



Contents

1. **Foreword by Sir Peter Blake**
2. **America's Cup History**
3. **Luna Rossa History**
4. **Patrizio Bertelli - President**
5. **Circolo della Vela Sicilia**



1. Foreword by Sir Peter Blake to the book “Luna Rossa” - 30th America’s Cup (2000)

The America’s Cup is an elusive trophy, and has rarely changed hands in the last 150 years.

This is not a sport for the faint hearted. It is not a quest to take lightly or on a whim. It is a fight between sailors from yacht clubs all over the world that desperately want the same thing: get their hands on the Cup.

The prestige for the winner has more value than any other sporting achievement. It’s winning the invincible and doing the impossible that attracts sailors, dreamers and millionaires, but the victory is not easy, and most of the time it doesn’t ever happen. The only way to win is to continuously participate, continuously return time and time again with the conviction that you can do it. Hesitating after the first attempt is not part of the rules of the game. You need extraordinary people with ferocious motivation, lots of experience and attention to details and unconditional dedication. The game is uncertain; for all you can dedicate, for all that you can motivate, and for all that you are willing to spend the victory is never guaranteed.

For some it becomes a kind of drug.

It is a game that you can come to deeply hate, to then discover that you can’t live without it at least not until you win.

Then there's the metamorphous (at least that is what happened to me). I was part of a crew that succeeded in winning the America’s Cup at least once and successfully defending it. I was finally free of the tightness in my mouth and in my stomach. I am paid. I am cured. I go to sleep at night and dream other dreams. New passions are being born inside of me. Just so that it is clear, competing for the America’s Cup is a game of passion, of dreams when in every waking moment (and while you are asleep) you have only one unique thought and that is winning but the victory is uncertain until you have it in your hands.

The delusion and the disappointment hurts even when the others are suffering, imagine trying it out on your own hide.

You keep asking yourself “how”? and “why”? For weeks until you find the determination to try again, to not repeat the same mistakes, to do it better than before, to be better than the rest of the world, to be the best and then the anxiety becomes dreams and passions all over again. The thought of winning never ever abandons you but it is better to leave it on the side and concentrate on a new objective: to be the best in every phase of the new challenge.



Nothing is left alone, not even the smallest detail. But this doesn't happen just because you want it to. You need a team of exceptional people who share the same dream and the same passion and are not scared even when the odds are against them.

It's the difficulty of the challenge that puts the adrenalin in your veins that may have been weakened by the previous defeat.

The America's Cup is what it is because it is so difficult to win.

It is not a game for armchair admirals.

It is not a game for the person who is not prepared to come back.

It is not a game for the faint hearted.

It is a game for those who are not scared of pitting themselves against the best that the world has to offer.

It's a game where winning is almost impossible, almost, but not impossible.

And this is why it is worth fighting for. It is the difficulty that gives any challenge some sense.

This is the essence of life itself.

To all the people in team Prada who are telling their story in this book, I would like to say, I admire your sportsmanship, your tenacity and your enthusiasm for life. You have given all of us a really positive image of your country and your countrymen will be very proud of you.

This time you didn't win but you certainly didn't lose. You only lose when you don't have the courage to return. Not winning is part of the learning process which leads you to success.

For the challenge in 2003 I wish you good luck. Because it is also a question of luck.

It won't be easy.

The best things never are.

Peter Blake



2. America's Cup History

The America's Cup is the oldest trophy in the history of sports and the most important world sailing event.

The first edition dates back to 1851, when "America", the schooner of a pool of members of the New York Yacht Club inspired by Commodore John Cox Stevens, crossed the Atlantic to challenge the English yachts. On August 22nd, "America" sailed in a regatta around the Isle of Wight, organized as part of the First Universal Exposition, winning over 14 English vessels. "Your Majesty, there is no second," was the historic response of the signalling officer to Queen Victoria, present that day at the site of the regatta. The "100 Guineas Cup", as the contested trophy was referred to, followed the winners to the United States, where it was promptly renamed "America's Cup". It remained on its pedestal in the New York Yacht Club for over a century, resisting repeated attempts by numerous challengers.

In September 1983, after 132 years, the Cup left the United States for Perth, Australia, ending the longest winning period in the history of sports.

