create a weather-beaten effect.

Beers in the early morning

The methods used by Frank's team initially worried the men at Feadship, especially when they asked for a glass of beer first thing in the morning. Mumbblings of "can't they wait until lunch time" and "I thought the French drank wine" were heard until the craftsmen pointed out that the ale was needed to partially strip the painted panels.

Jacques Frank's exceptional work on *Santa Maria* started a trend for employing decorators and today's interior designers can trace the origins of their vocation to this moment.

Praise in Newsweek magazine

Santa Maria was spectacular in every way to contemporary eyes and generated global media attention. The normally sober Newsweek magazine was astounded, as this report from April 1963 makes clear: "The chosen few have access to a 24 by 14-foot main saloon, a dining room, five bathrooms, two bars, a television, an automatic washing machine and two speedboats mounted on the top deck. In addition, the yacht is fitted with three refrigerators, a dumb-waiter, a radar system, auto-pilot, power steering, custom-built Dutch stabilizers, and a salt-water evaporator capable of condensing some 2,000 gallons per day for extended cruises."

Henry Ford II himself saw the project very much as "personal business" but ironically in this day of instant media and paparazzi, it seems to have been much harder to maintain owner privacy five decades ago. When Ford made a surprise visit to Kaag Island to inspect progress on *Santa Maria*, the Dutch press had a field day and were amazed to see a millionaire car magnate dressed in a woolly jumper!



