

# Cruise&Ferry Interiors

2023

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## ENVIRONMENTAL CRUSADER

MSC Cruises explains how the new MSC Euribia epitomises its dedication to protecting the planet

## LUXURY DESIGN

Michael Ungerer shares how Explora Journeys is creating a high-end fleet

## SUSTAINABLE FUTURE

How a new CFI-led declaration will pave the way for greener passenger ship interiors

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**Executive editor** Jon Ingleton  
**Editor** Rebecca Gibson  
**Editorial team** Alice Chambers,  
Amber Hickman, Richard Humphreys,  
Alex Smith  
**Publication manager** Shelly Palmer  
**Account managers** Kimberley McLean,  
Benedict Pask, Ben Surtees-Smith  
**Publisher** Toby Ingleton  
**Production manager** Stuart Fairbrother  
**Design** Bruce Graham,  
Libby Sidebotham, Dhanika Vansia  
**Cover design** courtesy of MSC Cruises  
**Website development** Chris Jackson  
**Circulation** Ritwik Bhattacharjee

**Advertise**  
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### Foreword

# Resilience and sustainability

An article by McKinsey & Company ahead of the latest United Nations Climate Change Conference addressed the ‘devilish duality’ of how CEOs can square resilience with the net zero promise.

Passenger shipping businesses were hit particularly hard by the pandemic, so leaders may have been tempted to park sustainability initiatives as they focused on building resilience. But McKinsey’s belief is that the right response is ‘and’, not ‘or’. So it’s encouraging to see that as our sector demonstrates its resilience in recovery, sustainability continues to be a priority.

“We’re always pushing our suppliers to make their products or processes more environmentally friendly, and we’re also introducing sustainability clauses into some of our contracts,” says Trevor Young, vice president of newbuilding and refurbishment at MSC Cruises, in our cover story (page 36). “If stakeholders across the supply chain work together, we’ll hopefully reach a stage where the whole cruise ship interior design industry is operating with a truly circular approach.”

The ‘Save the Sea’ fresco by German graphic artist Alexander Flämig, for the hull of newbuild MSC Euribia, inspired MSC’s cover design for this 2023 issue of *Cruise & Ferry Interiors*.

Sustainability features throughout this issue, including in our keynote with Michael Ungerer, president of Explora Journeys (page 12). He says: “Our commitment to sustainability is demonstrated in our dedication to responsible sourcing of materials and the inclusion of eco-friendly details.”

We are immensely proud to be announcing the launch of the Sustainable Maritime Interiors Declaration (page 42) at Cruise Ship Interiors Design Expo Americas in Miami. We hope you will visit [www.sustainablemaritimeinteriors.com](http://www.sustainablemaritimeinteriors.com) to register your support.

Jon Ingleton  
Executive Editor, *Cruise & Ferry Interiors*



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About the cover:

## MSC Cruises

MSC Cruises' global contest to design the hull for its latest LNG ship MSC Euribia was inspired by a desire to communicate the line's commitment to the environment. German graphic artist Alex Flämig's winning design is replicated on the front cover of this magazine and features a gradient effect that paints sea fauna and flora across the hull and delivers a strong call to action for everyone to save the seas. Read more on page 36.



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LUXURY & YACHT  
PROJECTS

# Designing for the discerning traveller

As Explora Journeys prepares for its impending debut, Michael Ungerer spoke with Alex Smith about the role that interior design will play in delivering a uniquely luxurious guest experience

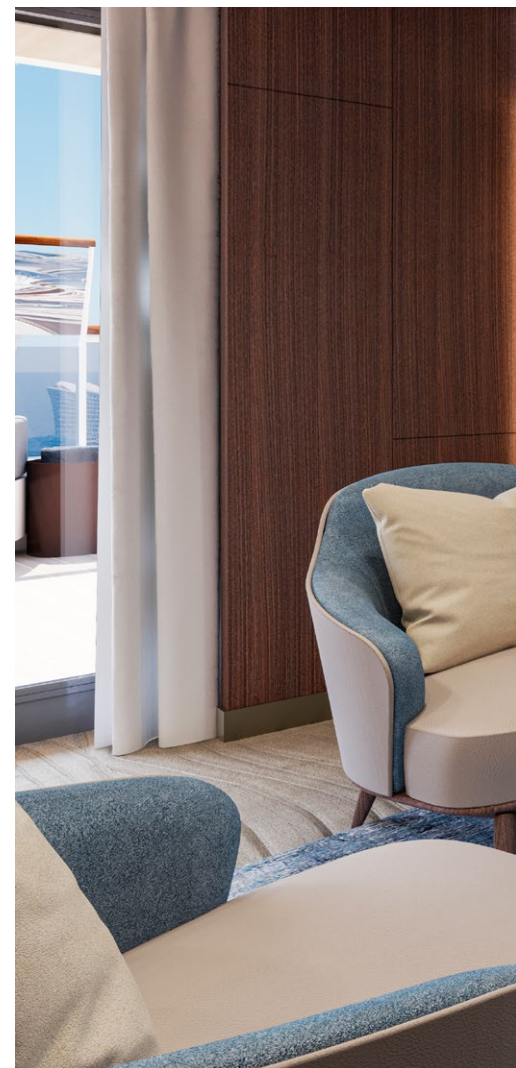
When Explora Journeys enters the world of luxury travel in July 2023 with the debut of Explora I, it will be the realisation of a long-held ambition for the owners of its parent company, the MSC Group. Led by the Aponte family, the group is aiming to fill what it sees as a gap in the luxury cruise market by delivering a unique new experience for discerning travellers that evokes an ‘ocean state of mind’.

It’s a vision that will be reflected in all aspects of the cruise line’s operations, including the design of its interior spaces.

“Our aspiration is to create a unique ‘ocean state of mind’ by connecting guests with the sea, with themselves and other like-minded individuals, while offering remarkable itineraries that will blend renowned destinations

with lesser-travelled ports for a journey that inspires discovery in all its forms,” says Michael Ungerer, CEO of Explora Journeys. “Our fleet of up to six luxury ships will be launched between 2023 and 2028 and will be exquisitely designed to stimulate the senses and enhance the guests’ connection with the ocean. The interior design has been developed in collaboration with both De Jorio Luxury & Yachts and London-based architectural and interior design studio NenMar.”

The first of these six ships, Explora I, has been designed with a luxurious European style that recalls not only the standards of luxury ocean travel brands but also luxury resorts and retreats on land. Ungerer believes that this unique offering will place Explora in a category of its own, bridging the gap between the onboard and onshore luxury experience.





Explora 1's Ocean Residences have been furnished with luxury products from European companies, including chandeliers from Astep

## KEYNOTE

“We recognise that there is an opportunity for a luxury lifestyle travel brand to capture the essence and flair of European luxury and bring it to the oceans of the world,” he says. “Within the sleek and distinctively modern interiors in the ship’s exquisite lobby, 12 bars and lounges, and six signature restaurants, guests can experience a vibrant, cosmopolitan atmosphere that is more often associated with some of the world’s finest luxury hotels, restaurants and bars.”

Explora I’s interiors are intended to provide guests with a sense of spaciousness both in public areas and in their rooms, with an average of 18.4 square metres of space for every guest onboard. Suites offer an average of 42 square metres of space, while each of the 461 oceanfront suites, penthouses and residences include a private terrace.

“Our ships offer unrivalled space and privacy,” says Ungerer. “Fourteen decks will provide ample indoor public space,

maximising guest choice and create areas of quiet seclusion and privacy.”

Another influence upon the design of Explora I has been Explora’s ‘ocean state of mind’ philosophy, which will be

“Our commitment to sustainability is demonstrated in our dedication to responsible sourcing of materials”

reflected in the use of specific elements and features throughout the ship.

“Explora I has been designed with water as a real focal point of the onboard experience to help guests discover their own ‘ocean state of mind,’” explains Ungerer. “Generous

outdoor decks will boast more than 2,500 square metres of space and deliver stunning views of the sea, with 64 private cabanas across three outdoor pools. A fourth pool with a retractable glass roof will allow guests to swim and relax poolside in any weather.”

To help create the elegant environment it envisaged, Explora has designed its public spaces to allow for a smooth guest flow, creating a sense of freedom throughout the ship. The brand has worked in partnership with leading luxury interior design brands to complement the carefully designed architecture of these spaces with materials, products and colours that evoke a harmonious and peaceful atmosphere.

“Our suites have been furnished with some of the best of Italian and European furniture,” says Ungerer. “These include products from Molteni&C, part of the Molteni Group, the leading independent industrial group in the high-end furniture sector



The Conservatory Pool features a retractable glass roof that allows guests to swim in all weather





Public spaces onboard Explora I such as the Lobby (pictured) have been designed to recall luxury resorts and retreats

with 100 per cent Italian production. The identity of Molteni&C lives in all the Explora suites through high-quality products and iconic pieces by Gio Ponti, all marked by the core values of Molteni such as tradition, quality, durability and reliability, supported by research and innovation.

“Further enhancing the magnificent outdoor spaces, suite terraces have been furnished with exquisite pieces by Manutti, one of the world’s leading luxury outdoor furniture brands. Luxury bed and bath linens are from Frette, who use the most skilled Italian artisans to craft products that embody luxury, comfort and creativity. Meanwhile, future-thinking design and lighting brand Astep has provided bedside sconce lights and elegant chandeliers for the Ocean Residences. In our lobby, statement chandeliers from Preciosa create an intimate, elegant atmosphere.”

Alongside its commitment to delivering the highest standards of luxury, Explora has prioritised sustainability throughout its designs. Ungerer explains that the line isn’t just looking to avoid creating a negative environmental impact, but to deliver benefits to both its guests and the destinations it visits.

“One of our brand pillars is ‘Respect’ and this applies to everything we do, as well as the planet and the people we interact with,” he says. “It is no longer enough to avoid making a negative impact on the environment and we are focused on effective sustainability planning, maximising social and economic benefits for the local communities our ships will visit, enhancing cultural heritage, beyond just reducing any negative impact. Conscious luxury is reflected in the choice of materials, and our commitment

to sustainability is demonstrated in our dedication to responsible sourcing of materials and the inclusion of eco-friendly details such as refillable bathroom amenities and no single-use plastic onboard.”

When guests embark on Explora I for its maiden voyage from the UK port of Southampton, the brand will finally see their reactions to its efforts to create a unique and luxurious experience for them to enjoy. Ungerer measures the success of an interior design by its ability to provide an environment in which guests can best embrace that experience.

“To define a successful interior design, the primary focus should be on creating a welcoming atmosphere that makes guests feel comfortable and at ease,” he says. “A successful interior design should prioritise functionality, aesthetic appeal, and comfort, while incorporating the vibrant spirit of Explora Journeys.” **CFI**





# How cruise lines are enhancing onboard experiences through art

Artwork is being used onboard ships to invoke a sense of luxury, create engagement with guests and connect with the destinations they are travelling to

Artwork will play a pivotal role in enhancing guest experiences onboard several of the newest ships setting sail in 2023 and beyond. Some examples include Regent Seven Seas Cruises' Seven Seas Grandeur, Norwegian Cruise Line's Norwegian Viva, and The Ritz-Carlton Yacht Collection's fleet of luxury yachts.

Consultancy firm Enterprise & Art curated the art collection onboard The Ritz-Carlton Yacht Collection's first vessel Evrima,



The design of Journey in Jewels was inspired by the seas it will sail on

which debuted in October 2022, and is currently working on second ship Ilma, which is due to debut in 2024. The bespoke art collection onboard Evrima includes a piece by Netherlands-based artist Rob Plattel made up of abalone shells he collected, dried and placed in a pattern resembling waves to remind guests of the serenity and beauty of nature.

"Artwork is the last thing to be installed, but the first thing that guests will see, which makes it a key item in the perception of a space," said Erik Hermida, director of Enterprise & Art. "It should sum up and convey the image and intention of the space, the cruise line and the ship for guests. Appreciation of art is highly personal and nowadays guests share multitudes of images on social media, artwork has to be spot on more than ever."

Seven Seas Grandeur will embrace this concept too, creating a unique experience for guests when it embarks on its first voyage in November 2023 with the first Fabergé egg to be part of a permanent at-sea exhibition.

Named Journey in Jewels, the egg was created as part of a collaboration between Regent Seven Seas and the House of Fabergé to pay homage to the oceans and the cruise line's dedication to luxury. The design was inspired by the jeweller's 1913 Winter Egg. It features seven waves wrapping around the egg,



representing the seven seas, with pearls adorning the crest of each wave.

"Seven Seas Grandeur was inspired by the culmination of a 30-year heritage of perfection," said Andrea DeMarco, president of Regent Seven Seas. "The interiors of our new ship, while works of art themselves, also had to compliment the unrivalled art collection on board. The pièce de résistance of Seven Seas Grandeur's dazzling collection is the bespoke, hand-crafted Journey in Jewels objet d'art."

To further enhance the connection between guests and art, Regent Seven Seas has partnered with Fabergé's curatorial director Dr Géza von Habsburg to offer exclusive sailings that focus on Fabergé's origins across Scandinavia and Northern Europe and its connection to Great Britain. The sailings will take place onboard Seven Seas Splendor and Seven Seas Grandeur in June 2023 and July 2024, respectively.



Rob Plattel's work onboard Evrima is in the S.E.A. dining room



Norwegian Cruise Line is also aiming to create a personal connection between guests and artwork onboard Norwegian Viva. The ship will feature an interactive piece named Every Wing Has a Silver Lining, which has been designed by British digital artist Dominic Harris and will be displayed in the Metropolitan Bar. It will span 15.8 metres in length and feature Harris's signature butterfly motifs. The butterflies will dynamically respond to passing movement and human touch throughout the day.

"We believe that art can be a transformative element in the guest experience," said Gary Anslow, senior director of sales for UK and Ireland at Norwegian Cruise Line.

Norwegian Viva will also feature an art walk called The Concourse, with six modern sculptures from artists including Kevin Box, Arik Levy and Sophie Elizabeth Thompson. **CFI**



Every Wing Has a Silver Lining by Dominic Harris will respond to the movement of guests

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**Product picks**

## Brombach + Gess BalustradeMove

BalustradeMove is an outdoor railing system designed by marine glass bonding firm Brombach + Gess to allow shipowners to create multifunctional spaces and protect guests from the elements onboard their vessels.

Crew members can lightly press on the upper edge of the glass panes of the balustrade to lift them to a height of approximately 1.9 metres from the ground to form a shield against the wind in outdoor areas. The panes can then be easily lowered back into their original position.

The system does not require welding or electricity work and will be demonstrated by Brombach + Gess at Cruise Ship Interiors Design Expo Americas in Miami, USA, from 6-7 June 2023.



## How can F. Ball and Co. Ltd.'s flooring adhesives make refurbishments easier?

F. Ball and Co. Ltd.'s dual bond system for luxury carpet installations uses Styccobond F40 to create a peelable bond between the subfloor and underlay, carpets or other floor coverings to prevent them from moving laterally when subject to normal foot traffic.

Fitters can use F. Ball's adhesive to install the underlay and then use a permanent textile flooring adhesive, such as F. Ball's F3 water-based rubber/resin adhesive, to secure the carpet. This ensures the floor covering will not ruck, move or lift throughout its working life.

Meanwhile, the peelable bond makes sure that the floor coverings can be easily lifted and removed when they need replacing, without causing damage to the subfloor. This makes the refurbishment process quicker and easier.





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Ship operators can personalise fire-proof doors to match their interiors, says Pocadel



Pocadel delivers fire-resistant mesh glass, as well as other products, to reflect the interior design onboard vessels

Pocadel's glazed fire-proof doors and walls, which help to prevent fires from spreading onboard ships, can be customised to meet the specific design requirements given by architects and interior designers.

"Our customers are often surprised when they hear about the versatile decorative and glass options for glass fire doors and walls," said Alex Vainio, sales manager at Pocadel, a company that specialises in designing strategic fire-resistant aluminium and glass structures for marine use.

The light aluminium frames can be treated with various paints and colours, or they can be given an anodised, mirrored, gilded, stone or wood finish to match the surface materials used onboard the ship.

In addition, the glass itself can be coloured, patterned or sandblasted, and customers can also choose smart glass or LED lights inside the glass. This enables ship operators to customise the products to meet their specific needs.



## Bromic Heating provides comfort for guests

The Bromic Platinum Smart-Heat Electric Marine series is the world's only Lloyd's Register-certified outdoor heating solution. The radiant heaters are made of high-quality AISI316 stainless steel, available in black or white ceramic-glass finishes and are specifically engineered to provide superior resistance to the corrosive elements of marine environments. With their slim, aesthetic design and wind-resistant, radiant heat output, the Platinum Smart-Heat Electric Marine heaters are an ideal solution for superyacht and passenger ship owners looking to add an extra layer of comfort and luxury to the experience of their guests.

## rohi's CLEO fabric: a new sense of style



Two senses are activated when choosing an upholstery fabric – first sight and then touch. However, rohi recommends that people experience its CLEO fabric in reverse because the firm's wool specialists have created something that goes well beyond the softness that characterises its other wool collections. The fabric has a

new finish, a special wash that gives the fabric's surface a voluminous feel and a fluffy texture. rohi calls this innovation the 'soft wool finish.'

Like other rohi fabrics, CLEO is made with high-quality virgin wool in Germany, has been certified by the International Maritime Organization for upholstery and is durable, stain resistant and breathable.

Product picks

## Elmo Leather expands colour range of Elmosoft collection



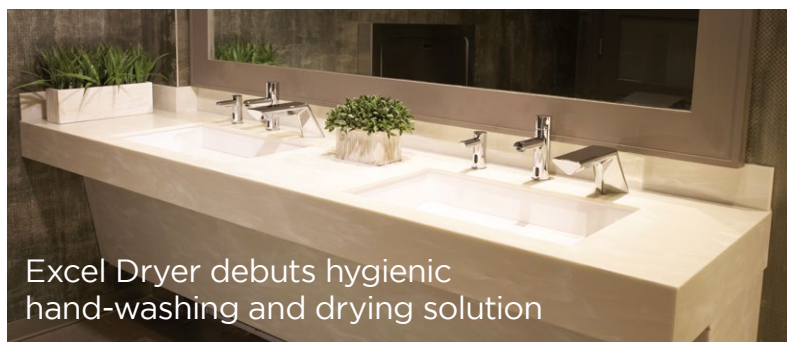
Elmo Leather has extended the range of colours available in its Elmosoft collection. Elmo now has 70 colour options for Elmosoft. The material is a chrome-free leather, and Elmo only works with water-based solutions in its tannery.

