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YACHT CLUB

Mayfair's Salamanca Group is catering for the world's super-rich and tempting their yachts to dock on Barcelona's shores, where its luxury private members' club, OneOcean Club, graces the recently transformed Marina Port Vell

BY SELMA DAY

Mayfair-based merchant banking and operational risk business Salamanca Group entered the luxury marine space in 2010 with the acquisition of Marina Port Vell in Barcelona.

The company recognised the opportunity to reposition Barcelona as a premier, strategically located superyacht destination.

"We saw an opportunity for growth and value enhancement with the asset," says Martin Bellamy, chairman and CEO of the company.

"Barcelona is one of the world's most vibrant and diverse cities and an iconic destination in the Mediterranean, and Marina Port Vell offers the perfect location as either a home or winter port offering excellent transport links by sea, air or land."

Salamanca Group, whose head office is in Berkeley Square, has spent the past four years redeveloping the 148-berth marina, which, having undergone a US\$100 million transformation, is now a world-class Mediterranean hub for superyachts up to 120 meters.

Last year, the company formed OneOcean Ventures to provide superior services and facilities dedicated to superyacht owners and their crews. And in January this year, it launched its first private members' club under the brand in the beachside Barceloneta district



CLOCKWISE FROM TOP LEFT: Private members' club OneOcean Club; head chef Llorenç Valls; Marina Port Vell; Martin Bellamy. **OPPOSITE:** the marina



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of Barcelona at Marina Port Vell.

"The superyacht market is growing fast and is an industry with unique requirements," says Bellamy. "We recognised a need to improve the experience for the owner by challenging the status quo with a concept that is committed to the highest quality service and governance."

OneOcean Club and The Gallery will allow guests, captains and crew to enjoy a host of first-class complimentary facilities including a dedicated business centre with private meeting rooms, spa treatment rooms alongside a state-of-the-art gym, and sundeck complete with daybeds. There's even a lounge featuring a modern, vibrantly designed relaxation area and games room – perfect for unwinding after a long day at sea.

Built on the water alongside the world's most luxurious superyachts, OneOcean Club has a restaurant to rival the best of the Catalan capital's 22 Michelin-starred establishments.

Head chef Llorenç Valls has worked his way through several Michelin-starred restaurants, from the pillar of French haute cuisine Georges Blanc to Basque favourite Arzak and the Mandarin Oriental, Barcelona.

Catalan born, he brings a fresh, creative take on classic Catalan cuisine to the 150-cover restaurant, sourcing produce daily from local fishermen who hand-deliver the catch of the day. Valls also offers ceviche, sushi and a host of other Asian-influenced dishes, prepared directly in front of guests.

Along with an open kitchen, the club plays host to an outdoor kitchen for long, leisurely Catalan brunches and summer barbecues on the water's edge. OneOcean Club also offers year-round al fresco dining in the form of a summer sundeck and winter terrace. The BlueWave cocktail bar and terrace offers an all-day venue to enjoy a place to drink by the waterside, and is the perfect place to unwind with friends and

take in the views as the sun sets on the Barcelona skyline.

OneOcean has also developed a full range of concierge services designed and tailored to the client, available from The Gallery reception. Services include VIP travel, boat décor, routine and specialist provisioning, assistance with restaurant bookings and entertainment, crew training, personal care and all other lifestyle, business and technical arrangements.

Exclusively designed for Marina Port Vell to complement its marine location by architects Sergi Carulla and Oscar Blasco and built by Catalonian company Escofet, The Gallery, as with OneOcean Club, is designed to reflect the rounded geometry of the hull of a yacht, blending seamlessly into its surroundings.

Jamie Whitehead, captain of 50-metre M/Y Septimus, says berthing the yacht at Marina Port Vell is akin to having "a big house in what is without a doubt the best city on the Mediterranean coast".



Michelin-star standard cuisine and unrivalled service are expected by the superyacht class who frequent Marina Port Vell

"It's the little details you notice, like when you come in to berth and someone plugs in your power cable. It's just a really nice touch"



He adds: "Apart from the outstanding features, it's the little details that you notice straight away, like when you come in to berth and hand your power cable over, there's someone to plug it in for you. I've never seen that anywhere else and it's just a really nice touch. Like the whole of Barcelona, there is a cultural essence where enthusiasm and creativity prevail."

OneOcean offers a fresh approach combining Salamanca Group's 12 years' experience supporting ultra-high-net-worth individuals with yachting industry expertise.

"Marina Port Vell is one of the group's most significant direct investments and the acquisition was part of Salamanca Group's ongoing focus to secure asset-backed opportunities with strong value enhancement and growth potential," says Bellamy.

"The group has also drawn on multiple areas of our diverse business to upgrade the marina including corporate advisory, which assisted in

securing finance for the development; real estate advisory, which provided budget design and project management; and risk management, which provided world-class security advice."

Salamanca Group plans to expand to new marine destinations worldwide, adds Bellamy. "We will extend the OneOcean brand further into the luxury lifestyle sector with the establishment of a number of private members' clubs, hotels and residences in iconic locations around the world that will resonate with nautical enthusiasts.

"The chosen locations will be a crucial part of the brand and will include not only a proximity to premium facilities around the globe, but also many of the most iconic cities that lie within the cruising grounds of the finest yachts."

The company also intends to invest in Marina Barcelona 92, Europe's largest superyacht repair facility, to bring together the two neighbouring facilities and thereby transform Barcelona into the most important superyacht hub in the Mediterranean.

www.oneoceanclub.es

