



Port Adriano

The Berth of a New Era

REPORT SARAH DRANE

In the south-western corner of Mallorca, less than half an hour's drive west of Palma, something quite astonishing is in the final throes of creation. In the unfamiliar coastal town of El Toro, specialist marina constructor Ocibar has joined forces with the best-known modern designer in the world, Philippe Starck, to conceive a global reference point for superyachts. Promising to deliver some of the largest and most technically sophisticated moorings in the Mediterranean, the new Port Adriano plans to have Cannes covering in its wake.

New isn't actually the most accurate way of describing Port Adriano. The marina has been in existence since 1992 offering 404 berths from six to 18 metres in length, a yacht repair and refit area and 4,500m² of commercial space including a handful of decent restaurants. However, in order to make the step up from 'average' to 'extraordinary', Port Adriano commenced a mammoth 90 million euro makeover in October 2007.

With their sights firmly set on the superyacht market, the improved Port Adriano has an additional 82 berths for larger vessels up to 60m, 280 secure covered parking spaces ideal for keeping the salt spray off the Ferrari and the repair and refit area has grown in size fourfold. Meanwhile all around Philippe Starck has left his mark, not least in the two storey commercial area which extends along the central mooring quay.

Although Port Adriano makes history as the first marina to be designed by Philippe Starck, the unconventional Frenchman has already made waves in the megayacht arena with the design of Andrey Melnichenko's megayacht named simply 'A' after his wife Aleksandra. Costing over \$300 million, 'A' is somewhat of a cross between a First World War battleship and a submarine and has been called everything from 'stunning' to 'the ugliest yacht

in the world'. Ocibar most definitely made a clear statement of intent when they entrusted the design of Port Adriano to Monsieur Starck. Like 'A', the marina would certainly be talked about, undoubtedly for its beauty.

Starck has created Port Adriano's mooring bollards (easily the most stylish bollards any superyacht rope will have the privilege of tying itself around), seating areas, the ambient lighting fashioned to resemble oversized standard lamps complete with charcoal grey shades and of course the central commercial complex. Arranged over two floors, this will house yacht sales and charter companies, boutiques, nautical sport enterprises and plenty of bars and restaurants. Hamburg's ultimate design restaurant, East, will emerge as the flagship eatery receiving prime position at the end of the thoroughfare and also exhibit the Starck design touch – both inside and out.

Isabel Teruel, Director of Port Adriano, explains, "Our commercial area is shaping up very nicely and by summer 2011 we'll be complete and operational. Our decision to throw an underground car park into the equation posed a slight challenge, however, it was the right move as it prevents vehicles from blocking the open marina views from the café and restaurant terraces.





At the moment we have around 70% of the ground floor commercial space rented and 40% of the first, but it's important to remember that we are being selective in order to offer the right mix of reputable businesses to our discerning clientele."

In keeping with the commercial property take-up rate, Port Adriano's moorings have also been received enthusiastically with two thirds of the new places already reserved. With a mixture of rental and purchase moorings, all rumoured to be more affordable than nearby Puerto Portals and Palma, the yachts are proudly taking their place – all the more impressive given that the October 2007 makeover kickoff coincided almost to the month with the onset of the global economic crash.

Isabel continues, "You could say that our timing couldn't have been worse. Most commentators cite December 2007 as being the onset of world recession and by then we were barely two months into a 90

million euro programme targeted at the superrich. However, our finances were in place and we have been able to forge on as planned with only slight delays. And, if we can be as successful as we have been in an economic downturn, there can only be positivity ahead for Port Adriano as the rebound takes shape."

Progress has indeed been remarkable. By June 2010, 51 new moorings on the outer quay were in service for 25 to 60 metre yachts – in itself a massive feat of engineering as the outer wall was raised from a height of five metres to ten metres. Along the length of this 500 metre breakwater, which the public will be able to stroll along, is a succession of 24m² storage rooms each connected to the power supply – a welcome bonus for resident yachts. Next came the opening of the revamped repair and refit area in October 2010 which has been busy ever since. Run by Yates Adriano, the facility is both affordable and allows for all

kinds of painting and repairs for even the largest of vessels thanks to a new 250 tonne travel lift. Finally, once the commercial area is ready for launch, the last piece of the Port Adriano jigsaw will be the installation of a completely new sailing school.

With many of the marinas that try to compete with Port Adriano coping with ageing infrastructure and limited services, captains and crew will certainly be impressed with the gadgetry (osmotised water, on-mooring fuel and waste disposal service, wi-fi, data and TV connectivity and so on) technical support and megayacht focused customer care on offer in this corner of Mallorca. And, having signed-up a precise mix of attractions to create the right vibe for this discerning breed of customer, Port Adriano may well fulfil its ambition to be the hottest place in the western Med to park your 60 metre.

www.portadriano.com