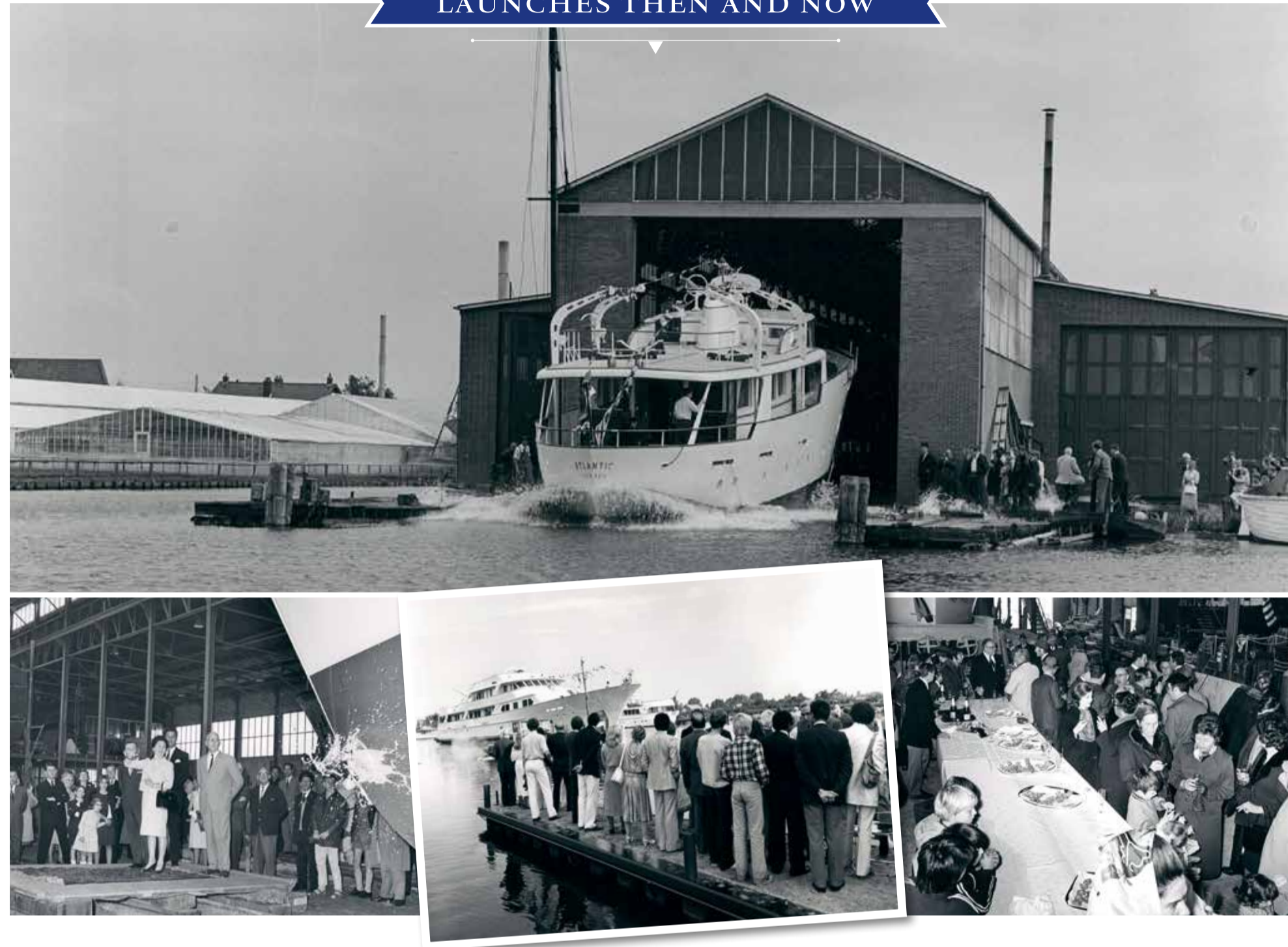
Breaking the bottle

Nonetheless, Ford was absolutely delighted with his new acquisition and the launching ceremony in 1963 was a lavish affair. *Santa Maria* was christened with 'holy water' as well as champagne and blessed by a local priest. The bottle breaking honour went to Ruth Hargrave,

wife of Captain Glen, who was one of the first skippers to be intrinsically involved in a build project. Just one more reason why *Santa Maria* has such a special place in the annals of Feadship and superyacht history.



LAUNCHES THEN AND NOW



“I name this boat ...”

It's not only the fashions which have changed when it comes to launch parties at Feadship. The christening ceremonies for the classic yachts of the Feadship Heritage Fleet were very different to modern-day launches, such as that of the 87-metre Feadship *Lonian* in the summer of 2018.

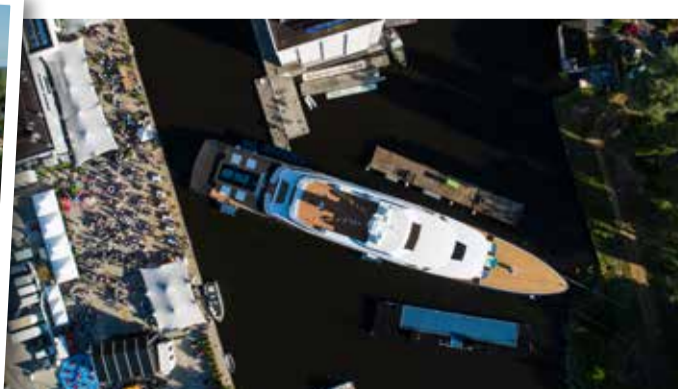
Over a thousand guests (including all who worked on the project) attended an event which featured an awesome time-lapse movie of the build broadcast on a giant screen. Shared online, this film has since been viewed by – literally - millions of people the world over (see for yourself on the Feadship YouTube channel). The food at the *Lonian* launch was a global affair too, with delicious hot dishes served from various countries.

Back in the old days, a cold buffet of herring (if in season), cheese blocks and leverworst was standard

fare for the owner's party while onlookers and locals watched from the quay side.

Blast from the past

While certainly more humble affairs, those who recall the launches of bygone decades do so with fondness... It may have been a different era but the family feel and sense of shared achievement at a boat well built was as strong as ever. A quick trawl through the archives produced some memorable blasts from the past... Spot any familiar faces?



The undisputed market leader in yacht paint



Awlgrip started sponsoring the Feadship Heritage Fleet in 2016, and will continue to do so throughout 2018 at least. The company has long had an excellent relationship with the Feadship yards and a partnership with the Feadship Heritage Fleet was therefore a logical next step.

AkzoNobel is the undisputed market leader in yacht paint, and its advanced Awlgrip products have been trusted and respected as an industry benchmark for over forty years. The company's reputation is based on constant technical innovation, strict quality controls and a passion for perfection, all of which are thoroughly reflected in the first class finishing of the Awlgrip top coats. AkzoNobel also produces International Paint (known as Interlux in the United States).



Market leader

Sevenstar Yacht Transport has been a sponsor of the Feadship Heritage Fleet since December 2014. In addition to enabling owners to enjoy their boats at a destination without the wear & tear involved in getting there under their own steam, the company provides several products especially for members. This includes the option of shipping a classic Feadship back to the Netherlands for a refit with so-called Red Carpet Treatment (meaning extra value at lower cost), as Sevenstar recently did with *Lionwind*.