From Stevens' victory until today, 27 skippers have won the America's Cup. The fascination of this challenge has attracted high profile personalities over the years. Between 1899 and 1930, Sir Thomas Lipton made five consecutive attempts to bring the Cup to Ireland and, in the following decades, other famous names such as Sopwith, Vanderbilt, Bich, Turner, Bond, to name a few, contributed to building the myth.

In 2003, Ernesto Bertarelli's Alinghi, of the Société Nautique de Genève, brings the America's Cup back to Europe after 152 years, winning over defender Emirates Team New Zealand.

In the 2007 edition, the same two teams are in the finals again, their roles reversed; Alinghi will win the 32nd America's Cup.

The 33rd edition of the America's Cup was characterised by a long stream of legal actions opposing Larry Ellison's BMW Oracle Racing - finally recognised as the only Challenger by the New York's Supreme Court - to team Alinghi.

Eventually the Match took place in February 2010, in Valencia, featuring two giant 90 feet multi hulls: the trimaran BMW Oracle Racing, with its revolutionary mast and wing sail, and the catamaran Alinghi 5. The victory went to BMW Oracle Racing (2-0), who was the Defender of the 34th America's Cup. 28 members of the BMW Oracle Racing team, including the helmsman James Spithill, were former members of the Luna Rossa team in 2007.



The 34th America's Cup was held in San Francisco, in the summer of 2013 and, with the introduction of the revolutionary AC72 wing sail catamarans with rigid wing, marked a turning point in the history of the event. The challengers were three: Luna Rossa, Emirates Team New Zealand and Artemis Racing.

During the final match of the America's Cup, Oracle Team USA, trailing 1 to 8, was the protagonist of an amazing comeback against Emirates Team New Zealand, and won the America's Cup for 9 to 8.

Oracle Team USA is now the Defender of the 35th America's Cup.

The 35th edition of the America's Cup will be held in Bermuda in 2017 with the AC62 a new class of full foiling catamarans about 19 meters long and with a 30-meters wing sail. There will be five challengers: Artemis Racing (SWE), Ben Ainslie Racing (UK), Emirates Team New Zealand (NZ), Luna Rossa (ITA) and Team France (FRA).



3. Luna Rossa History

The first Challenge (30th America's Cup - Auckland - New Zealand - 2000)

3 February 1997, Milan, Italy

The idea.

One evening, in an office near the Duomo of Milan, Patrizio Bertelli and Argentinian yacht designer German Frers are discussing the construction of a cruising boat. Suddenly German Frers asks Bertelli. "Why don't we do the America's Cup?" ... "Let's do the America's Cup!"

In 15 days, from scratch, the core of the challenge - which will remain in the memory of Italians and of fans all over the world - is set: the Luna Rossa team is born.

In just a few months the team is complete and ready to begin training.

An outline of the future is made: two and a half years of waking up at six, training in the gymnasium, at sea, in the gym again, three trips to the other side of the world, one and a half years of New Zealand sea and sky, the excitement of launching the two Luna Rossa boats, slender, sleek and shining, nicknamed by the New Zealanders the "Silver Bullet".

6 February 2000, Auckland, New Zealand

The Luna Rossa team writes a page in history by defeating 10 opponents, with a record of 38 wins over 49 races.

The last is U.S.'s Paul Cayard with his green and grey boat; it takes all the rule's 9 races to win the Louis Vuitton Cup series and gain the right to challenge Team New Zealand.

It is the first time that an Italian skipper races the America's Cup final Match, and the first time there is no American yacht in the Cup's finals.

5 May 1999, Punta Ala

Launch of Luna Rossa ITA 45; Miuccia Prada is godmother of the launch.

5 June 1999, Punta Ala

Launch of Luna Rossa ITA 48; Miuccia Prada is godmother of the launch.

2 March 2000, Auckland, New Zealand

A hard defeat for Luna Rossa's crew who did not manage to outsail NZL 60, faster and more innovative in some unprecedented technical details.

2,000 boats, 70,000 fans at the harbour: Auckland is crazy with joy

After the United States, New Zealand also successfully defends the Cup.

The 2003 Challenge (31st America's Cup - Auckland - New Zealand)

January 2001, Auckland, New Zealand

Three boats on the water: two Luna Rossa and Young America. Three months of time to regain confidence with the Hauraki Gulf. At the end of the (Austral) Summer, it's back to Italy to continue the long process of training and improvement at sea and ashore.

August 2001, Cowes, England

The team leaves for Cowes, England, to race in the America's Cup Jubilee and celebrate the first 150 years of history of the America's Cup.



