

FLIBS 2017 edition

Expectations exceeded as ARKUP unveils its seaworthy floating villas

Miami, Florida, November 22, 2017 - ARKUP's ground-breaking proposition of a sustainable "livable yacht" was seen as one of the main innovation highlight of Fort Lauderdale International Boat Show (FLIBS) 2017 edition.

Arnaud Luguët, founding partner, ARKUP, inventor of the first self-sustained hurricane resistant "livable yacht", acknowledged awareness raised for its prototype after Irma hit the Caribbean and Florida in September. He now insists on ARKUP's sustainable philosophy as a necessity and as what « *a demanding forward-thinking audience is looking for!* » The Avant-Garde Life on Water Company indeed integrates a global sustainable approach from conception and construction to use.

CREATING A SUSTAINABLE FUTURE FOR NEXT GENERATIONS IS ARKUP'S DNA

ARKUP's 4,350 square feet, 4 bedrooms, 75ft. seaworthy electric luxury overwater villa drew attention of a broad audience from around the world and « *overseas visitors even made the trip to Florida to visit us* » says Nicolas Derouin, the Miami-based company Managing Director.

ARKUP team attended more than 300 qualified visitors during the 5-days show, co-exhibiting with historic shipyard RMK Merrill-Stevens where the first unit of new generation floating villa is being built. « *Fort Lauderdale boat show really exceeded our expectations* » added Nicolas.

Private clients, brokers and visionary real estate professionals from across North America have been captivated by ARKUP's luxury sustainable "livable yacht" unique offer. High-end resort operators and owners from the Caribbean have also materialized their interest in developing floating boutique eco-resorts in the upcoming years and « *we are now striving to meet market demand and expectations next year* » concludes the company founders.

More than 85 articles have been published in the international press over the past few weeks and a TV documentary is expected in the coming months.

ARKUP announces its participation to the next Miami Yacht Show, February 15-19, 2018.

(307 Words)

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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”.

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