Sevenstar Yacht Transport is a subsidiary of the Spliethoff Group and a global market leader in yacht transport. The company operates its own fleet consisting of some 120 vessels. With offices distributed throughout the world, Sevenstar has an expansive and solid network which ensures reliable and flexible transport to even the most challenging and exotic destinations. During its 25 years of transporting yachts, Sevenstar has moved many Feadships, including a number of classics.



World leader pure custom superyachts

The decision by Feadship to fully embrace and actively support the Feadship Heritage Fleet is based on recognition of the crucial importance of the history that underpins the Feadship brand. It is also an emotional decision too: most people who work for Feadship at all levels of the organisation have the same love of sailing and classic yachts as the members of the FHF. Being able to facilitate the work of the association is therefore both a pleasure and a privilege.

Based in the Netherlands and with roots dating back to 1849, Feadship is recognised as the world leader in the field of pure custom superyachts. Because every new Feadship is the best superyacht built to date, all boats in the Feadship fleet set a new standard in terms of craftsmanship, design, engineering and construction.



Leading specialist for yacht insurance solutions

As a traditional family-run business, Pantaenius cherishes the idea of preserving the heritage and naval craftsmanship of the Feadship Heritage Fleet, which it has been supporting since 2014. The company has introduced a special programme with tailored benefits for FHF members. An example is insurance of a fixed amount based on a 'Classic Heritage Value' mutually agreed by the owner and Pantaenius and fixed in the policy. Pantaenius also offers special transport insurance cover for Feadships transported by Sevenstar Yacht Transport.

Pantaenius is the leading specialist in Europe for yacht insurance solutions and the only provider with a truly worldwide range. The company operates twelve offices on three continents and has a network of 35,000 industry contacts. Pantaenius offers concierge services of all kinds for the most discerning yacht owners.



A new primary sponsor

The Feadship Heritage Fleet is pleased to welcome Monaco Marine as one of our primary sponsors. The company has seven refit & maintenance facilities from Beaulieu-sur-Mer to Marseille, a marina in Monaco and a unique mobile shipyard programme. Over 3,000 yachts undergo refit, repair or winter at Monaco Marine shipyards each year.



“Like the FHF, Monaco Marine is dedicated to the heritage of yachting,” says François Vila, marketing & communications manager. “The fact that we have gained a loyalty rate of over eighty per cent from our clients is a reward for the fine work carried out on so many prestigious yachts.”



The FHF welcomes new partnerships like this where there is a natural fit between the classic fleet and the sponsor company. We are also pleased to report that Monaco Marine offers FHF members an exclusive ten per cent discount on certain yard work.

Websites strategy

Studio Stomp has been a partner of the Feadship Heritage Fleet since 2015. The digital and online agency believes in growth through cooperation between people and groups who share a passion for the same fields of interest. In the coming years, Stomp will continue to support the objectives, needs and interests of the Feadship Heritage Fleet and its members with dedication and conviction.

Stomp designs and develops websites. It translates strategy and concept to well-built and convenient applications and excels in the management and realisation of small and large online projects. The company's close cooperation with Feadship has resulted in a considerable understanding of the yachtbuilding market, and expertise on how best to represent it online.



Feadship 90'



*For The Ultimate In Fine Yachts
Discriminating Yachtsmen Turn To*

Feadship

Every FEADSHIP is built to the most exacting standards — standards set to insure quality and seaworthiness. And then there are those extras that personalize your FEADSHIP air conditioning — individualized accommodations — hand-crafted, exotic wood interiors — the finest of furnishings.

The newest FEADSHIP "90" is typical of these high-quality yachts. It's a rugged beauty with double-planked teak hull, teak decks and superstructure, and beautifully grained interiors of selected teak and mahogany, hand-crafted by old-world masters. Accommodations, which may be individualized to meet your requirements, include an expansive deck salon with powder room, spacious dining saloon, three double staterooms, each with private shower and bath. Crew quarters are provided for five. With twin GM Diesels, 600 HP, the FEADSHIP "90" cruises at 16 to 17 m.p.h. It is fitted with the very latest and most efficient American operating, navigational and electronic equipment. It has everything for safe, comfortable, trouble-free cruising.

FEADSHIP are Dutch-built and American-equipped—WOOD or STEEL—up to 200 feet.

Feadship
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