

FINE SEAS

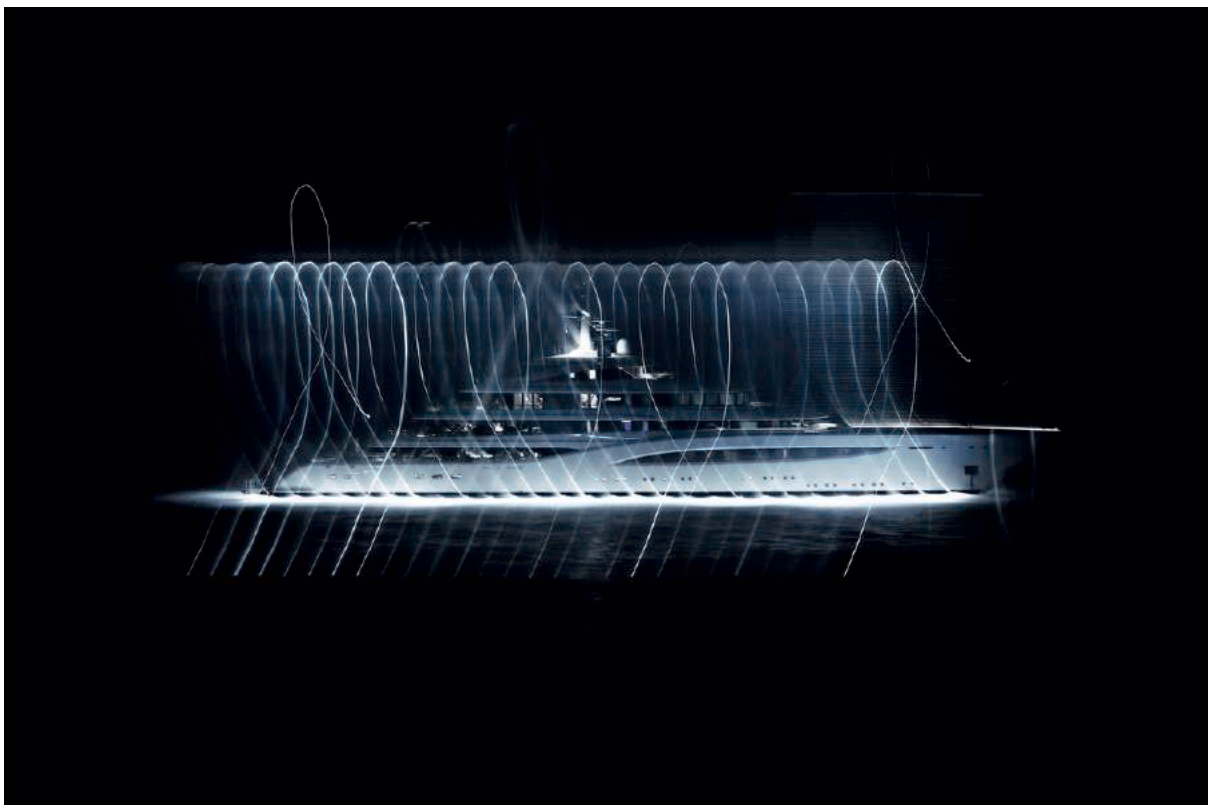
PRESS RELEASE

Monaco, 31 August 2018

ABSTRACT MOOD OF WELL-KNOWN MEGA YACHTS

New art-brand FINE SEAS exhibits for the first time during Cannes Yachting Festival, introducing the beauty of yachts and sea in completely different perspective.

You are used to beautiful photos of yachts and sea? **Go beyond the usual expectations and discover new abstract forms of well-known vessels.** Every Mega Yacht has its distinctive character and mood. Monaco based art-concept FINE SEAS aims to reveal the soul of each vessel.



M/Yacht FAITH, Feadship. Monaco 2018

Established in 2016 by young yachting entrepreneur Maria Alekseenko, FINE SEAS produced series of art-works, dedicated to feature the values of yachting and the beauty of the sea, using new art-approaches, modern art-technologies and alternative visions.

Available only to yacht owners and professionals in marine & yachting industry, the unusual art photo-works from series "Yachtmania" introduce well known mega-yachts, ever anchored or cruising Larvotto sea area in Monaco. Most of the shoots are made at night.

Using intentional camera and lens movement technics to give the abstract mood to each art-work. The yachts' lightning and exterior lines set the conceptual ideas for the photos. The rest is just a mental and physical sensual dance between the authors and the camera to uncover the real spirit of each yacht.