20 May 2002, Punta Ala

Launch of Luna Rossa ITA 74; Miuccia Prada is godmother of the launch.

28 August 2002, Auckland

Launch of Luna Rossa ITA 80; Miuccia Prada is godmother of the launch.

Just over one month left to get acquainted and fine-tune the two new Luna Rossa - ITA 74 and ITA 80 - before the start of the Challengers' selection series.

September 2002, Auckland, New Zealand

The first Round Robin begins on October 1st. The team closes with four wins and four defeats. Dissatisfied with this result, it decides to perform substantial modifications on the hull and appendages. A new bow is designed, built and installed in record time on ITA 74. Also a new keel, already planned in the development program, is installed on the boat.

In the second Round Robin, ITA 74 wins seven of the eight races and qualifies for the quarter finals.

Luna Rossa modifies the bow on ITA 74 again, optimizes its mast and appendages and resumes racing with a virtually new yacht.

In the following phase, Luna Rossa ITA 74 wins all four regattas and qualifies to race the semi-finals against One World, who will win the match.

The 2007 Challenge (32nd America's Cup - Valencia - Spain)

19 August 2004

The challenge is launched through the Yacht Club Italiano, the oldest sailing club in the Mediterranean, established in 1879 in Genoa, Italy.

The two partners in Luna Rossa Challenge 2007 are the Prada Group and the Telecom Italia Group.

In February 2004, the Luna Rossa team is the first to set up its base in Valencia, where it starts training in May with ITA 74 and ITA 80.

While the original historic core of the team remains, new top level talents are included in all departments. Innovative technology is also introduced.

The team Luna Rossa Challenge 2007 (sailing team, design team, shore team, weather team, performance team, boat builders, sail loft, logistics, administration and management) now includes about 110 people from 18 different countries.

October 2004 - April 2007

The Luna Rossa team races in the Louis Vuitton Acts introduced by the defender as part of the new challengers' selection format.

The Acts are held in different European cities: Valencia, Marseille, Malmö and Trapani.

22 March 2006, Valencia

Launch of Luna Rossa ITA 86; Miuccia Prada is godmother of the launch.



18 January 2007, Valencia

Launch of Luna Rossa ITA 94; Miuccia Prada is godmother of the launch.

9 May 2007

Luna Rossa is third at the end of the Round Robins and qualifies for the semi-finals of the Louis Vuitton Cup.

20 May 2007

Luna Rossa qualifies for the Finals of the Louis Vuitton Cup with a 5-1 win over BMW Oracle Racing. In the finals, Luna Rossa races against Emirates Team New Zealand, winner over Spain's Desafío Español 2007.

6 June 2007

After five tight races, in unfavourable wind conditions, Luna Rossa loses to Emirates Team New Zealand who wins the Louis Vuitton Cup and gains the right to challenge defender Alinghi.

2008 - 2009

December, 2008

A new Luna Rossa STP65 yacht is launched in Valencia. She will participate in the 2009 international racing season with a new team of sailors.

January, 2009

Team Luna Rossa participates in the Louis Vuitton Pacific Series (Auckland, New Zealand, January 30 / February 14).

April, 2009

The STP65 Luna Rossa is 1st overall at "Palmavela" (Palma de Mallorca) in the mini maxi class.

August, 2009

The STP65 Luna Rossa finishes 2nd overall in the Fastnet Race winning the Arambalza Cup and the Kees van Dam Memorial Trophy.

October, 2009

The STP65 Luna Rossa wins the Rolex Middle Sea Race in the ORC class.

2010

Team Luna Rossa participates in the Audi Med Cup TP52' circuit and in the Louis Vuitton Trophy of La Maddalena (Sardinia - Italy).

2011

March - December

Team Luna Rossa participates in the Extreme Sailing Series, a 9 events professional racing circuit for Extreme 40 class catamarans.



18 October

Team Luna Rossa challenges for the 34th America's Cup through the Circolo della Vela Sicilia of Palermo.

11 December

Singapore. Team Luna Rossa, with Max Sirena (skipper), Paul Campbell-James (helmsman), Alistair Richardson (tactician) and Manuel Modena (trimmer), in a breath-taking final event, wins both the Singapore round and the 2011 Extreme Sailing Series, with a lead of 7 points over the second, defeating, amongst the others, teams of the calibre of Emirates Team New Zealand, Alinghi, Groupe Edmond de Rothschild, Artemis.

