

**LUXURY REAL ESTATE:**

MONACO: LUXURY "ROOF-DUPLEX" IN THE CARRÉ D'OR
 SAINT-PAUL DE VENCE: MAGNIFICENT PROVENCAL-STYLE RESIDENCE
 MOUGINS: REMARKABLE SINGLE-STOREY HOME
 CANNES: PRESTIGIOUS MODERN VILLA
 GOLFE-JUAN: STUNNING APARTMENT ON THE SEA FRONT
 SWITZERLAND: SUPERB PROPERTIES IN THE CRANS-MONTANA RESORTS
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MY YACHT GROUP

NICHOLAS FRANKL



HSH Prince Albert II of Monaco, model & founder of Happy Hearts Fund Petra Nemcova, Nicholas Frankl, HSH Princess Charlene of Monaco, 2012 My Yacht Monaco UBS Royal Reception & Party



My Yacht Monaco by night moored in a prime berth on Quay Kennedy



My Yacht Miami Art Basel 2011: a 3-yacht party with VIP guests of MOCA, Design Miami & Rolls-Royce on 3 yachts moored together



Sandy & Michael Collins MOCA N. Miami Chairman; actor Christian Slater & girlfriend Brittany Lopez, Nicholas Frankl & guest, My Yacht Miami Art Basel 2011



My Yacht Group creates unique opportunities at premier international sporting, social and artistic events. How did it all start?

It all started at the Monaco Grand Prix seven years ago, though its roots go back many years more than that. I saw an opportunity to create a unique yacht hospitality experience to cater to the high net worth and discerning guests who attend, who are looking to have 'game', mix with like-minded people and enjoy the weekend at a very exclusive level, as well as providing a showcase for primarily non-Formula One luxury brands and sponsors who nevertheless want to be part of what is one of the most glamorous events on the annual social calendar. And our other events – at the Cannes Film Festival, Abu Dhabi F1, the London Olympics this past summer and Miami Art Basel – have all grown out of that.

You are the CEO of My Yacht Group. Can you tell us more about your own career path?

I've been very lucky in that my path has been non-conventional and allowed me to experience a broad variety of interests and businesses around the world, all of which has brought me to where I am today, with the unique set of skills and relationships that are what set My Yacht Group, and our events, apart.

I'm British but also half-Hungarian and this allowed my father and I to establish the first Hungarian bobsled team in 1993. I piloted HUN1 in over 100 international competitions including three Olympics (Lillehammer '94, Nagano '98 and Salt Lake City '02) and it was through this amazing experience that I got to be friendly with an immensely helpful fellow bobsledder, Prince Albert. We had quite a competitive, but friendly rivalry over many years and you probably won't get us to agree on who was the better driver! But I am honored to call him and his lovely wife, Princess Charlene, who is also a fellow Olympian, my friends.

I've been immersed in F1 and cars since I was born – I attended my first GP when I was six weeks old – and I've been test driving and writing about cars since I was 16. I reported for BBC Radio and Sky TV, hosted special programs about cars and Grand Prix and also traveled to a lot of races as a professional photographer.

My first real foray into F1 hospitality was with Asprey, the Royal jeweler, who had a \$50m sponsorship with Ferrari from 1996 – 1999, and I was also involved with another F1 sponsor, Hype Energy, traveling extensively to Asia and North America. I established a sponsorship and marketing company in Los Angeles in 2000 and was advising brands and brokering deals with the likes of Paramount Studios, the LA Police Department Foundation, the British Academy of Film & Television, luxury brands and so on. And it was while advising

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LUXE IMMO INTERVIEW



Asprey MD Paddy Byng, HSH Prince Albert II of Monaco, Nicholas Frankl, 2011 My Yacht Monaco Royal Reception & Party



Singer/songwriter & DJ Alex Karlsson, 2012 My Yacht Monaco Monster Closing Party



Longtime friend Sir Stelios Haji-Iannou with Nicholas Frankl, My Yacht Monaco 2011

Bombardier Business Jets that they expressed an interest in doing something exclusive in Monaco with their clients. Prior to that, though being quite entrenched in Monaco and with my links to the Principality, I had been helping various individuals, brands and clients on an 'ad hoc' basis, primarily during the Grand Prix, and this was the point at which I recognized a way to monetize it in an independent and unique way. And that was the beginning of My Yacht Monaco, back in 2006.

