

An Immaculate Reception

By Richard Chumbley

What better way to celebrate the launch of Sundeck 2005 than with a party! Held the weekend of the **London Boat Show**, in conjunction with **Ventura UK** and with an entertainment system courtesy of **i.life solutions**, it promises to be a night to remember.



Motor yacht enthusiasts the world over will be converging on Britain's capital from 6th to the 16th January 2005 for the **51st London International Boat Show**. Now in Docklands, the show will have better facilities than in previous years and the 800 exhibitors will have far more space to display their boats and boating equipment. It will be, in short, a boat lover's paradise.

But there is more to the experience than just the show itself, for when the lights dim in the exhibition halls, visitors begin to congregate towards the brightening lights of London's nightlife.

In a unique collaboration, Ventura, the exclusive European distributor for Pershing, Riva and Ferretti yachts, and the SundeckVIP Members' Club and Concierge Service will be hosting an exclusive evening reception to celebrate the publication of Sundeck 2005 and the launch of Italy's latest yachts.

Held in the sumptuous surroundings of London's Little Ship Club, over 300 SundeckVIP members and Ventura clients will enjoy a lavish party, complete with Taittinger champagne and fine foods. There will also be the opportunity to peruse the very best of the world's luxury products and services, including the finest jewellery courtesy of Mappin and Webb. Other

attendees will include Fortnum & Mason, Aston Martin and Glenfiddich, who will be inviting guests to sample their rare 40-year-old whisky. Guest of honour will be the round the world yachtsman, Sir Robin Knox-Johnston. Each attendee will receive a complimentary gift from SundeckVIP.

Throughout the evening, guests will be entertained courtesy of a state-of-the-art music and video experience provided by **i.life solutions**.

i.life solutions employ audiovisual and interior design experts to provide a comprehensive range of integrated technological solutions for the home or office. To this end, they invite interested parties to their plush demonstration rooms in St Albans near London to experience their unique services, such as low profile speakers disguised by specially commissioned artwork, bespoke furniture, and wireless control units with touchscreen graphic menus customised to taste.

But the main draw for visitors to their offices is the demonstration itself. First a CD is played and you experience the feeling of seemingly having the musicians sat all around you. Then, at the touch of a button the music fades, blinds descend and a film is shown on a massive plasma screen, and then a projection screen that descends from the ceiling – showing you just how good home cinema can be. There's even an optional installation in the seat, known as a 'butt-kicker', that vibrates with each onscreen explosion of sound!

If you would like to experience i-life technology for yourself and enjoy a great evening at the Ventura UK/SundeckVIP Boat Show Reception, please call +44 (0) 1442 258000 or visit www.sundeckvip.com for further details. For information on i.life solutions, please contact:

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See Monthly Events Guide for Boat Show Information