2012

January - March

Auckland (New Zealand) - Luna Rossa reaches Auckland and starts preparing and racing with Emirates Team New Zealand on the wing-sailed AC45 and the SL33 catamarans with which they conducted the very first foiling tests.

4 April

The team is officially presented at the Circolo della Vela Sicilia in Palermo.

America's Cup World Series 2011-2012

7 - 15 April

Naples - The two Luna Rossa catamarans sail for the first time in the AC45 regattas.

Team Luna Rossa at its debut shows a competitive edge: Piranha wins the fleet races (and takes a 2nd place in the match races), and Swordfish closes in sixth place (4th in the match races).

12 - 20 May

Venice - The racing week opens with the Trofeo Arzanà Città di Venezia (May 12-13), won by Luna Rossa Piranha, closely followed in second place by Luna Rossa Swordfish. In the America's Cup World Series races the team finishes 2nd (LR Piranha) and 7th (LR Swordfish) in the match races, whereas LR Piranha closes in 5th place and LR Swordfish in 6th place in the fleet races.

26 June - 1 July

Newport, RI (USA) - Piranha reaches the match race semi-final (ranking 3rd) and then goes on to win the fleet race. Luna Rossa Swordfish closes in 5th place (fleet races) and 7th (match racing).

29 June

Newport, RI (USA) - Patrizio Bertelli is the first Italian ever to enter the America's Cup Hall of Fame.



America's Cup World Series 2012-2013

21 - 26 August

San Francisco (USA) - Strong winds and low temperatures prevail throughout the first event in the city of San Francisco. In the match race regattas the AC45 Luna Rossa catamarans, after qualifying for the quarter finals, do not move on to the next phase and place respectively sixth (LR Piranha) and seventh (LR Swordfish) in the match race ranking. In the fleet races Luna Rossa proves to be highly competitive: Piranha, at the top of the ranking already from day two, wins the final race and places second overall at only one point from the winner. Luna Rossa Swordfish wins fleet race three of the event and closes in fifth place overall.

4 - 7 October

San Francisco (USA) - Luna Rossa faces a tough week following the decision to have Iker Martinez (newly entered in the team) as helmsman on Luna Rossa Swordfish. Luna Rossa Piranha closes the fleet racing event in 9th place and Luna Rossa Swordfish in 11th place.

26 October

Auckland, (New Zealand) - Launch of the wing-sail AC72 Luna Rossa catamaran, challenger for the 34th America's Cup. Miuccia Prada is godmother of the launch.

The construction of the AC72 Luna Rossa catamaran involved 300 people and 52,000 working hours: 12,000 to build the wing sail, 17,000 for the hull construction and 23,000 to build the platform and foils. 500 kg of titanium were used and about 2,000 metres of lines were used on board (halyards, sheets, etc.).

November - December

Auckland (New Zealand) - A period of intense training and races against Emirates Team New Zealand begins in the Hauraki Gulf.

2013

February

Auckland (New Zealand) - Chris Draper is announced as helmsman; Francesco "Checco" Bruni will be the tactician

America's Cup World Series 2012-2013

13 - 21 April

Naples - Luna Rossa "Piranha", helmed by Chris Draper, closed the fleet race in second place. Luna Rossa Swordfish, with Francesco Bruni at his first sailing experience helming a catamaran, finishes first in the fleet race final and second in the match race final.

9 May

San Francisco (USA) - Team Luna Rossa Challenge 2013 is shocked by the dramatic accident that caused the death of the Olympic medalist Andrew Simpson (Artemis Racing).



17 May

Alameda (USA) - Patrizio Bertelli, Team Principal of Luna Rossa Challenge 2013, meets the media at the Luna Rossa base in Alameda, in presence of the entire team, calling for improved safety regulations.

18 May

San Francisco (USA) - The Luna Rossa AC72 sails for the first time on the San Francisco Bay.

29 June

San Francisco (USA) - The Regatta Director of the 34th America's Cup issues 37 new safety recommendations.

2 July

San Francisco (USA) - Luna Rossa and Emirates Team New Zealand file a protest to the International Jury against two of the 37 measures introduced by the Regatta Director (new Class Rules issued without the unanimous agreement of the competing teams).

7 July

San Francisco (USA) - First race of the Louis Vuitton Cup Round Robin - Luna Rossa versus Emirates Team New Zealand. Luna Rossa decides not to race due to the pending protest presented to the International Jury.