"The hearts of Alfa Nero", M/Y Alfa Nero, Oceanco, Nuvolari & Lenard. Monaco 2017

"FINE SEAS is actually not about photography, - tells Maria, - it s all about admiration and appreciation. All shoots are made from our terrace in Monaco. There are different photo-authors, who basically come to our place as precious guests and play with the camera in a nice ambiance, drinking a glass of good wine and listening to favourite music... We intend to avoid calling the author of the art-works a "photographer", because in our concept photography is just a tool to express the emotions of the moment, watching sophisticated objects, designed and built by humans, in the waves of powerful water body. We concentrate on the process, feelings and on the moment. And we want to leave this moment in the stylish interiors of those people, who also know how to applicate life, and for whom yachting is a part of the soul. We want that each final owner of FINE SEAS art-work looks at it and gets inspired for new projects, new deals, new horizons. We want that by looking at our art-works the owners absorb this powerful energy of the moment and take important right decisions in every aspect of life. We want that in five – seven years' time the series "Yachtmania" are found in each house, office, yacht of all those amazing people who are related to sea & yachting".

Artisanal framing, original production stamps, Hahnemuhle paper – the art-works are produced to the highest gallery standards.

The moment is gone. The yachts already cruising other destinations. But the emotion, the mood, the good vibes are there, on the wall, just to enrich with the energy those, who understand the power of interconnection in this universe.

From 12th to 14th of September 2018 the first exhibition takes place in the Lounge of Yotha's Hub during Cannes Yachting Festival.

Venue: YOTHA Lounge

Address: 11 Square Mérimée, 06400 Cannes
(Just front of Cannes Yachting Festival main entrance)

Dates: only 12th, 13th and 14th of September.

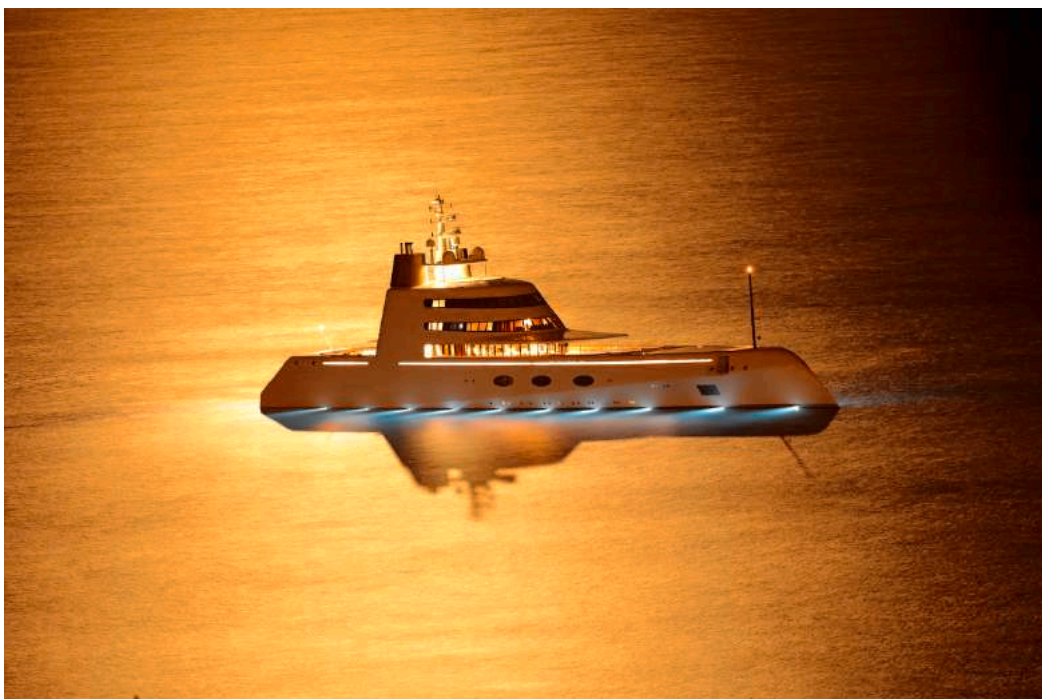
Day-time: from 9.00 a.m.

Evenings: from 18.00 p.m. till 22.00 p.m. Italian Bar Spritz on 12th, Corsican Night on 13th, Indian Summer on 14th.

RSVP your access to the lounge and exhibition: contact@fineseas.com



MYSTERY of MYS (Monaco Yacht Show), Monaco 2017



M/Yacht A, Blohm & Voss, Philippe Starck and Martin Francis. Monaco 2017



M/Yacht Sarastar, Mondo Marine, Luca Dini Design. Monaco 2017

More information: www.fineseas.com

Photos for media: please request contact@fineseas.com