“Colour is increasingly important to our product offering due to the upsurge in projects within the marine industry,” said Jimmy

Ahlgren, sales and marketing director for Elmo Leather.

The new range was developed in collaboration with designer Georgina Wright.

“Colour can influence lives emotionally and psychologically,” said Wright. “Quiet, subtle hues like those in the Elmosoft collection help clients to create their own interesting colour stories.”



Excel Dryer debuts hygienic hand-washing and drying solution

Cruise ships and ferries need passengers to feel comfortable in their public bathrooms to provide the luxury, contemporary experience that they expect. The XLERATORsync hand dryer will reduce touch points and water spillages on the floor.

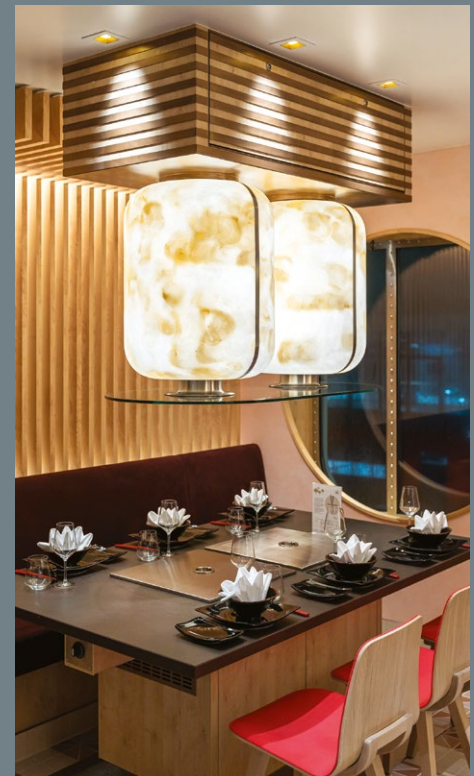
The soap dispenser, tap and dryer integrate with the sink countertop, allowing passengers to wash, rinse and dry their hands all in one place. This provides a convenient user experience while the neutral and customisable sink design options can completely transform the aesthetic of any public bathroom.

## Cristallux’s zero-waste alternative material makes lighting more sustainable

Alamar is the zero-waste, International Maritime Organization-approved alternative to glass produced by Cristallux. The material is made from 100 per cent recyclable thermo-plastic resin and any waste or cut-offs from the production process are reintegrated into the production cycle.

In addition, Alamar can be produced with only 18 per cent of the energy required to process real glass or stone, without compromising the look or feel of the final product. It is also more durable and lightweight than glass.

The material is translucent, provides natural optics and is available in single or multicolour options, which makes it ideal for decorative lighting onboard cruise ships.



# Chelsom launches Edition 28 collection

Lighting firm Chelsom has debuted its newest collection, Edition 28, which features several lights designed specifically for marine interiors, including lamps and ceiling lights.

Chelsom has fully redesigned its existing lighting collection to create Edition 28, which features new sub-brands and is supported by both a new catalogue and website.

The firm's chairman Robert Chelsom and managing director Will Chelsom designed the new collections in house. They showcased the collections at Clerkenwell Design Week in an exclusive and private exhibition space, marking the first time that Chelsom has exhibited at the event.



The Duomo (left) and Pod (right) are two of the new styles suitable for marine interiors



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## Silversea adds new suite categories to Silver Endeavor

Silversea Cruises' Silver Endeavor is to feature 10 new suites following a refurbishment that began at the San Giorgio del Porto shipyard in Genoa, Italy, at the start of April 2023.

Silver Endeavour will have six new suites on deck eight and four new suites on deck five. Six of the new suites will be classified under two new categories, Master and Signature Suites, and will be available to guests from 17 July 2023.

The two Master Suites will be located towards the ship's aft and offer 108 square metres of floor space and floor-to-ceiling windows with 270-degree views. The four Signature Suites will range from 67 to 78 square metres and feature various-sized verandas.

The remaining four Classic Veranda suites will replace the medical centre



The new Master Suite will offer an immersive 270-degree sea view via floor-to-ceiling windows

on deck five, which will be relocated to deck four in place of the current casino.

Silversea will also carry out other enhancements during the renovation,

with one of the highlights being the installation of handcrafted Lalique crystal panels in Silver Endeavour's French restaurant, La Dame.



### GU's new slub yarn fabric offers delicate detail

Norwegian textile manufacturer Gudbrandsdalens Uldvarefabrik (GU) has created a new fabric named Lyngdal, which is made from a chunky slub yarn, twisted with a smooth, thin black thread. The plain weave makes the structure of the threads stand out, while the meeting of thinner and thicker sections of the yarn creates a subtle, random pattern. Lyngdal is International Maritime Organisation certified and can be used for a range of upholstery purposes onboard ships.

## Oceania Vista debuts with spaces designed by Studio DADO



Miami-based firm Studio DADO designed multiple dining venues, all the guest accommodation (aside from the Owner's Suite) and other public areas onboard Oceania Cruises' new Oceania Vista, which was christened on 8 May 2023 in Valletta, Malta.

Guided by Oceania Cruises' aim to be the "world's leading culinary- and destination-focused cruise line", DADO also designed lounges, the pool deck, outdoor areas, public corridors, passenger elevators and stairwells on the 1,200-guest ship.

"From an environment and experience perspective, the dining venues are on par with any world-class, Michelin-starred restaurant," said Yohandel Ruiz, founding partner at DADO. "Meanwhile, the staterooms and suites stand toe-to-toe with anything you'll find in the finest hotels. Instead of gilded walls and bejewelled fixtures, guests find spacious, airy oases with comfortable linens, classic materials and all the small touches that make Vista feel like a better version of home.



### TVV Marine Lighting products receive fire safety certification

Finland-based firm TVV Marine Lighting has received B-0 fire resistance certifications for its Compact E25, TDL 88 and TDL 600 marine linear light products, making them safe to use onboard cruise ships and ferries.

The firm began carrying out the tests in January 2023 and received the certification from certification tester Eurofins Expert Services the following month. The lights were tested together with ceiling panels from Lautex.

"We're pleased to be able to add three of our lights to our list of products that are safe for marine use," said Aldona Mäkinen, CEO of TVV Marine Lighting. "With this, we will continue to provide lighting solutions that enhance the interior design on ships whilst following the most up-to-date safety regulations."



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## Viking Line chooses Finnish suppliers for refurbishment



Cruise ferry operator Viking Line has fully renovated the 22 balcony cabins onboard Viking Gabriella, updating the space based on feedback from guests.

“For the renovation, we focused on getting the most possible out of the view and creating a more spacious feel in the cabins,” said Johan Nordberg, Viking Line architect. “People can admire the sea views through the

windows from the queen-size bed and the sofa, which can be turned into an extra bed. The cabins have been painted in light, fresh tones, but for the fixed furnishings like tables and closets we chose a trendy, slightly darker tone. We replaced the heavy textiles with brighter, lighter ones.”

Finnish suppliers were chosen for the refurbishment, with I.S. Mäkinen

delivering the sofas and Fintom Services reupholstering old ones. Fabric for sofas and pillows came from Hocus Interiors Pocus, other textiles came from Vallila and interior fittings were delivered by Porin Puukaluste.

Illyria Interior wallpapered the cabins and installed the furnishings, while Wall to Wall replaced the carpets. New sinks came from Liedon Kivliike.

## Metalcolour celebrates 50 years of innovative coil coating

Metalcolour built its first coil coating line in 1973 and today has production units in Sweden, Denmark and Singapore. This enables it to provide high-quality film-laminated and pre-painted steel and aluminium that can be used in cruise ship interior spaces for both decorative and technical purposes.

The firm has developed solutions over the years that are now considered best practice, including fire-classified, film-laminated steel, heat-applied protective foil, close tolerances in gloss control and special technical coatings.

Metalcolour has delivered to some of the world’s largest cruise ships, most recently to Royal Caribbean International’s Icon of The Seas and Silversea Cruises’ Silver Nova.

“Finding new applications and maintaining our key values will be the way forward for both technical and decorative coating,” said Ingemar Forsberg, CEO of Metalcolour in Sweden and Denmark. “We will continue to do all we can to keep both existing and new customers happy with their collaboration with Metalcolour. The 50-year long journey will continue.”



## New Princess Cruises ship to boast design firsts

Sun Princess will feature several design firsts for Princess Cruises when it debuts in early 2024.

The three-storey Horizons Dining Room will have a two-deck-high decorative sculpture, and three decks

offering different dining experiences. Meanwhile, the Princess Arena will boast a central stage, curved walls, a radical ceiling and moveable seats.

Other new spaces will be the Piazza and The Dome entertainment space.



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## Cubik3 designs interiors for Phoenix Reisen's Alisa



Photo: Alexander Rudolph

Phoenix Reisen's newest cruise ship Alisa set sail for the first time in March 2023 with interiors designed by Cubik3.

Alisa is the fifth in a series of ships, all of which feature unique interior design concepts created by Cubik3 that are themed around the geographical areas the vessels sail in. For example, Alisa has boutique hotel-style interiors that reflect places along the Rhine.

"The result is a multifaceted design concept with a great deal of detail that strikes a balance between contemporary and classic elements, making the ship appealing to both younger and older guests," said Jochen Hagen, Cubik3's co-owner and interior architect.

Cubik3 also designed Alisa's passenger cabins, which have a relatively small footprint but are functional, comfortable and feel spacious.

"We've optimised the design of the cabins over the series of ships and other shipping companies are now interested in working with us," said Hagen. "We're now working with Rijfers Nautical Management and the Vahali shipyard to develop a new and significantly larger ship named Amina."

## P&O begins multimillion-pound refit on Arcadia and Aurora

P&O Cruises has updated the guest areas on its ships Arcadia and Aurora as part of a wider modernisation project. During the refurbishment, the brand replaced balcony furniture, chairs in the passenger cabins and furniture in the ship's open deck areas. The Neptune Pool area on Arcadia was also fitted with new lounge chairs, sofas, tables and armchairs.

"Arcadia and Aurora are two of our most beloved ships in the fleet offering guests a more intimate experience in stylish surroundings," said Paul Ludlow, president of P&O Cruises. "After a busy season hosting guests on longer duration itineraries and world cruises, we are making sure that both ships look their absolute finest ahead of the summer season."

Arcadia and Aurora will undergo more extensive refits in November 2024 and April 2025, respectively.





# Marine Interiors Cruise & Ferry Global Expo, powered by SMM

6-8 September 2023 | Hamburg, Germany

The Hamburg-based Marine Interiors Cruise & Ferry Global Expo, powered by SMM, was launched in 2019 as the first stand-alone business-to-business trade fair focused on interior design, equipment and technologies for passenger ships. Exhibitors from across the ship interior design supply chain are expected to attend the second edition of the event on 6-8 September 2023 to meet top-level visitors including decision-makers from shipping companies, shipyards and design firms. The expo will be accompanied by networking events and conference sessions featuring top-ranking experts discussing all the industry's current key topics.

Marine Interiors takes place every two years in parallel with the Seatrade Europe – Cruise and River Cruise Convention.



## Innovation Lounges Summit 2023: a circular future for hospitality design

30 October-3 November 2023 | Cologne, Germany



The Innovation Lounges Summit will outline how suppliers can meet new environmental, social and governance regulations and redefine luxury through a lens of sustainability whilst prioritising health and wellness.

Attendees will stay for four nights onboard MV Advance, a river cruise ship from new cruise line Transcend Cruises, and have the opportunity to interact with some of the largest suppliers in the industry, listen to keynote speeches, and attend conference sessions and supplier workshops.

### DATES FOR YOUR DIARY

#### Cruise Ship Interiors Expo America

6-7 June 2023, Miami, Florida, USA  
[www.cruiseshipinteriors-expo.com](http://www.cruiseshipinteriors-expo.com)

#### Marine Interiors Cruise & Ferry Global Expo

6-8 September 2023, Hamburg, Germany  
[www.marineinteriors-expo.com](http://www.marineinteriors-expo.com)

#### Innovation Lounges Summit 2023

30 October-3 November 2023, Cologne, Germany  
[www.innovationlounges.com](http://www.innovationlounges.com)

#### The 47th Annual Interferry Conference

4-8 November 2023, Hobart, Tasmania  
[www.interferryconference.com](http://www.interferryconference.com)

#### Sustainable Design Summit

28 November 2023, London, UK  
[www.sustainabledesignsummit.com](http://www.sustainabledesignsummit.com)

#### Cruise Ship Interiors Expo Europe

29-30 November 2023, London, UK  
[www.cruiseshipinteriors-europe.com](http://www.cruiseshipinteriors-europe.com)

#### Marintec China

5-8 December 2023, Shanghai, China  
[www.marintecchina.com](http://www.marintecchina.com)



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# Cruise Ship Interiors Design Expo Americas: uniting the interior design industry

6-7 June 2023 | Miami, Florida, USA

Cruise Ship Interiors Design Expo Americas (CSI Americas) will return to Miami, USA, with an extensive conference and workshop programme in June 2023.

The show, which will take place at the Miami Beach Convention Center on 6-7 June, will bring together key stakeholders in the marine interiors industry for two days of networking, business and education.

The 2023 Conference & Workshop Program will be hosted in partnership with hospitality industry network NEWH and take place around the show floor, covering various topics including trends, drydocks, newbuilds, refits and sustainability. Some of the biggest names in cruise design will take to the stage to share their expertise through debates, interactive workshops, Q&A panels and other curated sessions.

The conference agenda on day two will feature sessions such as ‘The state of the industry’ and ‘Marine Design 101: in conversation with cruise interior design masters’.

Some of the individuals already confirmed for the expert speaker panel, including Sascha Lang, vice president of architectural design – newbuild and renovation at Royal Caribbean Group; Alison Clixby, director of hotel design and projects at Carnival UK; July Grill, senior director of architecture and next-gen newbuilds at Norwegian Cruise Line; Greg Walton, founding partner at Studio DADO; and many others.

For the first time, CSI Americas will be co-located with the new Hotel & Resort Design South (HRDS) – Miami’s



inaugural show for those involved in designing luxury hotels, resorts and private island destinations. CSI and HRDS will host a joint session – titled ‘A tale of design – creating an emotional connection’ – in the HRDS lounge.

In addition to this, there will be a host of networking opportunities, such as speed networking sessions, a Happy Hour drinks reception, a Procurement Brunch, and the CSI After Hours party, which will take place in a secret Miami location. **CFI**

*To join the cruise interiors community at CSI Americas, register for free at [www.cruiseshipinteriors-expo.com](http://www.cruiseshipinteriors-expo.com)*





2



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# Wall, floor and window coverings

Textiles are the cornerstone of interior design, and a statement textile has the power to transform a space completely. *CFI* presents a selection of striking designs that will elevate any interior



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5

1. **Morbern's** MorPH range of high-frequency welded designs create impactful focal points with stylish patterns and 3D effects. MorPH faux leather surface solutions are available with standard or waterproof backing, making them suitable for both indoor and outdoor applications.

2. **Ege Carpets'** 100 per cent wool designs combine luxurious comfort and superior aesthetics. Featuring extreme colour saturation, pre-dyed wool excels in adding depth and contrast to a ship's floor design.

3. The vibrant Deco collection from **Sekers Fabrics** draws inspiration from Miami's Art Deco Historic District and features six eye-catching designs, making it a statement drapery choice. The Deco collection is woven in 100 per cent Trevira CS.

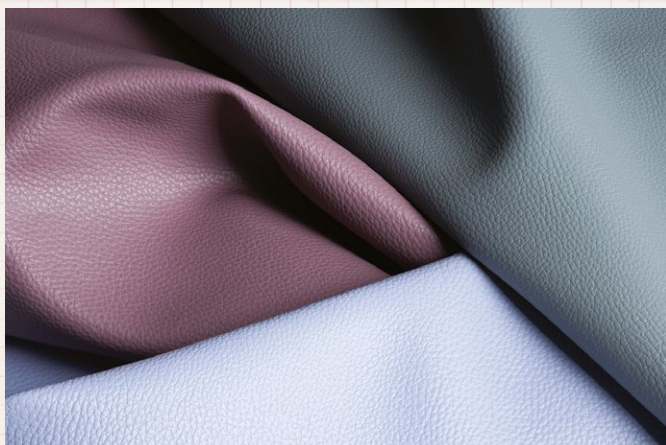
4. **Forbo Flooring Systems'** Flotex FR is a unique, lightweight and International Maritime Organization- certified floor covering that offers endless design possibilities and combines the appeal of a textile with the hygienic practical advantages of resilient flooring.

5. The Meridian signature collection of fabrics by **Panaz** is inspired by themes of geology and natural structures. The collection offers statement designs combined with the highest technical performance standards making it perfect for cruise interiors.

6. Ginkgo by **Cotting Group-Griffine** is a coated fabric ideal for upholstery, walls and bed headboards onboard cruise ships. It is available in 41 colours, has organic cotton backing and classic leather grain, making it durable and easy to maintain. Ginkgo meets specific marine requirements.

7. **Ulster Carpets'** bespoke carpet designs incorporate colourful patterns and stylish tones, making imagination the only limit for designers. This is reflected in the carpets the brand provided throughout Norwegian Cruise Line's Norwegian Prima.

8. The **Dansk Wilton** Colortec TWIST carpet solution adds a little extra luxury to cruise ship interiors. The combination of hard-twisted yarn and normal velvet yarn creates an outstanding surface with a shimmering texture offering a luxurious and unique carpet.