11 July

San Francisco (USA) - The International Jury rules in favour of the protests brought by Luna Rossa Challenge and Emirates Team New Zealand. Luna Rossa races for the first time in a solo race against Artemis Racing.

1 August

San Francisco (USA) - Emirates Team New Zealand wins the Louis Vuitton Cup Round Robin and advances to the Louis Vuitton Cup Final (17-30 August). Luna Rossa prepares to face Artemis Racing in the Semi-finals of the Louis Vuitton Cup (6-15 August).

6 - 9 August

San Francisco (USA) - Luna Rossa defeats Swedish team Artemis Racing 4-0 and wins the Semi-finals of the Louis Vuitton Cup. For the third time in four America's Cup campaigns Luna Rossa qualifies for the Louis Vuitton Cup Final.

23 August

San Francisco (USA) - Luna Rossa Piranha is officially declared Overall Champion of the 2012 / 2013 season of the America's Cup World Series, as well as winner of the Newport 2012 Match Race event and winner of the San Francisco 2012 (August) Fleet Race event. The final results were reviewed by the International Jury following the protest introduced by the Regatta Director for illegal modifications to the AC45s (breach of Class Rules) by Oracle Team USA Spithill, Oracle Team USA Coutts and BAR, competitors in the America's Cup World Series.



25 August

San Francisco (USA) - Luna Rossa faces Emirates Team New Zealand in the 8th race of the Louis Vuitton Cup Finals (1-7). The New Zealanders score their 7th point and move to the America's Cup Final Match against the Defender Oracle Team USA.

13 September

San Francisco (USA) - The trophies for the America's Cup World Series 2012/2013 are officially awarded to Luna Rossa Piranha: Overall America's Cup World Series winner of the season 2012/2013, winner of the Newport 2012 Match Race event and winner of the San Francisco 2012 (August) Fleet Race event.

7 - 21 September

San Francisco (USA) - America's Cup Final Match: Oracle Team USA versus Emirates Team New Zealand. The team to first score 9 points wins the America's Cup. The American team is protagonist of one of the most historic comebacks in the history of sport and manages to turn the 8-1 disadvantage into an 8-9 victory. On 25 September, the date of the decisive match, Oracle Team USA beats Emirates Team New Zealand and wins the 34th America's Cup.

2014

January - March

Luna Rossa Challenge moves to Cagliari where the team will install its new base in view of the 35th America's Cup, scheduled to take place in the Summer of 2017. In March the base is fully operative.

Luna Rossa Swordfish and Luna Rossa Piranha both on the water: the team resumes its training with two AC45 boats. After Luna Rossa Piranha, who has been sailing since July 1st, today Luna Rossa Swordfish – the second AC45 with which the team is developing its design and training for the 35th America's Cup – also started sailing again in Cagliari.

1 July

The AC45 Luna Rossa Piranha starts sailing again in Cagliari after the modification to the appendages (daggerboard and rudders) that allow the AC45 catamaran to fully foil. The Protocol of the 35th America's Cup allowed the modification of any component of the AC45 catamarans – used in past editions of the America's Cup World Series – except for the shape of the hulls.

12 August

Luna Rossa officially launches its challenge to the 35th America's Cup through the Circolo della Vela Sicilia.

August – December

Luna Rossa organizes three "Open Days", opening its base in Cagliari to the public. For logistic and security reasons the team sets a maximum number of 1,000 participants per event. The online registration form for the event is fully booked within minutes.



15 September

Right after Luna Rossa Piranha, Luna Rossa Swordfish also starts sailing in Cagliari. The team resumes training with two flying AC45s.

September – December

The team trains in Cagliari on the AC45 Luna Rossa Piranha and Luna Rossa Swordfish. The two catamarans are real test laboratories for components, systems, data collection and analysis, as well as the ideal platforms to train the crew in manoeuvres, boat handling and foiling tactics and techniques.

2015

7 January

Following the Christmas break team Luna Rossa is back at work full-time at its base in Cagliari on the flying AC45s.

22 January

An official announcement is made that the city of Cagliari (Sardinia - Italy) will inaugurate the 2015 – 2016 America's Cup World Series, the regattas preliminary to the 35th America's Cup. The event will take place in the Gulf surrounding the island's capital from June 4 to 7, 2015.

