

FOR IMMEDIATE RELEASE:

ARKUP Unveils Next Generation's Floating Houses @FLIBS

Miami, Florida, October 18, 2017 - ARKUP, the "avant-garde life on water" company, presents its state-of-the-art fully electric and self-elevating livable yacht concept at the Fort Lauderdale International Boat Show, starting November 1st, 2017.

Floating houses are popular ways of living in some parts of the world, in particular US West Coast cities, the Netherlands, as well as South-East Asia. Being one answer to face floods and sea level rise, they are also a key solution to urban growth and space scarcity. Offering a unique lifestyle and a connection with nature within the metropolis also naturally attracts more and more people.

ARKUP NOW TRANSLATES THE ATTRACTIVE TREND OF FLOATING HOUSES TO MIAMI LUXURY MARKET

ARKUP is first to market with its "à la carte" product for upscale buyers bringing major innovations to a simple concept making this off-grid "blue dwelling" a one-of-a-kind vessel to enjoy 365 days a year! ARKUP differentiates with electric propulsion to address mobility and automated hydraulic jack-up system to ensure comfort and hurricane resilience. To achieve its sustainability objectives, ARKUP designs 100% solar powered recreational vessels integrating rainwater harvesting.

ARKUP's livable yacht provides comfort and luxury in total independence and allows enjoying breathtaking views of both the sea and the city. Designed by renowned water architect Koen Olthuis, it combines Dutch maritime tradition with French art-de-vivre, smart design, and high quality materials with cutting edge home automation technologies.

Co-founder Nicolas Derouin says *"Primary residence or "mobile" vacation home, our livable yachts are multi-purpose: promotional or event venue, restaurant, gym, you can even turn it into a spa! ARKUP's livable yachts are primarily designed for the specifics of Florida and Miami waters but are adaptable worldwide to local context."*

ARKUP will introduce its innovative concept to a qualified audience at the FLIBS. The company also strives to develop floating communities and looks forward to connecting to potential partners such as marina owners and developers at the show.

Visit us at the Fort Lauderdale International Boat Show, November 1-5, 2017

[Superyacht Pavilion | booth #619](#)

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About ARKUP:

ARKUP LLC, a Miami based company founded in 2016, pioneers fully solar powered, self-elevating livable yachts. ARKUP offers high-end design combined with a technological edge and strives for excellence, quality and technical innovation to create “future-proof blue dwellings”.

(408 Words)

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