6



Photo: Norwegian Cruise Line

7

# The epitome of European elegance

Trevor Young and Daniel Mocreia of MSC Cruises give Rebecca Gibson an insight into the brand's ship design process and its latest pioneering newbuild, MSC Euribia

Whenever MSC Cruises is designing a new ship, individuals across the organisation come together to help the brand to push the boundaries of innovation and create a pioneering vessel that will exceed guest expectations. The brand's owners, executive chairman Pierfrancesco Vago and the Aponte family, spearhead these projects, dedicating themselves to ensuring that the design, architecture and engineering teams perfect every little detail.

"Vago and the family provide the high-level direction whenever we're developing a prototype for a new class of ships," says Trevor Young, vice president of newbuilding and refurbishment at MSC Cruises. "They will outline what type of venues, features, technical profile and other elements he would like us to include. They also take time to refine elements of the design with us – we once went through 72 iterations of the funnel design for one ship to ensure it looked special.

"The family also live and breathe interior design, oversee the whole process and work with us to finalise everything from the colour palettes to the artwork, fabrics, fixtures, fittings and plants. They spend a considerable amount of time onboard a ship in the weeks before it is delivered to supervise all the last-minute outfitting tasks and

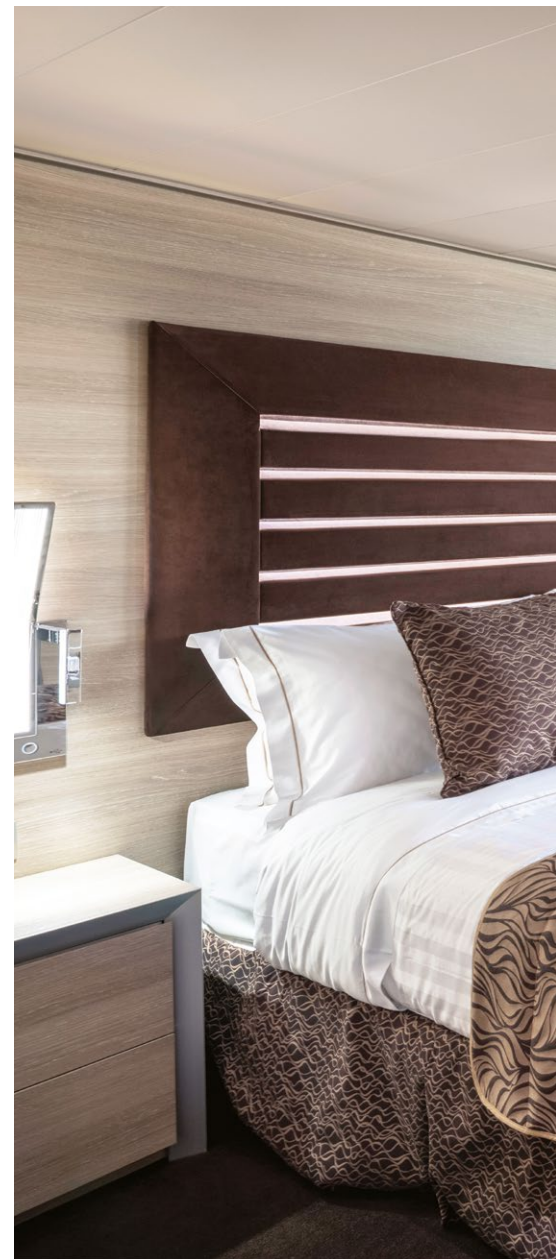
ensure everything is just right before the first guests step onboard. I don't know of any other shipowners who are so proactively involved in the entire shipbuilding process."

Vago, the entrepreneurial chairman of the MSC Cruises division, is dedicated to developing newbuild and refurbishment strategies that will enable the brand to realise the ambitious vision for the future.

"It's my job to take the family's bold visions and work with my team, other departments across MSC Cruises and external partners to make them a reality," says Young. "Collaboration is key to achieving this. We have monthly newbuild and project with Vago at our Geneva headquarters, and I also check in frequently with the leaders of the hotel operations, food and beverage, entertainment and onboard revenue departments on the ships."

Young's team constantly seeks feedback from shoreside and shipboard staff, and guests, too.

"One of the most valuable times for me is when I go onboard a ship to chat with guests and crew to find out what's working well and what could be improved, or just simply to observe them as they navigate the ship," says Young. "For example, when we trialled a new 'deck destination' elevator system from



Kone Lifts onboard MSC Grandiosa, I spent hours observing how guests responded to it. I gained valuable real-life insights that I wouldn't have been able to gather from my desk and this feedback gave us the confidence to fully implement the system on MSC Grandiosa and other ships."

Young and his team also develop a 'lessons learned' document for each newbuild. "We go onboard the ship about six months before it's delivered and start noting down what is working well and what could be easily improved for the next new vessel," he says. "We update this document again when we do all

the inspections at the time of the ship's delivery, and then we go back onboard after it's been operating for three to four months to speak with crew and guests."

One of Young's top priorities is to find new ways to introduce more sustainable products and materials on each successive ship. However, he must weigh up multiple factors before making an investment.

"Ideally, we'd choose the most environmentally sustainable materials and products every time, but we need to tick a lot of different boxes to create comfortable, aesthetically pleasing, safe and compliant ships that meet guest

expectations, whilst also ensuring we remain profitable," says Young. "For example, we might find a material made from recycled plastic that meets all our sustainability requirements, but it may not have the mandatory International Maritime Organization certifications, or it may be prohibitively expensive."

Currently, it's difficult to strike the right balance between all these factors. However, Young is optimistic that it will become easier as more suppliers find innovative ways to move towards the circular economy.

"Today, many suppliers are still in the early stages of exploring how they can

The suites onboard MSC Euribia are designed with high-end furnishings, lighting and fixtures to offer a luxurious, yet comfortable space, for guests to relax





“I don’t know of any other shipowners who are so proactively involved in the entire shipbuilding process”

**Trevor Young**  
MSC Cruises

make their products more sustainable in a cost-efficient way, but we’ve already seen some great examples of innovations from pioneering firms,” he says. “There’s a carpet manufacturer that can recycle old carpets and reuse the components in new products, a decking supplier that reuses the dust created during the floor sanding process, and a company that creates planks of ‘wood’ from

recycled plastic marine litter. We’re using the latter in outdoor areas on our private Bahamian island, Ocean Cay MSC Marine Reserve. Becoming more sustainable is now a top priority for everyone in the passenger ship design industry, so it’s only a matter of time before we start seeing other suppliers offering similar solutions at a more affordable price.”

MSC Cruises aims to play a key role in helping to drive sustainable change too. “We’re always pushing our suppliers to make their products or processes more environmentally friendly, and we’re also introducing sustainability clauses into some of our contracts,” says Young. “If stakeholders across the supply chain work together, we’ll hopefully reach a stage where the whole cruise ship interior design industry is operating with a truly circular approach.”

The company’s dedication to protecting the oceans and achieving net-zero emissions by 2050 will be reflected on the hull of its latest ship, MSC Euribia, which will debut on 8 June 2023 in Copenhagen, Denmark. It will be the brand’s fifth Meraviglia-class vessel, its second LNG-powered ship and will be equipped with shore power connectivity and various other green technologies.

Le Grill is an elegant new speciality restaurant that will serve French cuisine onboard MSC Euribia







The redesigned Carousel Lounge features a new, more spacious layout and two covered terraces with seating and ocean views on the outdoor decks

“MSC Euribia is built for the future and is the most energy-efficient cruise design ever, so Vago wanted the hull artwork to celebrate these credentials and convey MSC Cruises’ sustainability message,” says Daniel Mocreia, senior architect for MSC Euribia. “We also want the fresco to encourage everyone who sees the ship to take action to save our seas and the marine ecosystem.”

For the first time in its history, MSC Cruises invited members of the public to submit designs for the hull artwork. After receiving more than 450 designs from 59 countries worldwide, the brand submitted a shortlist to a panel of international judges that included Vago, architect Martin Francis and Jben, an artist who creates large-scale sand frescos to raise awareness of ocean-related environmental issues. The panel unanimously voted for the #SavetheSea design by German graphic artist Alexander Flämig.

“The artwork features underwater flora and fauna depicted in an ocean-inspired colour palette that is in keeping with MSC Cruises’ corporate branding, so it was a perfect fit,” says Mocreia. “We then collaborated closely with the artist to refine the design and make it as striking as possible.”

Taking the design from paper to hull was challenging. “The design uses eight shades of blue but there’s a very limited range of approved marine paints available on the market, so we had lots of discussions with the artist and the paint manufacturer to find a solution.”

The fresco is just one of several design elements that showcase MSC Euribia’s sustainability credentials. For instance, references can be found in the onboard art collection and also in the vessel’s name. “It pays homage to ancient Greek goddess Eurybia who harnessed the winds, weather and constellations to master the seas,” says Mocreia. “We hope the advanced sustainable solutions



#### BEHIND THE HULL DESIGN

Graphic artist Alex Flämig hopes for his #SavetheSea design to “serve not only as a testament to MSC Cruises’ commitment to protecting the important marine ecosystem, but also as an inspiration for those working on finding innovative solutions to safeguard the future of the ocean.”



Guests can use digital coasters to interact with the tables in Helios Wine Bar and learn more about the history of wine-making, different varieties of grape, and more

onboard our Euribia will help it do the same.”

MSC Euribia will boast MSC Cruises’ signature ‘European elegance’ design style, which will be showcased across luxury suites and staterooms, 10 dining venues, 21 bars, five pools, a spa, the MSC Yacht Club enclave, an aqua park, Sportplex, the MSC Aurea Spa, seven dedicated rooms for children, the MSC Yacht Club enclave, and Galleria Euribia, an indoor promenade covered by the longest LED dome at sea. Several of the signature venues found onboard other Meraviglia-class ships have been reimaged for this vessel. One example is speciality restaurant Kaito

Teppanyaki & Sushi Bar, which now features a Robotayaki space for the first time. Another is the Carousel Lounge, a multifunctional venue featuring 1,020 square metres of indoor and outdoor space at the aft of the ship.

“The lounge has become an iconic venue on the Meraviglia-class vessels, but we changed the layout, extended the space to the outdoor deck and increased the food and beverage offering to deliver even better casual dining and entertainment experiences,” says Mocreia. “Guests will love the amazing panoramic views, leisure activities and daily entertainment – there will be something for everyone, whatever the time of day or night.”

Notable new venues include the first MSC Foundation Youth Centre, a speciality French bistro/steakhouse restaurant named Le Grill, and the immersive Helios Wine Bar. Here, guests can learn about the history of wine making, different grape varieties and much more by interacting with the digital multi-touch tables. The bar will also host masterclasses throughout each cruise.

“Guests can easily customise their experience in Helios – they can simply sit and enjoy a glass of wine, or they can educate themselves,” says Young. “It adds an exciting new dimension to the typical bar experience.

Both Mocreia and Young are counting down the days until guests can step onboard MSC Euribia and experience its impressive onboard offerings for themselves. “It’s been challenging to develop MSC Euribia because we’ve pushed ourselves to exceed even our own expectations, but the hard work is worth it when we see guests enjoying themselves and creating life-long memories onboard our ships,” says Mocreia. **CFI**



“MSC Euribia is the most energy-efficient cruise ship design ever”

Daniel Mocreia  
MSC Cruises



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# A commitment to sustainability for maritime interiors

CFI executive editor Jon Ingleton introduces a new declaration that provides a pathway to a sustainable future

The passenger shipping industry is making giant strides towards greater sustainability, with big wins recorded for fuel, emissions, energy efficiency and other projects. To date, though, there has been no coordinated cross-industry action plan for ship interiors, with progress in this field made primarily from isolated islands of activity.

There are a significant number of passionate interior designers, specifiers, outfitters, suppliers and others who are individually taking steps to improve the sustainability of their professional output, sometimes alone but often with the support of their business. However, there has been little

industry-wide guidance or regulation to direct priorities.

Unlike land-based construction, there has been no common best practice framework for sustainably building and maintaining ship interiors that can unite this community in the pursuit of collective goals. Interior designers and specifiers of land-based buildings have certifiable environmental guidelines that they can adopt and follow that do not exist for maritime projects. But in the maritime sector, it has been down to progressive shipowners to write their own guidelines or adapt practices from other industries.

Future shipping passengers and crew must be assured that the maritime interiors they inhabit are built to impeccably high environmental standards. We have a commitment to them, a duty to ourselves and an obligation to the planet.

Now, with the impending launch of the Sustainable Maritime Interiors initiative, we can look forward to industry-specific guidance, focus and collaboration on a sustainable future. This new initiative is spearheaded by a group of like-minded designers, specifiers and other maritime experts, including the team at *Cruise & Ferry*, and is based around a declaration of advocacy and action for the environment.

The Sustainable Maritime Interiors Declaration (SMI Declaration) will not solve the challenges that we face but it will give us a starting point from which to move forward more positively. It will guide owners, designers and specifiers and it will inspire other stakeholders to contribute the missing elements that are needed to build and maintain more sustainable ship interior life cycles.



“This Declaration will be a north star to help with my design process, and it will connect me with a likeminded community that shares the same priorities”

My Nguyen, Holland America Group





SMI Declaration was conceived while conducting the research for the *Sustainable Maritime Interiors* report, published by *Cruise & Ferry* in June 2022, which was issued at the 2017 Montreal World Design Summit, and *Our Common Future*, which was published in 1987 by the United Nations.

The SMI Declaration aims to make a meaningful contribution to sustainability performance improvement throughout the ship interior life cycle via informed stakeholder guidance and in full support of the Ten Principles of the UN Global Compact. The environmental sustainability focus of the declaration is necessarily considerate of other sustainability objectives and is intended to work in unison with corporate commitments to the social and economic sustainability pillars.

The initiative has already garnered widespread interest, including from the UN Global Compact, a voluntary United Nations initiative that seeks to encourage organisations worldwide to adopt, and report on, sustainable and socially responsible policies.

“The SMI Declaration is a really powerful industry self-starting initiative that could lead to significant sustainability gains for the maritime industries. We applaud the ambitions of the declaration, and we are happy to contribute to accelerating its uptake and advancing the programme of activities that may follow,” says Erik Giercksky, business action programme for ocean at the UN Global Compact.

Rebecca Alcolea Krauss, UN Global Compact’s ocean project manager, adds: “UN Global Compact has a significant

focus on ocean programmes and the ambition of the SMI Declaration is entirely complimentary to these activities. It is incumbent upon us to both start and support a range of initiatives and we have an obligation to make sure they are rigorously tested so that we can be confident that we can achieve a positive impact and outcome. We are working through this process with the SMI Declaration and hope that the maritime interiors community embraces its commitments with enthusiasm and effective endeavour.”

Industry bodies are also supporting the declaration.

Shashi Caan, CEO of the International Federation of Interior Architects/Designers, says: “IFI applauds and staunchly supports the Sustainable Maritime Interiors



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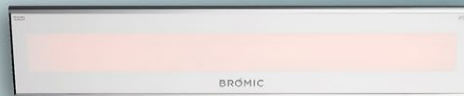


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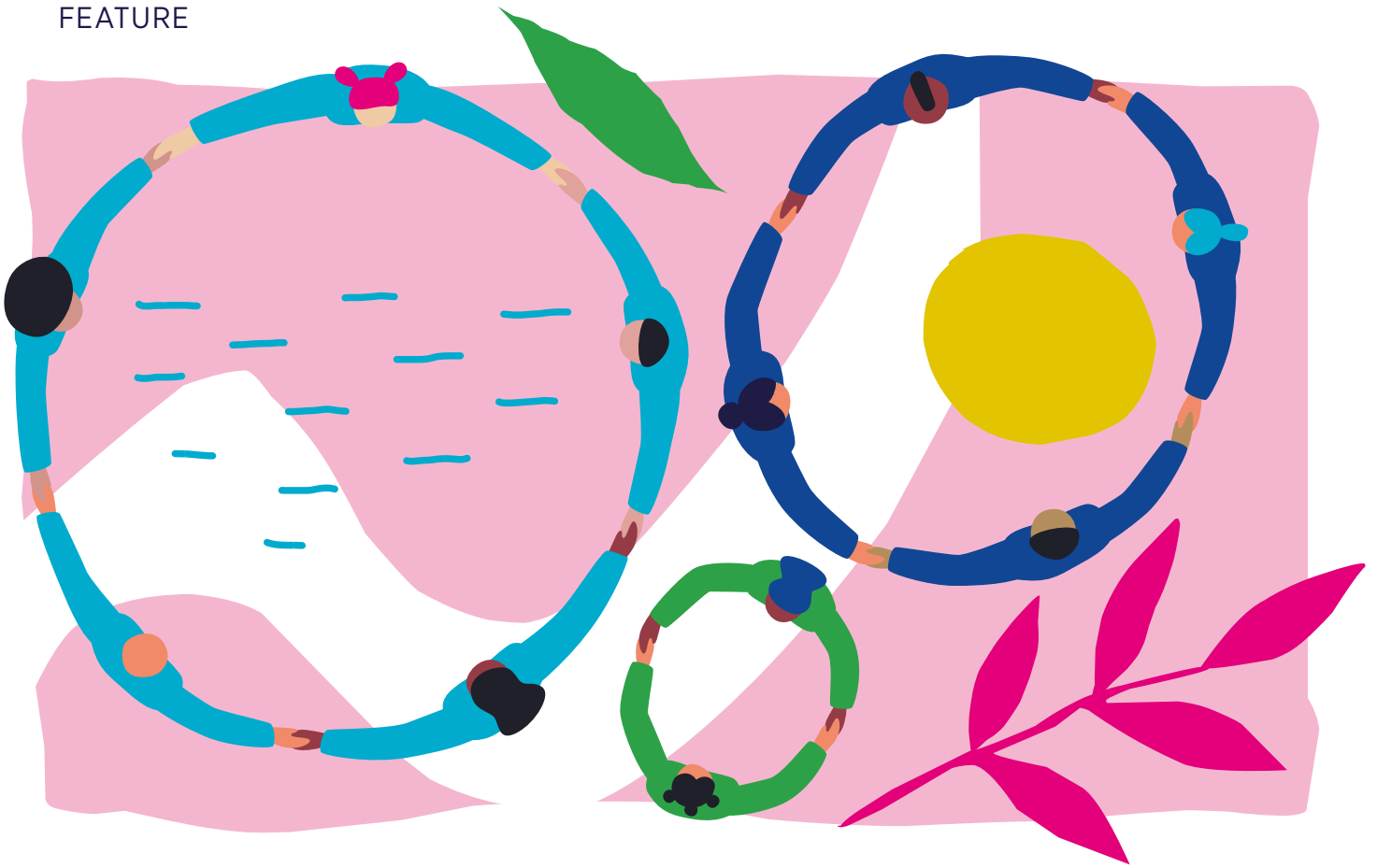


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Declaration as a living guideline for imaginative and responsible maritime interior architecture and design. We endorse its accountable, life quality-affirming stewardship for well-being driven by design innovation for the betterment of our planet and all life.”

