

60-Foot Yacht In Times Square Stops Traffic, Turns Heads And Celebrates Italian Yacht Design In Style



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The 60-foot-long Azimut S6 in Times Square AZIMUT YACHTS

And after spending some quality time with the Azimut|Benetti Group's Vice Chair Giovanna Vitelli recently, I knew the Italian superyacht builder had *big* plans to celebrate the anniversary founding company by her father, Paolo Vitelli, 50 years ago. But it turns out, the exclusive gala dinner they threw recently at the [Rainbow Room](#) on the 65th floor of the [Rockefeller Center](#) was only the beginning of the celebrations they've planned for NYC. The main course is the brand new 60-foot-long [Azimut S6](#) they just "anchored"

Times Square today!



Azimut Yacht's S6 stops traffic in Times Square AZIMUT YACHTS

In fact, this is the first time Times Square has “hosted” such a big yacht (the biggest that the square was able to host). And it’s fitting to

say that the considerable organization and production of getting such a large yacht in such a famous and busy place was made possible by the Azimut|Benetti Group's partnership with Design Pavilion and NYCxDESIGN.

Today In: Lifestyle



Azimut S6 in Times Square AZIMUT YACHTS

The installation (preceded last year by the Azimut S7 the “moored” outside the Triennale di Milano during Milan Design Week) is part of the company’s innovative strategy to shine a light on the DNA of the Azimut brand. And it’s safe to say they couldn’t have picked a location with brighter lights.