16 February

The AC72 Luna Rossa catamaran, disassembled during the previous weeks, is transported with three trucks from Cagliari to the National Museum of Science and Technology "Leonardo da Vinci" in Milan.

23 March

The AC72 Luna Rossa, finalist of the Challenger Selection Series of the 34th America's Cup (San Francisco 2013), is presented to the media in its new location: the Aero-Naval Pavillion of the National Museum of Science and Technology "Leonardo da Vinci" in Milan.

26 March

The proposal to change the Class Rule for the 35th America's Cup and therefore the boat that was previously accepted by all challengers on June 5th 2014, is announced on the official web site of the America's Cup.

Team Luna Rossa Challenge is distinctly opposed to the proposal. If the principle of unanimity of all challengers required to change the Class Rule were not to be respected Luna Rossa will be obliged to withdraw from the 35th America's Cup.

2 April

The result of the vote proposed by the Event Authority with the agreement of the Defender of the 35th America's Cup has overturned, with a majority vote, the America's Cup Class Rule for the boat with which this edition will be held; this happened notwithstanding the fact that



such rule had been previously adopted unanimously by the teams and was in force since June 2014.

Following a careful evaluation of the serious implications of this unprecedented initiative, Team Luna Rossa confirms that it will withdraw from the 35th America's Cup.

Team Luna Rossa indeed considers illegitimate the procedure adopted and founded on an evident abuse of process by surreptitious use of procedures to modify the Protocol in order to overturn the Class Rule, which instead requires the unanimity of the teams entered.

This is an attempt to introduce boats that are substantially monotypes and in total contrast with the ultra-centennial tradition of the America's Cup, not to mention a two-month extension period to introduce further modifications to the rules, decided by the majority.

All of the above contributes to a lack of credibility and uncertain technical grounds for what should instead be the most sophisticated sailing competition in the world.

This radical change also implies a waste of important resources already invested based on the rules that were sanctioned in June last year. This means that the claim to reduce costs reveals itself as a pure pretext aimed to annihilate research and development achievements of some teams, and to favor instead preconceived technical and sporting positions by means of changing the most important element in the competition, the boat.

As a confirmation of this, it is important to underline the fact that Luna Rossa frequently advanced proposals aimed at containing costs that however would not have changed the nature of the boats, but these proposals have systematically been rejected by the Defender.

Team Luna Rossa has also taken into consideration the possibility to protest through the Arbitration Panel as foreseen by the Protocol; it has however noted that, ten months after signing the Protocol, the Defender is only now initiating the first formal procedures to compose this important body. This fact contributes to making the entire governance of the Event even less credible and reliable.

Team Luna Rossa regrets the repercussions that this difficult decision will have on the members of the Team - although it will honor all of its contractual obligations - and on the sailing event planned to take place in Cagliari next June and obviously understands the disappointment of the many fans who have supported Luna Rossa during the last four editions of the America's Cup.

Patrizio Bertelli declared: *"I want to thank the whole team for its hard work during this past year; regretfully this effort has been frustrated by this manoeuvre that is unprecedented in the history of the America's Cup. However, in sports, as in life, one cannot always go for compromise, after compromise, after compromise; sometimes it is necessary to make decisions that are painful but must be clear cut, as only these can make everybody aware of the drifts of the system and therefore set the basis for the future: respect of legality and sportsmanship"*.



4. Patrizio Bertelli - President



Patrizio Bertelli, President of Luna Rossa Challenge, was born in Arezzo, Italy, in 1946, to a family of lawyers. He studies Engineering in Bologna, and in 1968 he establishes a small company producing belts and bags in Arezzo, which later serves as a basis for the development of his future business.

In 1977, he meets Miuccia Prada, whom he will later marry, and they sign an agreement for the production and marketing of leather goods under the “Prada” brand; this marks the beginning of an association whose success is expressed by the history of the PRADA Group.

Ever since the early years, Patrizio Bertelli's ability to foresee and anticipate social, lifestyle and market changes, and to seize consumers' aspirations, prompts him to review the brand's image on a totally new basis, without altering its DNA but rather by combining the brand's know-how, history and century-old heritage with an extremely innovative approach, that is implemented in all process phases. The working method is also revisited, by means of implementing tight control over the whole value chain, a business model later adopted throughout the industry.

Uncompromising quality - in all process steps - and innovation, in keeping with the brand's century-old heritage and with the artisan soul of its production, are the core values that always inspired Patrizio Bertelli and Miuccia Prada in their development.