Paul Holthus, founding president and CEO of World Ocean Council, says: “The Declaration is an excellent initiative to inspire, inform and guide designers and specifiers of cruise and ferry vessel interiors in advancing sustainability. It

highlights the need, and opportunity, for all components of all maritime sectors to identify how they can develop and deliver leadership and collaboration for corporate ocean responsibility, the core mission of the World Ocean Council.”

Citizen Good Consulting’s founding partner Caroline Bates, says: “The Declaration clearly lays out an ambition to be advocates for change and progress and tells people how to do it, it inspires people to champion, share and collaborate, all of which are key ingredients for progress on

the sustainability agenda – it talks about doing this right across the value chain which is critical.”

Meanwhile, Sustainable Design Summit’s conference director Helen Blantz says: “The Declaration recognises how important it is for the design community to collaborate. What’s needed is transparency, communication and, perhaps most importantly, knowledge sharing. Those at the forefront need to share any lessons in the interests of more sustainable outcomes for all. Community conversations, collaboration and deep-dive learning are key activities during the cross-sector Sustainable Design Summit, and we applaud the emphasis given to these actions within the declaration’s ambitions.”

Individuals involved with designing, building and outfitting passenger ships are onboard too. My Nguyen, director of interior design at Holland America Group, has been instrumental in the development of the Declaration. She says: “The marine interiors community has been interested in sustainable



“The Declaration inspires people to champion, share and collaborate, all of which are key ingredients for progress on the sustainability agenda”

Erik Giercksky, United Nations Global Compact



design for many years, however the endeavours have been in silos without any coordinated outreach. The pandemic heightened everyone's awareness about the importance of our environment and how it directly affects everyone's mental and physical health. Over the past few years, sustainability has become one of the biggest topics of industry discussion. It is evident that more people want to participate in change but it's difficult to scratch the surface when the topic is so broad. And there hasn't been any clear direction on where to focus sustainability efforts; until now.

"The SMI Declaration is a big step towards bringing together this community of designers, specifiers, outfitters and suppliers to focus our attention on reachable, consistent and impactful actions. For me, this declaration will be a north star to help with my design process, and it will connect me with a likeminded community that shares the same priorities. Our efforts will help the industry design, build and refurbish ships in a way that improves the cruising environment for generations to come."

MSC Cruises' vice president of newbuilding Trevor Young also supports the Declaration. He says: "For us to make the most responsible product choices for our cruise ships we have to work towards a situation whereby sustainability sits effortlessly alongside quality and durability. The SMI Declaration embraces this approach and rightfully acts as a conduit for designers and shipowners to work collaboratively with the same set of principles to facilitate an innovative approach, smart decision making and ambitious targets. Cruising in many ways is leading the way in responsible travel and the Declaration is another step forward in making it an essential industry."



Antoine Bergeron, an eco-design engineer in the newbuilding department at Ponant, says: "In order to make its future fleet more environmentally friendly, Ponant has chosen to make eco-design the cornerstone of its research. As such, we aim to take into account all factors that will allow us to design ships that are the most environmentally neutral from the design phase through to the end of their life cycle. The interior design of our ships is therefore at the heart of our approach.

"This Declaration on the eco-design of maritime interiors is an essential framework to help our suppliers better understand our needs and improve their products for a more sustainable economy. We are convinced that this approach will contribute to reducing the environmental impact of our ships, as well as that of the global fleet, and to ensuring a greener future for the maritime industry."

Andrea Bartoli, principal manager of outfitting at Carnival Corporation, says: "The SMI Declaration is just the beginning, the first step on a journey to a more sustainable future. Our sustainability journey is going to be tough because we have so few precedents to follow. And so, we must create our own path, starting with small actions that will protect our natural resources, conserve energy and reduce waste. In time we will build a best-practice sustainable maritime interiors framework that will guide our work, enable good decision-making and deliver interior environments that fulfil our sustainability vision and meet our passenger's values."

The Declaration is just the beginning – the Sustainable Maritime Interiors initiative will grow, and others will join our cause to advance the sustainability of maritime interiors through associated guidance, best practice and, ultimately, through a formal framework. We welcome your support! **CFI**

*For more information and to support the Declaration please visit: [www.sustainablemaritimeinteriors.com](http://www.sustainablemaritimeinteriors.com)*



### AMBASSADORS FOR CHANGE

In mid-2022 a group of like-minded designers, specifiers and other maritime experts came together to try and change the way maritime interiors are designed, built, maintained and managed through best practices and considerate end-of-life planning. All 32 ambassadors collaborated to develop the key principles for the SMI Declaration and will play a pivotal role encouraging the entire maritime interiors community to support the Declaration, advocate for sustainability and contribute to a better future for all. The SMI Declaration ambassadors are:

- Andrea Bartoli
- Francesca Bucci
- Alison Clixby
- Linden Coppell
- Pascale Dexitour
- Jennifer de Vere-Hopkins
- Matthew Easton
- Nick Farrell
- Sascha Gill
- Anne Mari Gullikstad
- Daniela Herget
- Julie Higgins
- Jon Ingleton
- Hans Lagerweij
- Ian Lin
- Bree Louie
- Alan McVitty
- Bente Medelbye Hansen
- Daniel Mocreia
- My Nguyen (chair)
- Jean Philippe Nuel
- Francesca Panatta
- Matthieu Petiteau
- Boris Ruskovsky
- Petra Ryberg
- Espen Sandvik
- Helena Sawelin
- Andrew Sheen
- Jeremy Spear
- Alan Stewart
- Christian Urbat
- Greg Walton
- Andy Yuill





## THE SUSTAINABLE MARITIME INTERIORS **DECLARATION**

### **Environmental advocacy**

**1** Champion responsible maritime interior architecture and design as a pathway to a sustainable future and contribute to giving our community an effective and united voice that drives meaningful action.

**2** Be curious, seek wisdom and listen intently while advocating for positive change and encouraging others to follow through sharing knowledge and experiences.

**3** Stimulate design-led innovation across the value chain and nurture partnerships that can accelerate sustainability gains through responsible consumption and production.

### **Environmental action**

**4** Approach every project with a healthy planet mindset, design considerately to protect natural resources and encourage all stakeholders to support better environmental choices.

**5** Embrace and pursue circular design principles for longevity and flexibility, optimised material use, energy efficiency, waste reduction, designing for easy maintenance, repair and recycling.

**6** Prioritise products and materials with strong, transparent and audited environmental performance data, especially those from suppliers that can demonstrate continuous sustainability improvement.

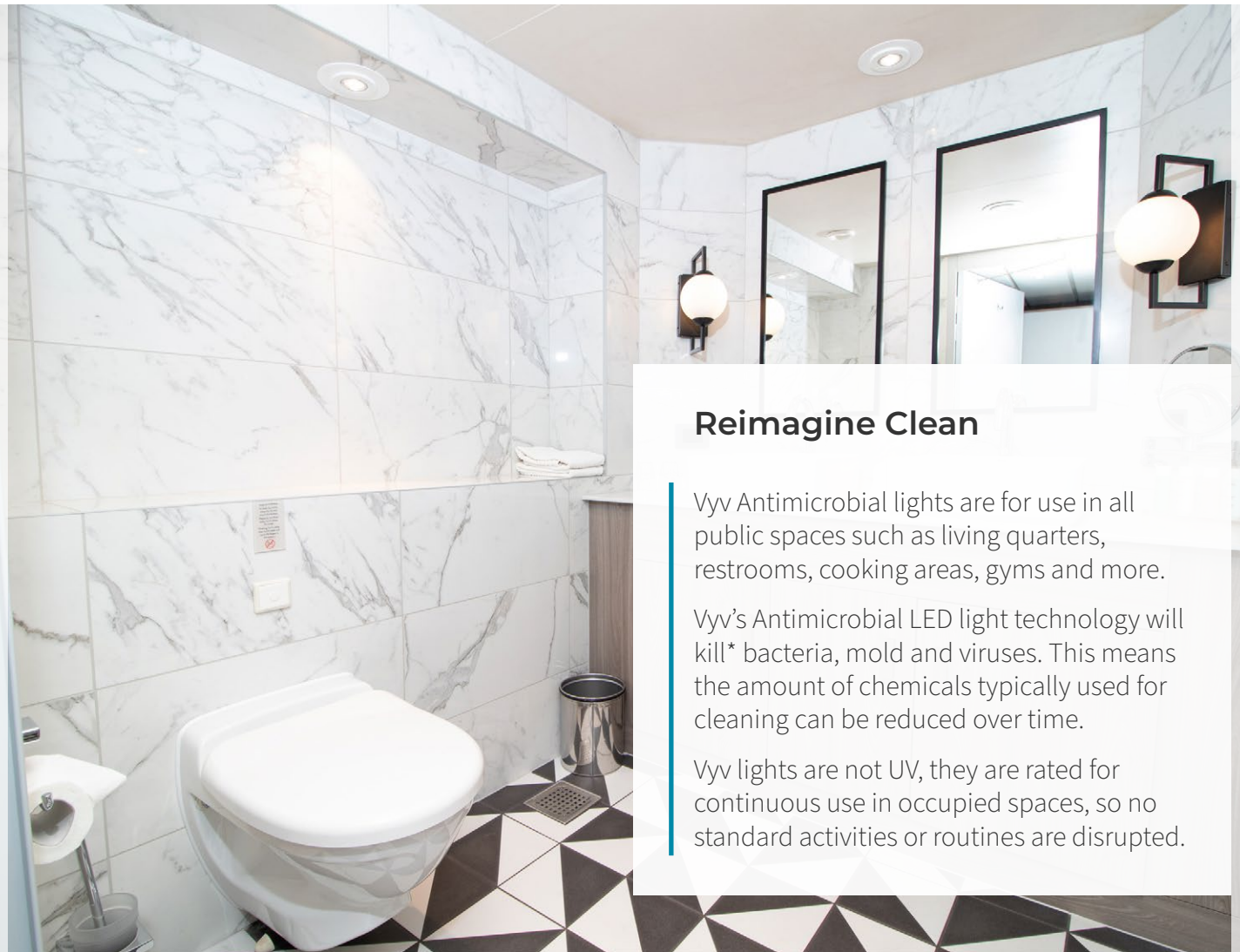
### **Environmental future**

**7** Be bold and persistent in the pursuit of increasingly more sustainable interiors and be supportive of those who can help to advance these goals through transformative results.

Support the Declaration at  
[www.sustainablemaritimeinteriors.com](http://www.sustainablemaritimeinteriors.com)

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Wet room featuring Vyv lighting onboard Marella Discovery. Photography- Alastair Chambers, MJM Marine



\*Learn more about how Vyv works here:



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# Making great strides with sustainability

Stakeholders across the marine interiors sector have already committed to making more environmentally responsible choices when designing and specifying for interiors onboard passenger ships. Meanwhile, the firms developing and manufacturing the products used in those spaces are implementing more sustainable practices too. We ask selected stakeholders to share insights into what their business is doing to become more sustainable and why they think the Sustainable Marine Interiors Declaration will help to drive industry-wide transformation



**HELENA SAWELIN**  
Partner and Business Director  
Tillberg Design of Sweden

“Sustainability is necessarily becoming the new normal, but we can only achieve truly circular maritime interior goals through purposeful collaboration with all stakeholders. The Declaration is an excellent example of the innovation and commitment that is synonymous with the passenger shipping industries as we seek to create responsible solutions for a better and more sustainable future. Sustainability needs to be a design requirement, not an afterthought, it needs to have the same weight in decision-making as safety, aesthetics, price and function.”

“Sustainability is not a trend or a topic. It is the world’s most pressing challenge, and we need to unite around embracing positive action. This SMI Declaration will be a powerful platform where we, as a united industry, can drive sustainable change and create responsible solutions for maritime interiors and help assist shipowners in making conscientious choices for their vessels’ interiors. I believe that no matter how difficult it might be, it is not impossible, and I hope to encourage more supporters to join and contribute to this common cause.”



**BENTE MEDELBYE HANSEN**  
Design Director  
Steen Friis Design

## FEATURE



### ISADORA CORDAZZO

Administrative and Technical Officer  
Gerolamo Scorza

“As natural resources continue to reduce rapidly, sustainability is an obvious choice. It’s an opportunity to develop eco-friendly solutions and ensure considerate use of precious raw materials. Innovation and advanced production standards help suppliers to deliver the finest products while retaining sustainability standards, whereas relying on low-quality alternatives negatively impacts durability and versatility. The Declaration is proof that all the actors involved in the maritime industry are looking for a common route to take. Global commitment on sustainable solutions for passenger ship interiors cannot be delayed and working together is surely better than operating alone.”

“As a marine consultancy we are finding that our clients are increasingly seeking more sustainable solutions for their projects. This can be sustainable solutions through design, material choices and sourcing, and construction techniques. We believe that the Declaration will drive the maritime sector towards our common goal of increased sustainability and enable our customers, shipowners and operators to more easily achieve their goals through a wider choice of sustainable services and solutions.”



### PAUL READ

Managing Director  
Gelen Marine



### GIEDRIUS VALAINIS

CEO  
Aros Marine

“An impressive change in mindset drives our industry now. Sustainability has moved from the periphery to the core of maritime business. This Declaration is a great example of how we continuously seek to go from being part of the problem, to being part of the solution. It is no longer enough to create just aesthetically pleasing interiors onboard. And there is no more time to compromise on ecological quality. Aros Marine has started the strategic partnership with Lithuania’s Kaunas University of Technology with an ambitious aim in mind – to innovate the usual refit process and deliver zero-waste refit. We are setting a sustainable threshold with not only lightweight, highly durable and upcycled materials but also with technological innovations designed alongside university scientists. Trust me – sustainability is not just a buzzword for us.”

“Creating a more sustainable future for the cruise industry can be seen as either a challenge or an opportunity. We view it as an opportunity for innovation and positive change.

Dansk Wilton’s Cradle to Cradle certification supports a holistic approach to sustainability and helps us balance many different elements of environmental and social responsibility. Meanwhile, our innovation processes are based, among other things, on collaboration and knowledge sharing. Our industry is faced with a big task that cannot be solved overnight, but this is exactly why it’s important to work on finding solutions and join forces. Pilot projects and small steps are essential to advancing change.

All stakeholders must see themselves as part of a value chain where they can make a difference. A declaration that outlines a shared commitment to driving this change is an important step in the right direction.”



### LONE DITMER

Marketing Manager  
Dansk Wilton

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## FEATURE



**JEMMA MASTERS**

Marketing Manager of International Accounts  
Forbo Flooring Systems

“Through our 2025 sustainability programme we are guided by five themes that are the foundation of our ambition: circular product design, maximising the use of sustainable and renewable raw materials, carbon neutrality and zero-waste production, highly durable and fit-for-purpose solutions that are easy to maintain, and creating end-of-life value through recycling. We continue to be guided by our three key values: transparency, circularity and renewability. With these as the foundation of everything we do, we can ensure that we continue to deliver to both people and the planet. Hopefully the Declaration will help many businesses to focus on making improvements to both their own and their clients’ sustainability performance.”

“Robos feels responsible for the environment and wants to conserve our natural resources, which is why we focus on developing high-quality, durable furniture that lasts longer. We do this by using sustainable solutions, such as Dutch Teak, which is the synthetic, durable, sea-proof version of teak.

In addition, Robos has joined the Seaqual Initiative, where approved partners collect plastic marine litter and transform it for other uses. Robos offers a Seaqual fabric as part of the Robox fabric collection.

It’s only by working together that we can make a difference to the environment. That’s why we are very excited about this global initiative with the 32 ambassadors, and we would like to be a part of it.”



**SASCHA BOSCH**

Owner  
Robos



**DION BOSCH**

International Business Developer  
Hospitality and Marine Industry, Forest Group

“As a responsible corporate citizen, Forest Group has a duty to contribute to the well-being of society and the environment. Prioritising sustainability is one way to fulfil this duty and make a positive impact on the world.”

The Declaration will help us to collectively make significant strides in sustainability by using new technologies such as automation. For example, motorised window coverings can be connected to the guest room management system, helping to reduce heating and cooling costs, while contributing to the cruise operator’s sustainability efforts. This integration creates a more luxurious and personalised guest experience while also improving energy efficiency and sustainability.”

“The Declaration creates a shared opportunity for all stakeholders to contribute towards a common goal and we welcome the chance to be involved.

Our commitment to sustainability can already be measured in our actions. Every Ulster carpet contains at least 80 per cent wool, which is a rapidly renewable material, and we’re making our manufacturing processes as efficient as possible.

We removed nearly 76,000 cubic metres of water from our manufacturing processes between 2015 and 2021, and in 2022, strategic waste segregation resulted in 328.79 tonnes of waste being diverted from landfill. And our switch to 100 per cent renewable energy at our main manufacturing and warehousing facilities is expected to reduce our carbon footprint by 950 tonnes annually. By 2025, we aim to cut carbon emissions by 50 per cent, energy intensity by 18.5 per cent, waste by 20 per cent, and both water consumption and packaging by five per cent.”



