

COOL CAT

Insetta Boatworks' hugely versatile vessels offer a range of boating options in the one beautifully designed catamaran

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Having founded an electronic components company in 1964 with just \$100, and multiplied his initial investment a million times over, Victor Insetta sold out in 2007 and took to cruising the waters of the Atlantic, the Pacific, and the Mediterranean in motor yachts and sailboats. However, it was not long before he discovered that his specific needs were not being taken care of by the services that were available. So, being a man used to making things happen, he decided to produce his own boat.

Victor's plan was for an elite vessel that would be comfortable and luxurious for family use, with an open-decked design; but with a modified offshore racing hull to make it swift yet rugged enough to make it ideal for offshore adventures. The result was the Insetta 45 which, after only four years, is proving to be an outstanding success.

Victor collaborated with Bryan Folsom, his namesake company's Chief Operating Officer, on the development of these high-performance, versatile vessels. "Victor was very clear about his design parameters from the start," says Bryan. "He had firm ideas about every aspect of the craft."

It became clear quite quickly that a catamaran would best deliver speed, stability and comfort. The deck and twin hulls were to be constructed as a single unit, with the console—the "bridge"—in the center, allowing space to walk around the boat from stern to bow.

However, Victor, whose main home is now in Jacksonville, Florida, also enjoys diving in the Bahamas and taking friends fishing and exploring. This meant that the boat needed to have maximum efficiency and range.

"The thing that makes the Insetta 45 stand out most, apart from its instantly recognizable shape, is its adaptability to the individual needs of its owner," says Scottie MacDonald, Vice President of Sales and Marketing. "We take everything into account: some may require storage for dive tanks; others may need special rod-holders, extra showers, and so on. We even take a person's height at the helm into consideration when planning the steering gear.

"Bespoke is definitely the word," he adds. "The people we're building our boats for are looking for a vessel that can do three things: serve a passion, such as fishing or diving; act as a family excursion yacht, to take the kids out for a day trip to a sand bar, for example; and act as a prestige dinner launch, in which the owners can feel proud to pull up at a yacht club. The Insetta 45 also has berths for four people, which is unusual for a boat in this category."

Insetta Boatworks splashed its first boat in 2013, and in the interests of quality and exclusivity, the company does not intend to make any more than six to eight units each year. This focus on build quality rather than hitting numbers allows Insetta to deliver the best vessel possible to the most discerning of clientele.

"Not long ago, my wife and I took the Insetta to New York," says Bryan. "We moored on the New Jersey side, went out fishing in the morning, then had a cruise around Manhattan Island. In the afternoon, we went back to our hotel in New Jersey, changed, and took the boat across to see a Broadway play. That's why, when I think of the Insetta 45, 'panache' is the word that springs to mind."

