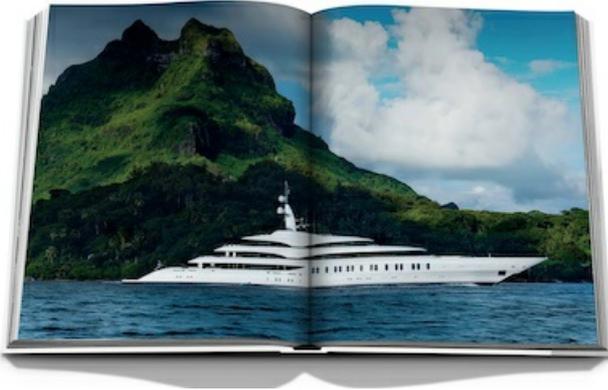


TRAVEL AND HOSPITALITY

Benetti coffee table book celebrates anniversary year

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Available now, the 292-page book odes to the manufacturer's roots in Viareggio. Image credit: Assouline

By LUXURY DAILY NEWS SERVICE

Italian yacht designer and manufacturer **Benetti** is reviewing its history with the help of luxury publishing house Assouline. A new coffee table read commemorates the company's 150th anniversary. Written by marine journalist Kevin Koenig, a frequent contributor to *The New York Times*, *The Wall Street Journal*, and *GQ*, as well as former executive editor of *Yachting Magazine*, the hardcover captures Benetti's evolution over the years, as well as its most notable vessels. **Heritage homage** Available now, the 292-page book odes to the manufacturer's roots in Viareggio, dating back to 1873. Through a series of never-before-seen images from the Benetti archive, the chronicle tracks Benetti's path in nautical construction. Behind-the-scenes content and more than 200 photos and illustrations capture the journey, from its start as a local shipyard to its role as the originator of the current-day, state-of-the-art megayacht. Available on Assouline's [website](#), the book retails for \$195. Benetti is not the only luxury brand celebrating its anniversary with a literary release. Last summer, Italian automaker Lamborghini teamed with Italian book publisher Rizzoli with the same goal in mind. The pair created a coffee table book that detailed the brand's 60-year automotive history ([see story](#)).

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