**ZOE HAZELTON**

Marine Sales Manager  
Ulster Carpets



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## FEATURE

“The main environmental challenge for carpets today is separating the wool and nylon fibres after use. Ege Carpets now introduced a pure wool carpet which is the first step towards a circular system. We are working on a method to efficiently separate the carpet backing from the wool pile so that we can recycle the backing into completely new products and compost the wool fibres without harming the environment in any way. This will make 100 per cent wool yarn the most sustainable carpet option and help fulfil our company’s long-term ambition to create the world’s most sustainable carpet. With the SMI Declaration in place, it is now considerably easier for all marine interior supplier and users to target their sustainability efforts and initiatives.”



**RENÉ DUPONT**

Senior Director  
Ege Carpets



**NORBERT MÜLLER**

Senior Sales Manager  
Continental

“Continental develops and manufactures high-quality surface materials, including artificial leather. Although we use chemical products in the process, this does not mean that we do not care about the environment. On the contrary, we’re working purposefully to make both our materials and production processes as sustainable as possible. In this regard, the SMI Declaration also serves as a guideline for us and other manufacturers to follow. When developing our skai surface materials, we’re increasingly using natural and renewable raw materials to contribute to the circular economy. We have succeeded particularly well with skai Evida Fiber because 90 per cent of the components used in the upholstery fabric are made from these materials. Furthermore, the electricity used in our production is already 100 per cent carbon neutral. The robust material not only impresses in terms of sustainability, but also meets all the requirements for the cruise sector and stands out for its high abrasion and scratch resistance and International Maritime Organization fireproofing. In this way, contract furniture retains its exclusive look for a long time.”

“Bromic Heating’s mission is to design radiant outdoor heating technology that can bring comfort and warmth into outdoor spaces in the most efficient and sustainable way possible. Our products and patented smart-heat radiant technology are designed to minimise waste by maximising energy usage to extend the use of outdoor and nautical spaces. Made of AISI316 grade stainless-steel, Bromic’s Platinum Electric Marine heaters were created for premium longevity and durability. One of the major benefits of using products made with highly durable materials is that they will not need to be replaced or repaired as frequently, resulting in less maintenance, less waste and lower pressure on the global supply chain. Movement towards a more sustainable way of building and living can only be achieved through widespread adoption and action, and the SMI Declaration meets this challenge head on with its global presence and interest from members of the UN Global Compact team.”



**DANIEL BRUNTSCH**

Global Business Development Manager  
Bromic Heating



**SHORLAGH MCCONVILLE**

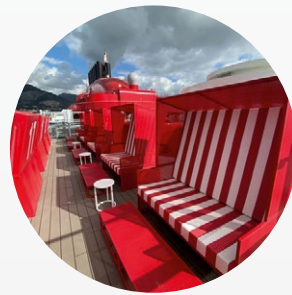
Business Development Manager  
Mivan

“Mivan prioritises sustainability and diverts over 98 per cent of waste from landfill, holds FSC certification, is ISO 14001:2015 Environmental Management System accredited and has won international Green Apple awards for renewable energy and waste management practices. We aim to achieve net-zero carbon emissions by 2035, with a plan structured around three core elements – people, environment and performance – and targets based on the 17 UN Sustainable Development Goals. As a responsible marine outfitter, we take a top-to-bottom approach to sustainable design and manufacturing and believe in a circular economy. It’s our responsibility to work with our approved supply chain so they can too continually improve and meet our sustainability standards. The SMI Declaration provides a framework for all businesses to align our shared sustainability goals, standardise practices within the maritime interiors community, and through collaboration, lead to a positive, lasting impact on the maritime environment.”

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# Contemporary comfort

Alex Smith asks selected interior designers about the process of conceiving original and comfortable interior designs, and how they judge the success of their creations



With contemporary-styled interiors, we look to find a way to tell a story. We have an opportunity to dial in the clients' brand and aspirations and find the personality within the design which ultimately holds up interest and has longevity. In essence, the styling is unique in every case.

The passengers for the duration of a cruise form a community and, for us, it is important to understand the journey of the guest and the crew from morning to evening. We want to create a frictionless service and a partnership with the interior design and service signatures, building in touchpoints to engage with the guest.

We set out a vision and a narrative with our partner from the outset; this acts as our 'North Star' throughout the design process. We work with various stakeholders and consultants, drawing on their wealth of knowledge and experience to enrich and bring to life the experience.

## FEATURE



**Greg Walton**  
Founding Partner, Studio DADO

We try not to worry too much about labels like 'contemporary' or 'traditional'. Our job is to use design as a path to a solution in a way that heightens the guest experience. Contemporary design can strip ornamentation and rely on simple, clean lines, but our view is that beauty and style absolutely play a role. We want to be 'of our time', but we also want to capture a timeless sophistication that does not go in and out of fashion.

The biggest challenge to building in comfort to these designs is that everyone defines it in a different way. People go on a cruise because it offers respite from what are undoubtedly hectic lives. But we also know we have to enrich that experience in a multitude of ways. In a stateroom, for example, space is always at such a premium that we know we have to create a hyper-efficient environment, but they aren't simply 'machines for sleeping'. Instead, a stateroom should be a portal to relaxation, romance and a transformational experience.



**Nedgé Louis-Jacques, Partner and Senior Vice President of Design, Tomas Tillberg Design**

Contemporary comfort is a design concept that focuses on creating a space that is both stylish and comfortable. This concept takes inspiration from modern design while incorporating elements that provide a cosy and inviting atmosphere.

The concept is characterised by clean lines, neutral colours and a mix of textures. It incorporates natural materials such as wood, stone, and leather to create a warm and welcoming space.

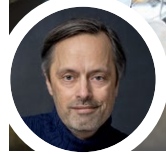
Another key element is the use of lighting. Soft, warm lighting creates a relaxed and inviting atmosphere, while also highlighting the design elements of the space. Natural light is also a crucial component, as it creates a connection to the outdoors and brings a sense of calm to the space.

Furniture also plays a vital role in the contemporary comfort design concept. Comfortable seating is a must, primarily achieved via soft fabrics and plush cushions. Furniture often has a low profile to create a sense of openness and spaciousness. The use of natural materials in furniture adds warmth and texture to the space.

In these times, 'contemporary interior design' is defined less by features that correspond to a general trend, but instead by design approaches that address sustainability, through both an appropriate materiality and a certain timelessness. In addition to taking an individual target group approach, reflecting the location of the ship and its designated cruising area plays a key role in the development of our design concepts.

In the passenger cabins in particular, it is always a special challenge to generate as much comfort as possible in a very limited space. Well-designed detail solutions and high-quality materials are the key to a comfortable stay.

The most successful projects are the result of good teamwork and the involvement of each department in the earliest creative processes. Good design concepts for passenger ships should not only be convincing in terms of design but should also be practical for the crew carrying out daily operations.



Jochen Hagen  
Co-owner, Cubik3



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# Seven Seas Grandeur

Alex Smith talks with Andrea DeMarco of Regent Seven Seas Cruises and Greg Walton of Studio DADO about how the cruise line's latest ship will continue its legacy of luxury

**W**hen Seven Seas Grandeur debuts in November 2023, the expectations of its first guests are sure to be high. Regent Seven Seas Cruises' fleet of luxurious ships, marked out by their high-quality designs and unique experiences, ensure that passengers will expect to be greeted by the same level of comfort when they first board the new ship.

To meet these demanding expectations, the cruise line has developed a wide range of new interior designs for Seven Seas Grandeur that are intended to create a sense of unmatched luxury.

"Regent is renowned for its commitment to perfection and Seven

Seas Grandeur will be no different when it joins the world's most luxurious fleet," says Andrea DeMarco, the brand's president. "In order to exceed the expectations of our discerning guests, we have considered and perfected every single design detail onboard. Each element, whether it's a gourmet meal in our reimagined signature restaurants or the plush mattress in a guest's suite, has been specifically chosen to work in perfect harmony to deliver the unrivalled Regent experience."

Regent worked with Studio DADO on the designs for many of the interior spaces onboard Seven Seas Grandeur, including guest suites, restaurants,

lounges, shops and the pool deck. Greg Walton, one of the design firm's four founding partners, emphasises Studio DADO's desire to create an intimate but memorable experience for the ship's guests.

"Seven Seas Grandeur is one of the smaller ships in our portfolio so, while we infused elegance and a cosmopolitan sense of style into every room, we also thought about creating intimate, personal spaces that would feel right in a luxury home," says Walton. "The ship's itineraries are also on the longer side, so we spent a great deal of time thinking about comfort while also making sure that guests will never get





Studio DADO has created a graceful, elegant design for Seven Seas Grandeur by reimagining spaces such as the atrium

bored. This meant that we tried to create as many visual and visceral experiences as possible in each and every space. Each one was customised and crafted to appeal to a modern sense of luxury, utilising natural light, space, layout, texture, art and rich materiality to give guests a one-of-a-kind experience.”

The restaurants are some of the many areas that have been redesigned for Seven Seas Grandeur. According to DeMarco, the redesigns are intended to reflect the quality of the cuisine they offer.

“Seven Seas Grandeur is set to be the culmination of a 30-year heritage of perfection, so each of our captivating new restaurant designs have been carefully crafted with details that come together to create an incredible backdrop to match the equally incredible cuisine that is served,” she says.

Regent’s signature speciality restaurant, Compass Rose, has been fully reimagined by Studio DADO for Seven Seas Grandeur, with an interior intended to provoke an immediate sense of spectacle that both DeMarco and Walton are confident will make a lasting impression on guests.

“The captivating new design will pique guests’ sense of wonder before they

have even set foot in the restaurant,” says DeMarco. “The exterior will be decorated with a delicate cascading waterfall sculpture fashioned with laser-cut metal and hand-blown glass. Once inside, luxury travellers will go on to be delighted by a sumptuous meal having been greeted by a canopy of interwoven crystal and wood-edge illuminated trees arching overhead, giving the impression of dining in a beautiful and enchanted forest.”

“Every element of our one-of-a-kind Regent Suite has been treated as a piece of art”

Walton adds: “Seven Seas Grandeur’s Compass Rose is unlike anything we’ve ever done or seen on a ship. We created an intriguing, sculptural space that offers a sense of transformation and maybe a bit of fantasy. In an engineering first, the glass panels with embedded fibre optics extend throughout the room, giving

the effect of dining under the stars. This is sure to be Seven Seas Grandeur’s signature space.”

Changes have also been introduced to the 15 suite categories onboard the ship, which will feature a wide variety of designs. These range from the entry-level suites to the unique, 4,443-square-foot Regent Suite.

“The entry-level Deluxe Veranda and Veranda suites will be amongst the most spacious in their class, their luxurious interiors revitalised with soft pink hues and muted tones,” says DeMarco. “Meanwhile, every element of our one-of-a-kind Regent Suite has been treated as a piece of art. We wanted to create the ultimate luxury environment with the highest quality textiles to the hand-selected furnishings.

“The suite contains a reimagined retreat named ‘The Parlor.’ The glass-enclosed space is adorned with two chaise longues allowing for night-time stargazing through the interior skylight. In addition to the The Parlor, guests will find pure luxury in the form of two spacious bedrooms, a living room with personalised bar set-up, and a private en-suite spa – creating a truly indulgent hideaway.” **CFI**

# Icon of the Seas

Sascha Lang tells Alice Chambers about the iconic new Royal Caribbean International vessel that is breaking several first-at-sea records and more than living up to its name



From the waterpark, swimming pool and glass roof at sea, to the world's first open free-fall waterslide onboard a cruise ship, Royal Caribbean International's first Icon-class vessel is packed with innovations. Icon of the Seas, which will debut in January 2024, will also boast a five-level pool deck, a promenade with over 15 restaurants, 28 suites for families with up to eight people, and a total of eight neighbourhoods for passengers to explore while onboard.

"One of the main design pillars on Icon of the Seas is the unrivalled water views and experiences," says Sascha Lang, vice president of architectural and design, and newbuild and innovations at Royal Caribbean International. "We wanted to bring our guests back to what surrounds them – the ocean – so with every

interaction they have on the ship, there will always be a connection back to the water."

This is epitomised in the AquaDome, which will sit at the top and front of the ship, with wraparound ocean views and a waterfall as its centrepiece. This neighbourhood will feature a glass roof with seating areas around the edge so guests can sit, eat and look out onto the ocean, and a space for Royal Caribbean's shows to place at its centre.

"The original concept was ideated and drawn on a napkin by our chairman Richard Fain and it has developed into the standout feature onboard Icon," says Lang. "We wanted to create a transformational entertainment venue and neighbourhood that gives guests a unique experience throughout the day and night. It's an evolution of the AquaTheater that was first introduced as part of our Oasis-class ships."



"Icon of the Seas represents the ultimate family vacation with its combination of revolutionary experiences"





AquaDome features the largest glass roof at sea, with separate seating areas for guests to eat, drink and enjoy the views

The AquaDome is the largest single structure of glass and steel ever to be lifted onto a cruise ship. Traditionally, the AquaTheater sits at the back of Oasis-class ships on a lower deck, but Royal Caribbean wanted to make Icon of the Seas different. “Placing it at the front of the ship added further complexity due to impacts on weight and stability,” says Lang. “Fortunately, we have an experienced team with specialised suppliers who could innovate and collaborate successfully to bring our vision to life, a revolutionary feat.”

Icon of the Seas’ neighbourhoods are each designed with specific ‘vacation vibes’ and families in mind, offering everything from waterpark thrills to beachside lounging and live entertainment.

“The variety of options will allow families to maximise their holiday and

make memories to share for years to come,” says Lang. “We aim to deliver the perfect holiday for every member of the family, whatever that may look like to them, while wowing guests of all ages with entertainment, hospitality and thrills never seen before at sea or on land.”

Thrill Island – a new Royal Caribbean neighbourhood that has been created especially for Icon of the Seas – will be home to the largest waterpark at sea with six record-breaking slides including the tallest waterslide at sea, Frightening Bolt, and Pressure Drop, the first open free-fall waterslide onboard a cruise ship. The ‘thrill’ neighbourhood will also feature a first-of-its-kind high ropes course called Crown’s Edge that will take guests 154 feet above sea level along the side of the ship.

#### Design note:



Dansk Wilton provided custom-designed carpet solutions for all suites, staterooms and crew cabins onboard Icon of the Seas. The firm’s Colortec RE:THINK product meant that Royal Caribbean International can provide a great guest and crew experience whilst also being environmentally responsible for its interior choices.



Swim & Tonic is a swim-up bar, one of the four swimming pools located in the Chill Island neighbourhood

A new neighbourhood has been designed specifically for families too. “Surfside will be the ultimate stay-all-day family destination with Baby Bay and Splashaway Bay aquapark,” says Lang. “And parents will be able to supervise their children while enjoying views of the open ocean from the Water’s Edge pool.”

This neighbourhood complements the 28 new room categories that have been designed for families of three, four, five, six and more.

“One of our new offerings is the Family Infinite Balcony where a family of up to six can be together but also find that precious ‘me time,’” says Lang. “Tucked away at the other end of the room, children can escape to their own bunk alcove, which will have TVs, beds and a hang-out space. The bathroom will also feature a split design, helping make it a little bit easier for families to get ready for whatever adventures they have in store.”

Families will also be able to book The Surfside Family Suite and Ultimate Family Townhouse, which is a three-storey cabin for up to eight people with a slide, movie room, karaoke, table tennis and private patio with its own entrance to the Surfside neighbourhood. All suites, staterooms and inside public areas have been designed to provide a relaxing atmosphere for guests of all ages through a combination of colour choices and lighting, including custom chandeliers for public areas and table lamps and wall lights for cabins, supplied by Chelsom.

In contrast, Chill Island is designed as a five-level pool deck for guests to relax. This area will feature Royal Bay Pool, the largest pool at sea; The Cove Pool, an outward-facing, infinity-edge pool; Swim & Tonic, a swim-up bar; and Cloud 17, an adults-only retreat with a secluded pool and whirlpool overlooking the whole space.

Other neighbourhoods will include the popular Royal Promenade, which will

feature floor-to-ceiling windows and over 15 restaurants, cafes, bars and lounges; The Hideaway that will have a dedicated bar and resident DJ; and The Central Park for guests to dine at.

“Guests will notice that the transition between neighbourhoods is more seamless than ever, giving them a sense of space and wonder,” says Lang, noting that the vessel has been more than five years in the making and is the result of collaboration between designers, industrial engineers, architects and various artistic teams.