My Yacht Group offers special opportunities at several major events. Can you tell us more about your services?

Each event is similar in feel but different. In Monaco, the Grand Prix is very much the focus and we have a superb private superyacht moored in a prime trackside berth on Qual Kennedy. We provide a turnkey solution and a unique level of access, especially for those people who may never have been to Monaco during the Grand Prix – and we all know how crazy it is! Through us, and our longstanding relationships there – with hotels, nightclubs, SBM, the Principality – they are instantly dialed into a heady social mix of people that is familiar yet exclusive. The Prince and Princess traditionally attend our annual Friday night party, mingling with our sponsors and VIP guests and that really elevates the event to something very privileged and special.

At Art Basel Miami Beach, hosting clients, artists, VIP collectors, galleries and luxury brand partners on board a superyacht creates a coveted invitation that sets us apart in a crowded social whirl of parties and functions. Last year we partnered with MOCA Miami and Rolls-Royce with whom we hosted two evening parties aboard and operated an exclusive ride and drive program for guests from in front of the yachts – we had three! – and that created a very special atmosphere.

Cannes provides an opportunity for brands to host select clients, plus important Hollywood and entertainment industry talent and executives, in an intimate and exclusive way, as we did with Bombardier and their Global Express aircraft owners at this year's Festival.

And Abu Dhabi creates that same exclusive yacht hospitality setting for race goers in the "Monaco of the Middle East", though that event is smaller for us, given its proximity to our My Yacht Miami event plus our all-new event at November's United States of F1 Grand Prix.

Over the past seven years you have dealt with some of the most prestigious luxury brands as partner. How do you work with them?

I believe in building long-term strategic partnerships and the relationships I have built with brands, and the people working at those companies, some date back 10, 15, 20 years; in various fields at different events globally. I worked with Asprey in 1997; they partnered with us in Monaco in 2011. Bombardier has been a client for seven years. We've hosted private wealth managers and their clients during those years,

Fisker Automotive since their creation, Spyker Cars for four years, Luxor Brut at more than a dozen My Yacht parties, and we are the official yacht hospitality partner of the Principality of Monaco! I believe in creating opportunities where brands can engage in a meaningful way with clients, both their own and with those of our other brand partners, where guests of Fisker Automotive or Spyker Cars are aboard with those of De Beers or IWC, mingling with the UHNW clients of UBS or the VIPs from Visa Signature. These brands and their guests are complimentary and the result is a convivial, social and relaxed ambience where everyone feels comfortable.

Can you give us an outline on future events?

Yes, we're going to be busy! My Yacht F1 Club is debuting in Austin, Texas at the inaugural F1 race there November 16-18. No yacht's bringing, just a unique nightclub solution for discerning race goers: we're trying some of the Monaco magic to a city that's mostly known for live music and BBQ. Which is great, but there will be 200,000+ people descending on Austin and many of those will be looking for an exclusive place to party. We are that place. We've partnered with Lamborghini and they'll have a slew of Aventador and Gallardo models out front each night. Patron Spirits are creating an exclusive lounge and we will be the official USA launch pad for Comte de Mazeray 24-karat gold champagne (Luxor in the rest of the world). We're expecting a lot of the drivers on Sunday night, plus the cast and crew of *Rush*, the movie by Ron Howard about the Lauda/Hunt rivalry in the 70s. So it's going to be pretty special.

Next year, we have more new events. We're going to moor a yacht off the 18th hole at Pebble Beach, California during the Concours d'Elegance. And we're also partnering with one of the official challengers during the America's Cup in September in San Francisco.



New Rolls-Royces including the 102EX Phantom Experimental Electric & Ghost Long Wheelbase, greet guests to My Yacht Miami Art Basel 2011