

MASSIMIGLIANO ZILIOLI PRESENTS THE NEW ERA OF ITALIAN TERRANOVA TRAWLERS

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MASSIMIGLIANO ZILIOLI, LA NUOVA ERA DI TERRANOVA YACHTS

“ Today, people buy boats because they love sea and want to live a passion”.

When he deals with any matter, **Massimigliano Zilioli**, a 45-year-old Italian businessman, seems to glean his information from a drawer full of well-ordered certainties about the meaning of entrepreneurship, the value of work, the quality of results, the human relationships in and out of business. His ideas are clear and discussed from different but mutually consistent points of view.

But when he talks about sea, everything blends in only one word: **passion**. And, in 2015, this unstoppable love for the sea pushed him to take the **Terranova shipyard** over and start a new exciting adventure animated by the visionary skills of the man and the professional ability of the entrepreneur.

Massimigliano Zilioli is a businessman since always, since was, when he was still a student, rather listless and bored at school, **at the age of 14 he started to build and sell bikes**. “I realized that a certain instinct for business and a great desire to work ran in my veins”. In late 80’s, Massimigliano Zilioli began to take the first steps in the world of construction business. ” But I was just 17 – he says – and I didn’t have a driving license. So, I hired a guy who was older than me to drive a little truck to carry materials and equipment”. From his first truck until today, what we can tell is a 30-year-success story, especially but not exclusively, in the construction sector.



Until 2015, when you decided to take the Terranova yard over, in Sardinia. Why did you choose that?

I've always loved sea and I've always had a boat. Over the years, this passion generated a precise philosophy inside me: that of living the sea by loving the travel and the contact with nature. This idea has followed me in the choice of eight different boats until I finally found something really different and able to commit to my view of the sea in the Terranova trawlers. So, when I decided to enter the boating field, I moved in a precise direction.

In addition to your passion towards this kind of boat, we suppose you did a sound market analysis before investing into this sector, didn't you?

Yes, I did, of course. It was not a reckless choice. I believe in the diversity and success of these boats because, today, the approach of those who decide to buy a boat has changed. Today, people choose a boat for love and not to show off. This philosophy has created a new type of owner, more simple, competent and clear-headed. Of course, those who choose a Terranova trawler have a precise idea of what they look for in the sea and what they want from a boat.

Meaning what?

The same comfort and elegance they can find in a villa in addition to safety and the promise of the travel, now slower but longer and more intense.

Your first trawler is Terranova 85. Is a project inherited by the old property?



The new Terranova T85 trawler under construction in the establishment of Pisa

Yes, we took over both the yard and the production of this boat and we started a process of deep transformation. First of all, we moved the production to Pisa, where tradition and professionalism are, in my opinion, among the highest ones in the nautical sector. Then, we created our team with some historic figures, such as the engineer Mr. Toledo (Barracuda Studio) and some new ones, such as the architect Ms. Annalisa Marzorati, who has completely revisited the interior design concept of the trawlers, and Alberto Vago, head of the Technical and Project Development Office.

What are the innovations introduced by your Terranova 85?

The hull is, of course, always the same but we have renovated all the technical systems and details of the boat. Interiors, too, are totally innovative. In addition to the different layouts, which can include 4 or 5 cabins according to the reference market, interiors are simpler and more luxurious thanks to the use of few but very fine materials, perfectly consistent to each other and to the typical Terranova style, pursuing a sober and deep relationship with the sea.

What inspired these changes?



Our capacity to listen to the others. The first thing I decided to do was to compare what I and my staff felt with the perception of Terranova owners. We went looking for them, we collected their disapprovals, weaknesses and flaws. This was necessary to define the new nature of Terranova trawlers.

You're a successful businessman in the construction field but this is your first experience in the world of boating. Aren't you worried about that?

The business of the entrepreneur is always the same. He doesn't have to be able to do anything but he must have a correct view of the essential elements and delegate to the right people. In all things I do, I apply my vision of work: the highest quality of results, excellent staff, reliable suppliers, a serious and not improvised national and international sales network and a constant cost control. And then, passion... we always love what we do.