“When we set out to create the ship, we simply wanted to make the world’s greatest holiday,” says Lang. “Icon of the Seas represents the ultimate family vacation with its combination of revolutionary experiences and the evolution of signature Royal Caribbean concepts alongside a mix of familiar favourites that are synonymous with our brand.” **CFI**



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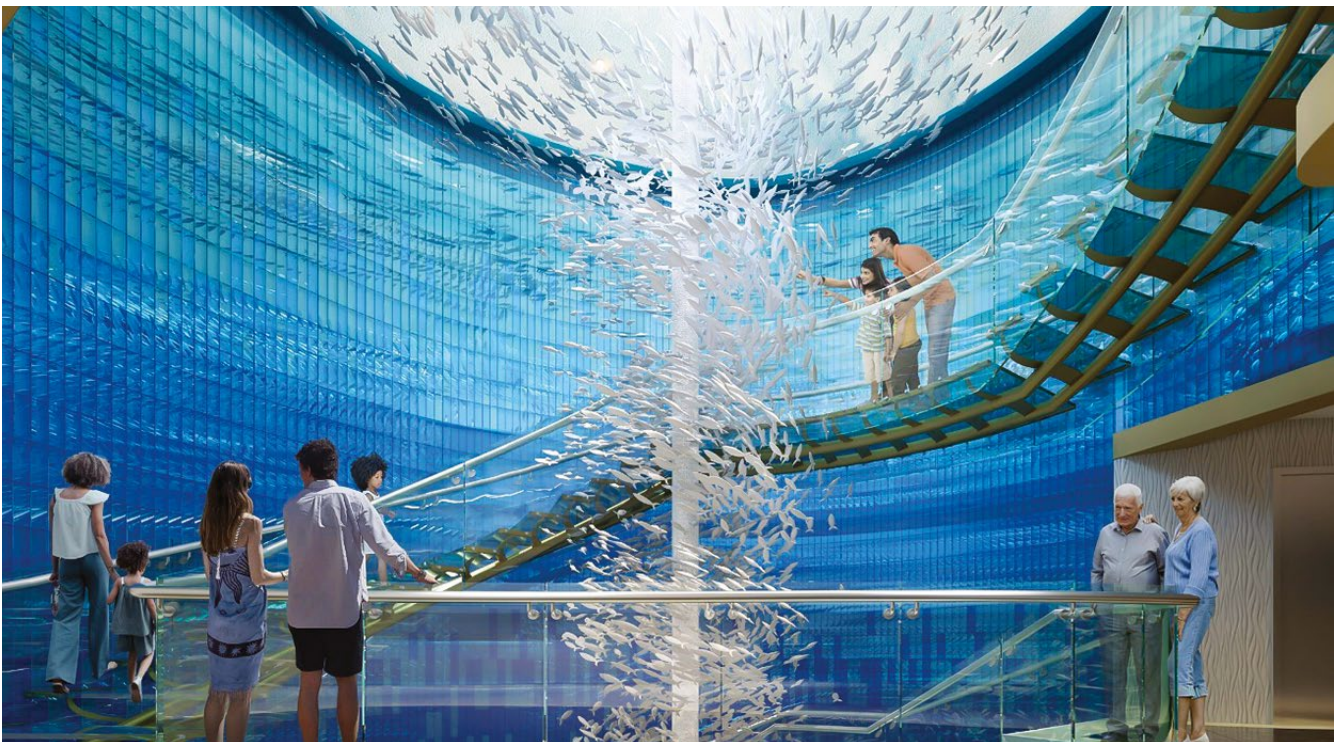
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# Carnival Jubilee

Guests aboard Carnival Cruise Line's newest ship will be able to enjoy two ocean-themed zones and many other dining, entertainment and relaxation venues



A rendering of the unique staircase connecting the Currents and Shores zones on Carnival Jubilee

Carnival Cruise Line will debut its third Excel-class ship at the Port of Galveston in Texas, USA, on 23 December 2023. The 5,400-passenger Carnival Jubilee will join Carnival Breeze and Carnival Dream, which are already operating from the port, and all three ships will offer guests week-long Western Caribbean cruises.

Carnival Jubilee will have two new ocean-themed zones, the first of which is called Currents and encompass decks six and seven. The zone will feature six large LED windows and a wave-shaped

LED ceiling, which will help to create various environments for guests to experience while spending time at new venues in the zone.

One of the new venues is Dr.Inks Ph.D, an octopus-themed bar offering colour-changing cocktails, jellyfish and layered shots, as well as live music. The bar is centred around the character of Dr. Inks, whose favourite books, journals and fountain pens are on display.

Another venue is the Golden Mermaid, a lounge that will serve cocktails inspired by gemstones and metals, which will be made with edible glitter.

Currents will also be home to Emeril's Bistro 717, a restaurant developed by Carnival's chief culinary officer Emeril Lagasse that will serve Creole cuisine, seafood and dishes at a raw bar. The venue's name references the hull number used for Carnival Jubilee at the Meyer Werft shipyard in Turku, Finland. It will serve dishes such as shrimp and grits, poached eggs and sweet beignets for breakfast. Lunch and dinner will include seafood dishes such as Creole boiled shrimp, fresh oysters and lobster, as well as cuisine from the US state of Louisiana. The bistro also features LED

windows and a ceiling array, creating an underwater dining experience.

“When guests step into Currents, they will be transported to mesmerising underwater worlds, both realistic and fantastical, in a beautiful space that changes from day to night and throughout the cruise,” a release reads.

The second ocean-themed zone onboard Carnival Jubilee is The Shores, which will be located on deck eight. The Shores features a design inspired by the various ways people enjoy the seaside, for example via piers, boardwalks and beaches. A three-deck-high art installation showing a school of fish rises from deck six up to deck eight, linking The Shores with Currents below. The boardwalk will be adorned with Ferris wheel-inspired ceiling features and include both indoor and outdoor casual seating areas.

The Shores will also have restaurants Coastal Slice and Beach Buns. The Marina Bar, with its nautical designs and lounge seating, will provide a place for guests to drink coffee and cocktails inside by the boardwalk, or outside by the sea. Returning venues Rudi’s Seagrill and Cucina del Capitano will also be located in the zone.

Other zones guests can enjoy on Carnival Jubilee include Grand Central, Summer Landing, Lido and The Ultimate Playground. The Grand Central atrium will receive plenty of visits, with guests able to take in the floor-to-ceiling windows, 14-foot LED screens and a ceiling of 1,400 colour-changing lights. The Center Stage hosts a selection of live entertainment, while spots like Grand View Bar, JavaBlue Café, Bonsai Sushi, Piano Bar 88 and The Punchliner Comedy Club provide plenty of dining and drinking options. The highlight of The Ultimate Playground is Bolt, the first rollercoaster at sea.

Staterooms aboard Carnival Jubilee feature guest-centric design and unique details such as ottoman cushions that can flip over to serve as an extra table and ring-lit vanity mirror lights. The



Visualisations of how the Golden Jubilee bar and, top, the octopus-themed Dr.Inks Ph.D bar will look

Havana staterooms and suites are located near the Havana Bar & Pool, with the Havana Cabana suites offering guests the chance to take a luxurious rain shower.

Staterooms and suites have sofas upholstered in fabric from Danish textile company Kvadrat. Like it did

for the lines’ first two Excel-class ships Mardi Gras and Carnival Celebration, Kvadrat has delivered three different high-performing, custom-made Trevira CS upholstery fabrics for the suites, the ocean-view and balcony staterooms, and the luxurious Cloud 9 Spa staterooms and suites. **CFI**

# Seabourn Pursuit

Tihany Design's Alessia Genova tells Amber Hickman why guests sailing onboard Seabourn Cruises' newest ship can expect to enjoy an expedition in luxury

**B**uilt to operate in diverse environments and deliver luxury expedition cruise experiences, Seabourn's newest ship Seabourn Pursuit is due to begin sailing in August 2023.

The interior design of Seabourn Pursuit was created by Tihany Design in a project led by the firm's managing partner Alessia Genova and founder Adam D. Tihany. This is the fourth vessel the firm has worked on for Seabourn, for example it also designed interiors for Seabourn Pursuit's sister Seabourn Venture, which debuted in 2022.

Tihany Design had two key considerations when designing the spaces onboard Seabourn Pursuit, both relating back to the theme of expedition and nature.

"First, we considered how we want guests to feel, as they are the primary fuel for our inspiration," says Genova. "Secondly, we focused on the expedition to Antarctica and the contrast it offers with journeys to other parts of the world.

"We were drawn to create spaces that would evoke the feeling of a warm and cosy mountain resort that fosters relaxation and accommodates the downtime guests need after daily adventures. We used a warm colour palette and natural fibres to create a comfortable space."

According to Genova, Seabourn Pursuit was "designed as a bridge from centuries of exploration past to the 21st century" and features bespoke interiors that include contemporary oceanfront suites, custom-made furniture produced by Italian manufacturer Roda in all stateroom suites and public areas, and



an attention to detail in everything from light switches to upholstery stitching. Hence, it is hard for Genova to choose just one single impressive design feature onboard the ship.

For instance, the Discovery Centre, the hub for day-to-day learning, features a large screen for videos and a textured liquid metal wall covering inspired by landscapes in Antarctica. Meanwhile, the Expedition Lounge offers a cosy ambience with two fireplaces that produce lifelike water vapour 'flames' and a vintage map on an etched glass partition which Genova says, "buzzes with the memories of past adventures".

Finally, there is Seabourn Square. "It is the true living room of the ship," says Genova. "A variety of outdoor seating allows guests to relax and take in the view, with fixed Swarovski



## CARPETED FOR COMFORT

Dansk Wilton's custom designed Axminster and Colortec carpet solutions are used onboard Seabourn Pursuit. Axminster can be found in all the corridors and public spaces whilst Colortec was used inside the suites. The wool carpets are breathable, and help maintain a healthy indoor air climate inside the ship with a gold rating for low volatile organic compound emissions.



The Expedition Lounge onboard Seabourn Pursuit provides a comforting ambience for guests

telescopes that encourage discovery from the comfort of the ship. There are thoughtfully curated bookshelves, art and accessories that paint the picture of an explorer's private home, outfitted with mementos and discoveries from past voyages."

The space also features wood-backed scalloped banquettes and lounge chairs from the Tihany Product Design Venture collection, live edge wood coffee and side tables and riveted leather wall panels that enwrap the room and echo the handcrafted design details of the furniture. The overlapping circular patterned ceiling adds dimension to the space and is based on the symmetrical composition of a compass.

Despite Seabourn Pursuit and Seabourn Venture being sisters, there are differences between the two ships. The biggest being in the onboard art collections.

"Art plays an important role in defining Seabourn Pursuit's character," says Genova. "Hundreds of pieces throughout the vessel weave a remarkable and seamless storyline supporting the design philosophy."

French-based art consultancy firm Atelier 27 curated the artwork onboard Seabourn Venture whilst London-based art firm Double Decker curated the artwork onboard Seabourn Pursuit. "The outcome of Pursuit is quite different to Venture; it is much more colourful and has a modern attitude," says Genova.

Like the artwork, Tihany Design placed careful thought into how the different spaces of the ship would tie together. "The integration of light and space is evident in venues intended to encourage respite," says Genova. "We also considered how different areas work together to optimise passenger flow, another way to ensure a sense of ease in every corner of the vessel. Guests are incredibly familiar with the ship, enjoying the different areas as they relish knowledge, enrichment, privacy and social moments."

The suites will further encourage relaxation. They range from the approximately 33-square-metre Veranda suite to the 97-square-metre Wintergarden suite.

According to Tihany's design brief: "The suite collection is defined by

comfortable, thoughtfully crafted furniture, enticing, tactile materials and bespoke details that capture timeless luxury travel in a contemporary and engaging environment designed to elevate every aspect of the experience." **CFI**



"Thoughtfully curated bookshelves, art and accessories paint the picture of an explorer's home, outfitted with mementos from past voyages"

# Adding to the ambience

Gerolamo Scorza outfitted several areas onboard Seabourn Pursuit. Amber Hickman hears from Isadora Cordazzo about the recent work



The Bow Lounge onboard Seabourn Pursuit

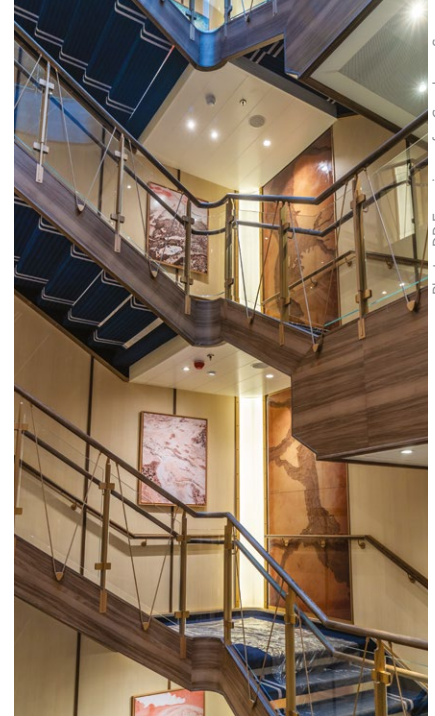


Photo: DD Experience for Gerolamo Scorza

Italy-based firm Gerolamo Scorza, part of the GIN Holdings group, has outfitted several public areas and the stairwells onboard Seabourn's newest ship Seabourn Pursuit, which is due to set sail for the first time in August 2023.

The firm outfitted the main dining room, Grand Salon, Expedition Lounge, Bow Lounge, medical centre, spa and mud room onboard the ship.

As Seabourn Pursuit is an expedition cruise ship and guests will be filling their days with adventure, it is important for there to be spaces where they can relax during their downtime.

"We combine traditional craftsmanship with modern production methods which allows us to create the finest spaces where passengers can get maximum comfort," says Isadora Cordazzo, administrative and technical officer at Gerolamo Scorza. "Guests will have the opportunity to enjoy a refined standard of relaxation designed using innovative solutions."

Cordazzo excited for guests to see the Expedition Lounge on deck four. "It has a very cosy and unique atmosphere, and it will be a very pleasing area to welcome guests to," she says. "It is stunningly presented in the style of a mountain lodge, with green-shaded small tables and armchairs that add to the ambience and call back to the principle of discovery."

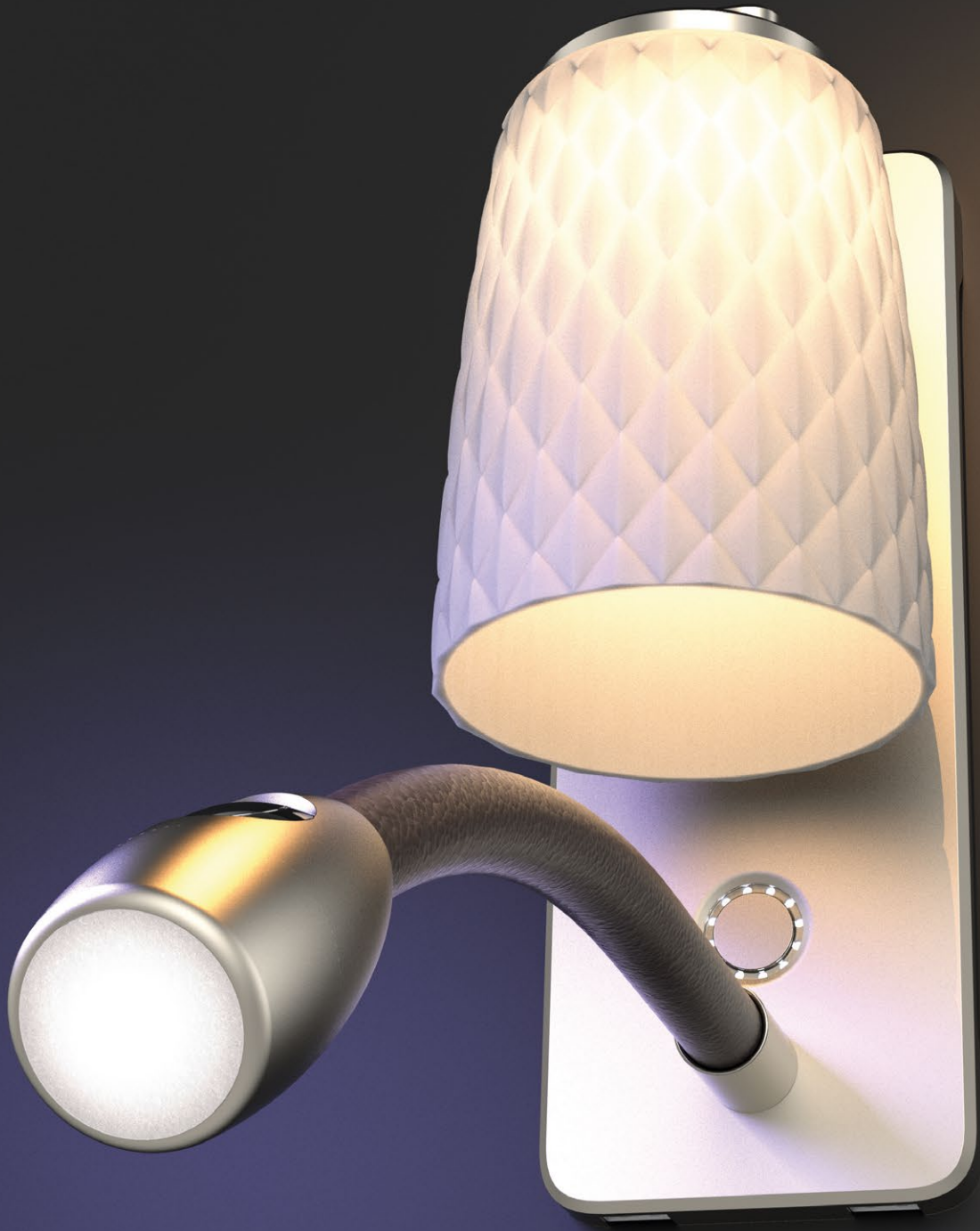
According to Cordazzo, Gerolamo Scorza's commitment to delivering high-quality work, and the skills and expertise of its team members, were key to its success during the project.

"The business has been investing in the improvement of its machinery and equipment for several years," says Cordazzo. "Empowering our internal production put us firmly on the map, and our highly qualified team prove their skills by selecting the finest materials and manufacturing customised and unique products with proved long-lasting durability. Our team members are truly the key to our success." **CFI**



"We combine traditional craftsmanship with modern production methods to create the finest spaces"





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# American Serenade

Alexa Paoella of American Cruise Lines tells Amber Hickman about the spaces onboard its newest riverboat



Photo: American Cruise Lines

The Sky Lounge features a large skylight that keeps guests connected to their surroundings

**A**merican Serenade, which departed New Orleans for its first voyage in April 2023, is the sixth riverboat in American Cruise Lines' American Riverboat series.

It is the third of those to have interiors designed by Miami-based firm Studio DADO, with Lillian Sowalski, the in-house interior designer for American Cruise Lines, overseeing the entire process from start to finish.

Alexa Paoella, the public relations manager at American Cruise Lines, described the ship with three words: "spacious, elegant and comfortable."

Thought has been placed into every detail onboard, down to artwork

chosen to reflect the Mississippi River, referencing musicians and the writer Mark Twain, for example, who grew up on the river and spent time as a steamboat pilot.

American Serenade is designed to bring the outside world to the guests, with large windows offering panoramic views and bringing in natural light.

"The top deck of the ship is wide open, with lounges inside and out," says Paoella. "There's a gorgeous new skywalk where our guests can walk around and exercise. An ellipse-shaped opening on the deck has steps that lead directly down to the appropriately named Ellipse Café on the deck below.