In the 1980s and 1990s, Prada experiences a strong growth thanks to the introduction of new product categories - Prada Women's ready-to-wear in 1988 and Prada Men in 1993 - and the establishment of a new brand, Miu Miu, in 1993. In early 1997 the natural extension of the Prada collection, i.e. leisure time and sport products, is added, characterised by the now unmistakable "red stripe".

At the same time, Prada also embarks in an international expansion plan by opening directly operated stores in the most exclusive locations of the main world cities and of prestigious tourist resorts, until, as of January 31st, 2014, the Group reaches a total of 540 directly operated stores in 70 different countries worldwide.



Prada also grows by acquiring the luxury footwear brands Church's and Car Shoe, and by adding new product categories: eyewear, fragrances and mobile phones - in 2007, in collaboration with LG Electronics, the brand launches the first touch-screen mobile phone ever.

In October 2000 he receives a Honoris Causa degree in Business Administration from the Università degli Studi di Firenze and in 2006, the US magazine Time includes Patrizio Bertelli and Miuccia Prada among the 100 most influential couples in the world.

Since June 24th, 2011, 20% of Prada SpA's shares are listed on the Hong Kong Stock Exchange, with an initial valuation of the company equal to 9.3 billion Euros.

Patrizio Bertelli combines his business activity with cultural interests that he shares with his wife. Those interests prompted the establishment of the "Fondazione Prada", that organises and supports contemporary art exhibitions and other cultural endeavours, mainly in the fields of cinema, philosophy and architecture, rewarded by unanimous international acclaim.

A passionate sailor, in 1997 he launches his first challenge to the America's Cup (2000 edition) and wins the Louis Vuitton Cup. He challenges again for the 2003, 2007 and 2013 editions, reaching the Louis Vuitton Cup final three times. He is one of the European personalities who left a very deep mark in the history of the America's Cup.

An accomplished yachtsman, Patrizio Bertelli loves sailing and not just racing; he spends his summer holidays cruising on the "Ulisse", the family yacht, and he is also passionate about vintage boats.

On June 29th 2012 he was inducted, first Italian ever, in the America's Cup Hall of Fame.



5. Circolo della Vela Sicilia

The Circolo della Vela Sicilia, established in 1933, is one of the oldest and most prestigious sailing clubs in the Mediterranean.

The opening regatta, which was held a few months after the club was established, saw the participation of Alfonso XIII, the King of Spain, on board his yacht “Hispania VII” and many distinguished European personalities frequented, as they still do, the club’s enchanting and elegant clubhouse in Mondello, a few kilometres from central Palermo.

Over the years, numerous club members stood out thanks to their sporting performance in various classes, amongst them Enrico Ducrot, Luigi Airoidi, Giuseppe Tasca d’Almerita, Alessandro La Lomia and Agostino Randazzo, the current Commodore.

In its long history, the Circolo della Vela Sicilia hosted several prestigious Italian and international regattas. In particular, the European Championships of the Star and J24 classes, the Absolute Italian Championships of the Olympic classes and, since 2005, the offshore race “Palermo - Monte Carlo,” which has become a “classic” Mediterranean summer regatta.

In 2011, the Circolo della Vela Sicilia entered the elite of the sailing world by challenging for the 34th America’s Cup with team Luna Rossa who, racing under the burgee of Palermo’s yacht club, reached the final of the Louis Vuitton Cup.

In 2014, the year it celebrates its 80th anniversary, the Circolo della Vela Sicilia has once again been chosen by Patrizio Bertelli to be the challenger yacht club for team Luna Rossa’s fifth and historic challenge for the America’s Cup which will take place in 2017 in Bermuda.

The Commodore of the Circolo della Vela Sicilia, Agostino Randazzo, stated:

“Being chosen again by team Luna Rossa as yacht club challenger for the 35th America’s Cup is important recognition that honours not only our yacht club but the whole Sicilian sailing community. Team Luna Rossa is one of the most beloved sports teams in Italy and is certainly one of the most prestigious and emulated. As we have seen in the past, this will help to promote sailing in our region and, in this edition, the Circolo della Vela Sicilia will again support and accompany team Luna Rossa with great enthusiasm. On behalf of all the yacht club members, I wish to express our sincere gratitude to Patrizio Bertelli for having chosen the Circolo della Vela Sicilia once again for this role.”