

# BEST SEATS IN THE HOUSE

For those who understand that Monaco is as much about where you watch as what you watch, My Yacht® Group's superyacht experience—long aligned with Private Air Magazines—offers a rare vantage point where access, atmosphere, and global connection converge.

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Simply put, there is no other Grand Prix circuit like that of Monaco: The setting, the history, the yachts, and the people it attracts set it head and shoulders above the rest. It's not without its naysayers (the race is often boring; not enough room to overtake; the driver on pole position inevitably wins the race) and, thus, Monaco's longstanding fixture on the annual F1 calendar was seen to be in jeopardy. Until luxury brands juggernaut LVMH signed an unprecedented 10-year global partnership deal with F1 in October 2024... on the proviso that Monaco remain very much on the race roster.

Thus, in its new dates at the beginning of June, the F1, media, celebrity, influencer, and socialite circus will descend upon the tiny Principality for the annual celebration of sun, sea and speed. While there are many vantage points from which to watch the action – grandstand, hotel suite, private terrace – some are clearly more luxurious and desirable than others and nothing says luxury quite like the multi-decked superyachts lined up directly next to the track. Because, let's face it, who doesn't want to lounge on a gleaming white yacht for the weekend, quaffing Whispering or Rock Angel rosé from large format









bottles, or chilled champagne, or whatever your go-to libation might be, as a Michelin-star chef conjures up one delicacy after another, and the exemplary crew tends to your every need?

Celebrating an impressive 19th year of premium superyacht hospitality at this year's Grand Prix will be longtime media partner My Yacht® Group (MYG), the luxury events company that prides itself on 'connecting the world's most interesting people' at select global gatherings from Monaco to Pebble Beach, Cannes to Miami, and beyond. For more than a decade, Private Air Magazines has partnered with MYG across Monaco and other key international moments, sharing a mutual commitment to delivering elevated, access-driven experiences for a global audience. Their guests hail from all around the globe and all backgrounds, from Olympians and World Champions, to astronauts, drivers, entrepreneurs, innovators, Royalty, and even Heads of State. Unofficial guest of honor at MYG's lively annual Friday evening reception is, traditionally, His Serene Highness Prince Albert II of Monaco, often accompanied by his bobsled pals (the prince is a 5-time Olympian and competed against MYG's Nicholas Frankl).

As ever, Monaco's fine hotels are sold out far in advance, and even anchor room outside of the harbor is at a premium, the water dotted as far as the eye can see with yachts small, large, and larger.



With the rise of Netflix's 'Drive to Survive' (aka The Real Housewives of F1), plus Kim Kardashian now 'Instagram official' with Ferrari driver and F1 legend Sir Lewis Hamilton, there's no shortage of wannabe yacht operators coming out of the woodwork, NYC / Miami nightclub impresarios with sleek social media pages and grand promises of the ultimate GP weekend. Sadly, most over promise and under deliver, woefully unprepared for the intricacies of executing a first-class event in this storied yet challenging locale.

With roads closed for racing from sun-up to past sundown, the most effective way of reaching one's yacht is, of course, by the water. MYG's solution: carbon fiber, high-speed X-Tenders that use F1 technology no less, transporting guests directly from their hotel dock to the stern of the towering 45m / 150ft yacht. Once aboard, one is faced with a difficult decision: from which deck does one prefer to watch the speed machines rocket past a mere 50 feet away? Spoiler alert: there is no wrong answer.

For the first time since 2003 the Grand Prix will take place in early June (5-7) in what will be its new regular slot on the F1 calendar. A perfect start to the summer season and, no matter the date, MYG, for a 19th year, will be welcoming guests aboard to marvel at the spectacle from its superyacht, quite simply the best seats in the house. ➔

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