"American Serenade is designed to bring the outside world to the guests"



Image: American Cruise Lines

The skywalk opens up and leads down to the Ellipse Café below

It's a beautiful design feature that allows for the light to filter down."

Skylights feature in all the lounges. "In the Sky Lounge, for instance, the skylight is like a pyramid above the whole lounge, allowing the light to pour in," says Paoella. "It's very beautiful, airy and bright."

The atrium also features glass in its design, including for the railings of the four-storey staircase.

The ship can accommodate 180 guests in 91 rooms, all of which have private balconies and sliding glass doors.

"All of the rooms onboard are spacious," says Paoella. "The palette is very natural and elegant, and the

textiles have been carefully chosen to blend well together."

The Grand Suites stand out the most, says Paoella, "like having all the comforts of home with you while you cruise."

At over 60 square metres, they have a private dining area on the balcony and an entertainment centre that separates the bedroom from the living area.

The main dining restaurant is designed to accommodate all guests, removing the need for reservations or alternative venues. The space will also be used for evening entertainment and other activities, such as lectures.

"In addition to the grand River and Sky Lounge, there are three intimate

lounges onboard for guests wanting to relax in a smaller, quieter space; The High Note Lounge, the Lyric Lounge and the Study, where guests can read a book, play cards or look at maritime charts," says Paoella.

The ship's details set it apart from others in the series.

"The overall elegance and the theme that Studio DADO began with American Melody is continuing, but with slight changes in colours, carpets and so on," says Paoella. "The Studio DADO team have done a good job of keeping it open and modern yet comfortable and cosy, and I think guests will appreciate that." **CFI**

# Scenic Eclipse II

Glen Moroney and Nicola Absalom discuss with Alex Smith the changes that have been made to interior spaces onboard Scenic Luxury Cruises and Tours' second discovery yacht



Photo: Scenic Luxury Cruises and Tours

Scenic Eclipse II, the second of Scenic Luxury Cruises and Tours' discovery yachts, was originally meant to be a perfect copy of her sister ship Scenic Eclipse. Yet when the time came to begin work on the new vessel, Scenic felt that it could further develop and improve the existing design, despite its initial success. Consequently, by the time Scenic Eclipse II made its debut in Lisbon, Portugal, in April 2023, no interior space had gone entirely unchanged.

"Karen Moroney, our director of project design, left virtually nothing

unchanged," says Nichola Absalom, director of global brand at Scenic. "She's gone into an incredible level of detail to deliver the best guest experience, and the result is nothing less than a masterpiece."

Among the new additions to the ship is the Chef's Garden @ Epicure, a new, immersive dining experience and presentation area able to accommodate up to 14 standing or seven seated guests. Here, guests can take part in culinary masterclasses, learn how to make chocolate or sample drinks during onboard whiskey-tasting sessions.

Another new space is the Sky Deck and Bar, which offers indoor and outdoor seating with private cabanas and bottle service. The deck also includes the new oval-shaped Vitality Pool, which features jets that create a current for guests to swim against.

Enhancements have also been introduced to the suites onboard the ship, including in the Owner's Penthouse Suites. These rooms will now include a redesigned walk-in wardrobe and bathrooms with a private mini spa, which include a steam room, spa baths and two Klafs infrared seats. The bathrooms in



The new Sky Deck and Bar onboard Scenic Eclipse II offers indoor and outdoor seating with private cabanas

the Spa Suites have also been upgraded, with a circular spa bath, double sink and a separate shower with jet technology.

The ship's steam room has also been expanded to accommodate aromatherapy and an integrated ice fountain. A new custom salt therapy lounge with heated beds and aromatherapy scents from spa design specialists Klafs has also been added.

"One of our objectives was to create an incredible 550-square-metres of true indulgence at the spa," says Absalom. "The aromatherapy scents from Klafs will benefit the mind, body and soul of guests. We're the only ultra luxury cruise ship to provide such an extensive wellness offering for our passengers."

Scenic is almost unique among cruise lines in owning its own shipyard, a situation which arose during the building of Scenic Eclipse when the shipyard that was constructing the vessel went out of business. Instead of moving Scenic Eclipse to a different shipyard, Scenic hired members of the yard's former staff and completed the ship itself.

This unique approach continued with the construction of Scenic Eclipse II and



also influenced its interior design, says Glen Moroney, founder of Scenic. He cites the Sky Bar as an example of how Scenic was able to be more flexible in the design of the new ship with the close cooperation of its shipbuilding team.

"It's part of the advantage of designing, building and owning your own ships," says Moroney. "To meet safe return to port regulations, you need a fully functioning wheelhouse with a huge amount of wiring for all the main systems. Originally, that was all behind the pool on the top deck. Now, if you go to a shipyard and ask if you can put

an extra bar in there, their first answer would be no. Their second answer would be yes, for \$3-4 million. It's a huge undertaking, with a massive number of hours spent on engineering. But in our operation, our electrical engineering team came to my shipyard manager and explained what they thought they could manage to create extra space and add the bar."

"That attitude is in our DNA as a company," Moroney continues. "We're never happy with everything, so we're always looking to improve and take on a new project." **CFI**

# P&O Pioneer

P&O Ferries' new Fusion-class ship will enter service later this year, serving the Dover to Calais route between England and France



For the P&O Ferries brand, the new P&O Pioneer ro-pax ferry represents the future of ferry travel in the English Channel. The vessel, which is expected to enter service in 2023, is the first of two identical purpose-built Fusion-class sister ships ordered for the route between Dover, England, and Calais, France. The second ship, P&O Liberté, is expected to join service towards the end of 2023.

P&O Pioneer will be both the first double-ended ferry to be deployed on English Channel services, as well as the largest in the world at the time of delivery, and the first diesel-electric

hybrid ferry working on the Dover to Calais route. The double-ended design means that unlike its predecessors on the route, the ship will not need to turn 180 degrees in port, saving time and fuel. P&O Ferries claims that the vessel will consume 40 per cent less fuel than previous Dover Strait ferries.

Another advantage that P&O Pioneer will offer over P&O Ferries' current English Channel ferries is that it will have around 1,550 square metres of deck space. Meanwhile, double-height windows spanning decks eight and nine dominate the middle of the vessel, allowing passengers to take in views from inside.

Other facilities onboard P&O Pioneer will include various lounges, a 588-square-metre duty-free area and engaging zones for children of all ages.

Many of the areas passengers can enjoy on decks eight and nine were built by North Sea Offshore Technology (NSO), a ferry and offshore industry turnkey interior contractor headquartered in Yantai, China, that also has offices in Sweden, Estonia and Malaysia.

"The people at P&O Ferries really knew what they wanted," says Kristian Vidfar, director of NSO. "Add to this an efficient shipyard, the competent naval architects of OSK-ShipTech and the



P&O Pioneer’s onboard services include, clockwise from top left, a food court, lounge bar, quiet lounge and one of the lounge areas

talented team of Steen Friis Design and one comes to the conclusion that it is not too difficult for a company like NSO to do a good job. The Fusion-class ships are fantastic vessels that are here to stay for many years to come.”

P&O Ferries’ Ship of the Future project director Ross Barrett says: “Walking into the spaces created onboard P&O Pioneer by NSO makes you stand there in silence, and look around at how beautiful the spaces are that connect you with the ocean and contemplate how amazing this incredible new vessel really is.”

P&O Pioneer and P&O Liberté will replace the Pride of Canterbury and Pride

of Kent vessels, which will be retired alongside Pride of Burgundy. The new ships will serve the Dover-Calais route

alongside the Spirit of Britain and Spirit of France, giving P&O Ferries the newest fleet on the Dover Strait. **CFI**



“The spaces created onboard P&O Pioneer by NSO makes you stand there in silence, and look around at how beautiful the spaces are”

Ross Barrett  
P&O Ferries

# Moby Fantasy

A modern interior design welcomes guests travelling on Moby Lines' newest vessel, one of the largest passenger ferries in the world

**M**oby Fantasy, the new flagship of the Moby Lines fleet, has arrived at the port of Livorno, Italy. It is the Italian operator's newest ferry and is one of the largest passenger ferries ever built, at 237 metres long, 32 metres wide and 69,500gt. It has the capacity to host 3,000 passengers in 441 cabins and is also able to transport 3,850 linear metres of rolling cargo.

The ship, easily recognisable by the blue whale painted on its exterior,

was delivered by China's Guangzhou Shipyard in mid-April and will serve the Livorno-Olbia route.

Moby Fantasy has an indoor and outdoor bar, a bistro, an à la carte restaurant, an armchair lounge and an area for children. All onboard services, except for the outdoor bar, are located on a single deck that runs from stern to bow. The ferry's interior features a modern and geometric design with soft colour furnishings chosen to convey

a sense of tranquillity and create a welcoming place for passengers.

The reception on deck nine is accessible from an escalator and elevators. The area has sofas and ample room for passengers to rest and relax.

The Sport Bar, which, with its 723 seats, is the largest venue on the ship. Tables and sofas are positioned to the side of the space and there are armchairs located around the bar's large central counter. The space also hosts a bakery,



A visualisation of Moby Fantasy, with a distinctive blue whale painted on its exterior



butchery and corners dedicated to pizza and desserts. A large video wall that occupies the entire central wall will broadcast sports events. The outdoor bar is located on deck 11 and has 100 tables and 20 wooden benches.

Beyond the Sport Bar and continuing towards the bow are two promenades – one on the starboard and another on the port side of the vessel. These areas are furnished with armchairs and sofas, creating a refined and modern look, which is enhanced by natural light coming through the large windows.

Located in the centre of the promenades is the à la carte restaurant, Grill. The colours, décor and table layout selected for this space aim to create a sophisticated and comfortable ambiance. Two large windows in the centre of the room offer a view of the kitchen so passengers can see the chefs at work.

At the bow of the ship is the 447-seat bistro, Mascalone Latino. Large windows offer panoramic views and bring in light to complement the ample space of the area and create a relaxed and welcoming atmosphere in the restaurant. Diners are positioned around an innovative dining area and the open-plan kitchen is designed to ensure fast and wait-free service.

There is also a large, aft ship area consisting of two lounges, where a total of 403 'big size' armchairs – all reclining and equipped with power and USB outlets – are located.

Passenger cabins are located on decks seven to ten and feature a simple and modern design. Cabins are equipped with a VingCard Essence system with electronic locks that allow opening with a magnetic card or a dedicated smartphone app. **CFI**

The ship's bistro is designed to ensure fast and wait-free service. Above, the sophisticated and comfortable ambience of the Grill restaurant. Top, the promenade seating area is enhanced by natural light through the large windows



## When fun meets Italian architecture

Carnival Cruise Line's Glen Aprile tells Alice Chambers how the interiors of Carnival Venezia and Carnival Firenze will transport guests to Italy after they have been renovated as part of the new 'Costa by Carnival' programme



Photos: Carnival Cruise Line

Carnival Venezia's Lido deck will evoke the Italian Riviera

Carnival Cruise Line is renowned for delivering fun and memorable vacation offerings whilst sister brand Costa Cruises is known for primarily catering to the Italian cruise market. In June 2022, the brands revealed they would collaborate on a new 'Costa by Carnival' experience and transfer Costa Venezia and Costa Firenze to the Carnival fleet. The interiors of both ships will be upgraded before they restart service.

"Both ships bring many beautiful and unique spaces into the Carnival fleet, and the refurbishments aim to enhance the Carnival fun Italian-style theming," says Glenn Aprile, director of newbuilds and product development for Carnival Cruise Line. "We're making updates

across the ships to combine both of the cruise lines' offerings."

Carnival will merge Costa's Italian interior style with its own service, food and entertainment, beginning with the debut of Carnival Venezia in June 2023. To accommodate this, Costa Venezia was first to undergo a refurbishment at Navantia shipyard in Cadiz, Spain.

"We're introducing a new accommodation concept called Terrazza staterooms, which will be similar to the Havana staterooms on other Carnival ships," says Aprile. "Located across decks five to nine at the rear of the ship, the Terrazza staterooms include interior, balcony and special Terrazza Cabana cabins, which have private patios with plush loungers and a hammock. The

patios also offer direct access to Terrazza Carnevale, an outdoor terraced deck featuring two whirlpools, a bar and lounging space to take in the ocean views."

The interior design of Carnival Venezia is fully inspired by the Italian city of Venice, whilst Carnival Firenze will evoke the North Italian city of Florence.

"Many of Carnival Venezia's public spaces incorporate elements that bring Venice's world-famous architecture to life onboard, such as a real gondola in the dining room that is modelled after those found on the city's famous Grand Canal," says Aprile.

"Our ships all welcome guests with beautiful atriums, but the atriums on Carnival Venezia will invoke a different kind of awe. It captures the vibe of Venice's



Above, Carnival's hotel director Karl Hallberg, captain Claudio Cupisti and chief engineer Cesare Boldrini at Navantia shipyard in Cadiz, Spain. Right, Carnival's director of newbuilds Glen Aprile and president Christine Duffy

main public square, the Piazza San Marco. Live music will fill the atrium and cast members in Venetian costumers will entertain guests in true Venetian style.”

Furthermore, Carnival Venezia will feature the first Lido deck in the Carnival fleet, which is designed to evoke the Italian Riviera and has a central pool with a retractable roof so guests can use the space in all weathers. This deck will also feature cafes and lounges.

Alongside signature Carnival restaurants and bars, the brand has also introduced new concepts focused on Italian cuisine and beverages. They include La Stada Grill, an Italian street food venue; Tomodoro, a restaurant combining popular Mexican and Italian dishes; Guy’s Burger Joint, which will offer special burger options made from Italian ingredients; and Canal Grande and Marco Polo Restaurants, which will serve three-course Italian meals and feature Italian architecture and sculptures.

“Since Italian-American culture has had such a great influence in New York, and as the US city is known for its food, many of the culinary offerings onboard Carnival Venezia will feel like an extension to New York dining,” explains Aprile. “For example, we will have an



evening ‘Festa Italiana’ on the Lido deck, which is inspired by festivals in places like Little Italy in New York City.

“We’ll also introduce the Amari Bar, which will be similar to the Alchemy bars across the Carnival fleet. Another new bar concept will be Frizzante, where guests can try a variety of bubbly drinks, and Rococó, which will serve refreshing frozen drinks.”

From the reimagined landmark features to the art displayed throughout the ships, both Carnival Venezia and Carnival Firenze have a wealth of onboard features that will transport guests to Italy the moment they step onboard, according to Aprile.

“The architectural immersion is what will make these ships almost like destinations in themselves and it has influenced everything we’ve planned – from food and drinks to entertainment.” **CFI**

**Design note:**



Chelsom provided its bathroom wall lights and hybrid floor lamps (in brushed brass), as well as its Windsor chandeliers (in smoke) across the cabins and public areas onboard Carnival Venezia.

## And then there were two

Alice Chambers asks Ambassador Cruise Line's Bob McGowan about the renovations that were carried out onboard the brand's second vessel, *Ambition*, which debuted in May 2023



Photos: Ambassador Cruise Line

*Ambition* debuted on 12 May 2023

**A**mbassador Cruise Line launched its first ship *Ambience* in April 2022 and expanded its fleet with the arrival of *Ambition* on 12 May 2023.

*Ambition*, which previously sailed as both Costa Cruises' *Costa neoRiviera* and AIDA Cruises' *AIDAmira*, was delivered to Ambassador in March 2022 and was originally intended to debut in March 2023 after an extensive renovation. However, this project was delayed after the vessel was chartered to the Scottish Government between September 2022 and March 2023 to enable it to offer temporary accommodation for Ukrainians displaced by the ongoing war with Russia.

"Work began on *Ambition* at Lloyd Werft's shipyard in Bremerhaven, Germany, in early April 2023," says Bob McGowan, head of guest experience at Ambassador. "During this time, it underwent environmental upgrades to make it compliant with the

International Maritime Organization's Tier III regulations, as well as venue improvements and furnishing upgrades."

As part of the project, Ambassador incorporated its own branding into the spaces onboard *Ambition*. "We wanted to add the Ambassador touch to the vessel by bringing in our own colours and style that have been so popular onboard *Ambience*, as well as new features," says McGowan. "*Ambition* was previously refurbished in 2019, when an extensive modern upgrade was carried out at a total cost of \$55 million, so it was already in excellent condition. Due to this, we focused on creating specific new spaces during the refit."

For example, the brand added a new Mediterranean-style dining venue called *Lupino's*, which pays homage to Michelle Lupino, the late head of destination management who passed away in October 2022. *Lupino's* features natural colours and textures and natural light from floor-to-ceiling windows to evoke a feeling of alfresco dining where guests

can share platters of Mediterranean salads and mezze.

"We previously worked with Atlantic Marine Interiors on the *Ambience* project and have a very good working relationship with the team – they understand our brand, guests and the concepts we are looking to create," says McGowan. "That's why we chose to work with them on the creation of *Lupino's*. Michelle was a very close friend of mine and this restaurant had to be just right. Atlantic Marine Interiors and Guri Blindheim, our specialist interior designer, understood this and made sure the end results were a fitting tribute to a much-loved colleague."

Other restaurants onboard *Ambition* include the *Buckingham* and *Holyrood Restaurants*, which mirror the design concepts onboard *Ambience* and offer traditional British dishes via both buffet and à la carte dining experiences. Meanwhile, *Borough Market* features buffet stations serving an array of global cuisines, allowing guests to create their



From top left, clockwise: Ambition will feature upgraded cabins, cocktail bar Clifton Lounge, Mediterranean-style restaurant Lupino's and the Palladium

own combinations of foods. Saffron provides an Indian fine-dining experience and Chef's Table experience offers guests the chance to enjoy a multi-course à la carte menu with wine pairings, while listening to an executive chef talk through the inspiration behind each course.

"I think the Chef's Table will be one of the areas that offers a real 'wow' moment for guests," says McGowan. "This area has been designed so guests get an opportunity to enjoy the ultimate onboard culinary experience, a VIP multi-course dining experience specially created and hosted by the executive chef, which also includes a tour to the galley.

"The library is also pretty special, as on those sunny sea days guests will be able to borrow a book, relax on the vibrant chaise longue or enjoy doing a jigsaw with new friends."

Another new design concept is the Clifton Lounge, a cocktail bar fitted with a stage for classical duet performances. "Guests will be entertained in our relaxed atmosphere inside the Clifton Lounge while listening to classical music," says McGowan. "The stage is a small modification that has been added during the refit, but it is an important one for Ambassador guests."

Following its naming ceremony at the Port of Tyne in Newcastle, England, on 11 May 2023, Ambition departed for its inaugural 14-night voyage on Ambassador's 'Hidden Gems of France and Spain' itinerary. It will then operate on its 'Majestic Fjordland' and 'Iceland's land of Ice Fire' in Norway and Iceland respectively throughout June before travelling to France and North Africa for the rest of the summer season. **CFI**



"We wanted to add the Ambassador touch to the vessel by bringing in our own colours and style"



## Chris Head at Atlantic Marine Interiors talks about the firm's work on Ambassador Cruise Line's Ambition



We strive to support all of our clients and for Ambassador Cruise Line's Ambition, we provided a full design and build solution. Our interior architect Guri Blindheim MNIL, brought together the designs based on the brief, and the brand guidelines outlined by the Ambassador team.

The multi-trade Atlantic Marine Team of key personnel and sub-contractors, which is headed up by general manager Paul Tedore MCIQB, worked across some of the vessel's signature areas. They included Lupino's Taverna, the new Card Room, Brontë's Library, The Purple Turtle Wine Bar, The Buckingham Restaurant Chef's Table, and the arts and crafts area Grafton Street. The firm also carried out upgrades in every passenger cabin along with extensive crew cabin alterations and modernisations, and crew cabin newbuilds.

"We initially worked with Atlantic Marine Interiors on the successful launch of our first ship, Ambience, when the team helped us refine our vision to create designs and spaces that our guests love. It was therefore an easy decision to work with the team again to create the classic and authentic feel of our second ship, Ambition, which was delivered on time and on budget.

"Ambassador continues to enjoy a very good working relationship with Atlantic, who have helped us to create a warm and welcoming environment for guests sailing on our premium value, no-fly cruises."

**Christian Verhounig**  
CEO, Ambassador Cruise Line



We are extremely proud to have supported the Ambassador Cruise Line again, and we were pleased that the design intent drawings and renderings mirrored the finished spaces so accurately.

# A new era of exceptional experiences

A&K Travel Group will take the Crystal brand's long-standing legacy of luxury to new heights when it debuts the newly renovated Crystal Serenity and Crystal Symphony this year

For more than 30 years, Crystal Cruises has been renowned for delivering award-winning cruises on boutique vessels with high-end interiors, dining, entertainment and wellness experiences. In June 2022, A&K Travel Group saved the brand from liquidation, swiftly relaunching it with a reimagined name and vision: Crystal – Exceptional at Sea.

In keeping with its promise to deliver “exceptional” suites, service, dining and experiences, Crystal is carrying out extensive renovations onboard its two oceangoing ships – Crystal Symphony and Crystal Serenity – in Trieste, Italy, before they begin service in the second half of 2023.

One of Crystal's top priorities is to create guest rooms that “artfully pair comfort with exceptionally elegant design” by using “elevated details, contemporary craftsmanship and artisanal finishes”. For example, the suites will feature marble quarried from Italy, fine cotton linens and modern furnishings.

Crystal will also enlarge the suites to introduce more spacious layouts that will “maximise in-room relaxation” for guests. Suite options will range from the 850-square-foot Crystal Penthouse Suite with an expansive living area and a private veranda, to the 323-square-foot Aquamarine Veranda Suite, which is “perfect for grand yet intimate moments”. Increasing the size of the suites will decrease Crystal Serenity's capacity by 24 per cent and Crystal Symphony's by 28 per cent, leaving them able to accommodate 740 and 606 guests, respectively. It will also enable Crystal to offer an almost 1:1 guest-to-crew ratio.

In addition, the ships will offer various entry-level guest rooms with contemporary classic décor, including “cosy” single guest rooms with “welcoming and comfortable detailing” and ocean views.

Crystal will also enhance many of the ships' signature venues, some of which include the theatre, show lounge, Le Bistro, Connoisseurs Club and Palm Court. Plus, it will revamp both the spa and fitness areas and introduce one full-size pickleball and paddle ball court on Crystal Symphony and two on Crystal Serenity. Crystal Symphony's nightclub will also be reinstated.

Both vessels will boast nine restaurants

and six bars, which will deliver “authentic dining experiences” with food and beverage offerings designed to reflect the destinations they visit.

“Palatial suites, spacious verandas and guest rooms have been rolled out on both ships, reducing overall guest capacity,” says Jack Anderson, president of Crystal. “Personalised service – long a Crystal signature – has been elevated further. Dining is a journey through culinary specialties, with authentic food from around the globe. Local experts at Abercrombie & Kent have planned memorable experiences in each destination to guarantee beyond-the-guidebook access.” **CFI**



Crystal is enhancing the guest suites onboard both Crystal Serenity and Crystal Symphony

Photo: Crystal

## Ten years young

Johan Nordberg speaks with Alice Chambers about the recent renovations that were carried out onboard Viking Line's Viking Grace



Photos: Viking Line

Modified playroom equipment, supplied by Lappset and Tygroup, will improve the experience for young guests onboard Viking Grace

Viking Line prides itself on designing and operating ferries that are made to last, so it only needed to carry out minimal interior upgrades when it completed a three-week renovation project on the 10-year-old Viking Grace in February 2023.

“In general, no new design concepts were brought onto Viking Grace,” says Johan Nordberg, senior architect at Viking Line, discussing the project, which was carried out in Odense, Denmark. “However, we have introduced a new self-service payment system in the tax-free shopping area and a new service counter in the Oscar restaurant to help improve the onboard buffet service for passengers.”

The new service counter in Oscar allows kitchen and bar staff to easily display seasonal food and drinks, which reflect the destinations that Viking Grace travels to and from. “The modification also means the process for ordering and paying for food is smoother,” says Nordberg. “All this added benefit, and the look of the area is still the same as before, with the general colour scheme and feel of the restaurant reflected in the new service counter.

“As most of the work carried out onboard Viking Grace has been relatively small, I think the new service counter in Oscar will deliver the biggest wow.”

Modified bar counters from Scan Marine have also been added to the other

onboard restaurant, Frank's, which is an open-kitchen dining concept.

“The new play equipment in the children's playrooms will improve the experience for our young guests, too,” adds Nordberg. “After all, happy kids mean happy parents!”

The modified playroom equipment, supplied by Lappset and Toygroup, allows children to climb, swing and take part in sport activities like hula hooping during long sailings. “The bright colours and new door from the deck 11 arcade makes the playroom much more inviting and accessible,” says Nordberg.

According to Nordberg, Viking Line decided which elements of the ship to refit after seeking feedback from customers.





New service counters in Oscar (top) aim to enhance the buffet experience for guests

“Our crew has been collecting feedback from our guests on our interiors,” he says.

Nordberg opted to accentuate the original design onboard Viking Grace during the renovations. For example, the brand kept to a similar colour scheme when choosing new carpets for all cabin corridors, the aft stairway, Frank’s, the lower level of the nightclub, and in the arcades on decks nine, 10 and 11. They were designed and supplied by Ege Taepper and Tarkett, and installed by Wall-to-wall. Meanwhile, Kerabit Pinta supplied new decking for the spa area, and new vinyl flooring was installed inside the 28 cabins dedicated to guests travelling with pets.

The old carpets were taken by Tarkett for reuse. “This is something we’ve done for several years,” says Nordberg, noting that reducing waste is part of Viking Line’s sustainability commitment. “We also keep old furniture in our interior store to repurpose and reuse onboard our ships. This way of working was my idea to save on cost and reduce waste.”

For example, Viking Line has reupholstered chairs using old velour fabrics on Viking Grace that were bought 25 years ago. “Now, the colours are trendy again,” says Nordberg. “The quality of these fabrics is outstanding and the designs are fun. It goes to show how sustainable interior design practices bring huge benefits for ferry operators!” **CFI**



“The bright colours and new door from the deck 11 arcade makes the playroom much more inviting and accessible”



# Building an identity

By Andrea Bartoli, Carnival Corporate Shipbuilding

Carnival Corporate Shipbuilding coordinates closely with Carnival Corporation's nine brands to design innovative vessels that meet the unique needs of their different target markets

Carnival Corporate Shipbuilding is involved right from the very start of a shipbuilding project for any one of Carnival Corporation's nine brands, all the way from the initial idea for the vessel up until the day it is delivered and beyond. This means we work closely with the brands, the shipyards and the contractors, coordinating between them to develop and construct the vessel.

The company has five main departments: technical, contract management, sourcing, services and site.

In the outfitting department (within the technical department), we're accountable for the design development of the passenger and crew areas, corridors, public areas, open deck, outdoor venues, bars, galley and pantry. We participate in the design and development of all the layouts and ensure that they meet all the functional and design objectives established at the outset of the project, as well as the overall brand strategy.

Before a project begins, the brands have to explore all the different possibilities for a ship and its design based on the current

market conditions, which can change depending on location, time and world events. For example, before Covid, China was a very attractive potential market, so designing ships for China was a significant consideration. Now, China is the only market that hasn't fully restarted cruising after Covid, while the USA is doing very well, with Europe following close behind. That means there's a very different situation to consider when defining the needs for a ship.

The whole process of building a ship is clearly defined by internal procedures



Photo: Costa Cruises

The Italian style of interiors onboard Costa Cruises' ships helps the brand to maintain its distinct identity



Photo: Carnival Cruise Line

Carnival Cruise Line's family rooms reflect the brand's appeal to guests with children

but with so many people involved across nine different brands, we also have to be flexible. It is important for us to cooperate with the brand – we need to know what its target market wants and needs, and then we can work together on that basis to develop the best ship to take advantage of the opportunity they present. That means we establish the characteristic of the ship to fit the brand's identity, the location of the vessel's itineraries and the target market, whether that be passengers from the USA, Germany, UK or Italy.

One Carnival Cruise Line project I particularly enjoyed being involved in was the creation of the cabins in the Family Harbor, which have been designed specifically for families and now feature onboard a number of Carnival vessels. They have direct access to an exclusive family lounge that is divided into separate areas for different age groups. This is essential for a brand like Carnival Cruise Line, which attracts a broad range of

guests and carries almost one million children per year. It's also something I really value as a father with two children.

I also had the opportunity to work on Carnival Cruise Line's BOLT rollercoaster. In my opinion, that is one of the best top-deck attractions available on a ship today. With 800 feet of rollercoaster track above the sea, it certainly stands out as one of the most unique and interesting projects I've been able to participate in.

However, something I love about working with the corporate shipbuilding team is that I get to be involved with the different styles of all the nine brands. For example, a Princess Cruises ship will not have the same attractions as a Carnival Cruise Line ship. Instead, the scope of the design is to provide a quieter and more relaxing option, where guests can really enjoy the experience of being at sea with what is still an all-American brand.

On the other hand, Costa Cruises is a historical Italian company that

has been operating for over 75 years. Its 10 contemporary ships are focused on reflecting the Italian style across everything from the interior design to the food. Keeping those brand identities distinct in the design of the ship and its spaces is crucial for what we do.

Working across the brands also gives me the chance to work every day with different people who come from from diverse cultures. I've been working in the shipbuilding industry for more than 20 years – spending 13 years with Costa and almost eight here with Carnival Corporate Shipbuilding. During this time, I have been involved in more than 50 projects, collaborating with many different architects and shipyards from all over the world. It's a pleasure to be able to work within such an inclusive culture. **CFI**

*Andrea Bartoli is principal manager of outfitting at Carnival Corporate Shipbuilding*



# Connecting guests with their destinations

By Douglas Prothero, The Ritz-Carlton Yacht Collection

The Ritz-Carlton Yacht Collection is reinterpreting its land-based interior personality for life at sea

**P**lans for The Ritz-Carlton Yacht Collection were announced in 2017, with a mission to enable guests to discover the world in a relaxed and casually elegant way with a high level of personalised service.

Our goal was to provide an experience unlike any other in the market. Rather than looking at reimagining the interiors of The Ritz-Carlton resorts as a challenge, we viewed it as an opportunity to introduce something new and exciting to the luxury cruise industry.

To achieve this, we worked with the Marriott International Global design team, Tillberg Design of Sweden and AD Associates to incorporate contemporary and elegant interiors with elevated amenities onboard our first vessel Evrima, which debuted in October 2022.

When it comes to yacht interiors, you have to think very carefully about fabrics and materials that can withstand sea air and the elements. You also have to be very creative with the use of space – we wanted our ships to travel to small and unique ports, as well as the world’s most famous cities, but this meant that we had to be space-conscious with our designs.

To create the illusion of a larger ship, we opted for floor-to-ceiling windows and open-plan spaces wherever possible onboard the 298-guest Evrima, which is best exemplified in our Observation Room, which offers uninterrupted views of the sea. The bifold doors that lead onto the terrace and large skylight evoke the feeling of being outside, helping to create a calm and relaxing onboard environment.



Image: Christopher Cypert



Image: Jack Hardy

The Observation Lounge offers 360-degree views (top) and the Mistral pool (above) overlooks the Marina platform



Image: @franciscmartinez



Image: Jack Hardy

Evrima features minimalist interiors, shown in the cabins, suites and Living Room

At twilight, this area transforms into an entertainment venue, with ambient floor, ceiling and table lighting.

We also wanted to encourage guests to connect with the destinations that they are sailing to, so we used minimalist interior design techniques such as light colour palettes and a variety of textures to encourage guests to look outwards. I believe it's the thoughtful touches that create a sophisticated aesthetic and feeling of a private yacht.

The Marina platform is the most yacht-like feature on Evrima and is one of my favourite onboard spaces. When at anchor, guests can enjoy direct access to the sea and complimentary water-

sport equipment such as paddle boards, windsurf boards, kayaks and sailboats. Just a few steps above the platform, the Marina Terrace features a relaxed lounge-like atmosphere, complete with white loungers with cushions that match the navy-blue hull of the ship. We can even open the yacht's side platforms in this space for seating right over the water's edge.

Furthermore, to deliver a truly luxurious experience, we developed some of the largest suite offerings in the luxury cruising sector. For example, our two-storey Loft Suites provide a panoramic window in a bedroom on the lower level and a large balcony off the living area

on the upper level. It's a dramatically impressive suite with one of the largest bedrooms onboard Evrima.

Expanding into the cruise market has allowed us to create spaces that feel like you are walking onto a private yacht, but which offers The Ritz-Carlton luxury experience. As such, we hope that Evrima and our upcoming ships Ilma and Luminara – launching in 2024 and 2025 respectively – are reflective of the unparalleled personalised service and luxurious amenities that our brand has come to represent. **CFI**

*Douglas Prothero is the founder of The Ritz-Carlton Yacht Collection*



# Creating transcendent dining experiences at sea

By Yohandel Ruiz, Studio DADO

Designers must consider everything from sight lines to furniture, lighting and back-of-house operations to create comfortable, aesthetically pleasing restaurants that operate smoothly and deliver memorable moments for cruise guests

When talking about the modern cruise experience, it is almost impossible not to mention dining. – and it's a very different conversation than we were having even just 10 years ago. On older ships, there were few dining venues, so everyone had pretty much the same experience, often with assigned seating each night. However, the latest ships have so many dining choices that guests are able to fully customise what, when and where they eat. At the heart of this highly personalised experience is the symbiotic relationship between design and food.

Studio DADO is generally known for cruise work, but our portfolio includes as many restaurants as any other type of space. For a land-based resort project, we might design three or four restaurants at most but on a ship we may design 10 venues, each with a completely different cuisine and ambience. Our mission is to figure out how to transform these restaurants into destinations – to make them thematic without turning them into theme parks, high design without being uncomfortable.

We design our spaces without 'bad' seats, so that even if someone orders the exact same meal every time they visit, they can have a completely different,

but always enjoyable, dining experience within the same space. Often, people assume that the best seats are next to the windows and that might be true on land, but it is not necessarily the case in the middle of the ocean at night when there's not much to see other than your own reflection. That's why we consider sight lines and incorporate art, custom lighting, texture and signature furniture that can be viewed from every vantage point. In venues that are open for more than just dinner, such as the Compass Rose onboard Regent Seven Seas Cruises' new Seven Seas Grandeur, we create

transformative designs to ensure they have a different atmosphere at noon than they do in the evening.

We spend a great deal of time refining the details of our spaces, which is a discipline honed by years of cruise ship work. Every surface and piece of furniture is carefully planned, all the way down to the way the chairs slide beneath the tables. On some ships, everything is custom made to ensure that we are telling the story of the food and the space. Our team works with fabric designers, artists and local craftspeople and makers to make sure that the restaurants we design



Photos: Studio DADO

Oceania Vista's Grand Dining Room is modelled on Europe's finest conservatories, with a hydrangea chandelier, parquet floors, and dimensional wall murals



The three floor-to-ceiling chandeliers in Le Bistro on Norwegian Prima will leave an enduring memory for guests

deliver the ‘wow’ factor every time a guest eats there.

Something that seasoned cruise guests often mention is the sense of community onboard ship. It’s common to get to know fellow passengers and we like to embed those opportunities into our design concepts. For example, a floor-to-ceiling chandelier or a custom mural can be a fantastic conversation starter.

We also have a deep understanding of the real estate we’re working with. There may be as few as 1,200 guests or as many as 6,000 onboard a vessel, but we always want our spaces to feel personal and comfortable. Shipboard dining venues expect only one or two sittings of guests each night (whereas land-based restaurants expect many more), so they are intimate settings. Guests can spend all evening at dinner, which means they get to know their servers and fellow diners and often come away with a new set of friends. Consequently, we hand-select furniture that is as elegant as it is comfortable, and we look at every millimetre of every layout and path to make their experience as pleasant and memorable as possible.

To empower teams to deliver the highest level of service, we must also consider back-of-house operations when designing restaurants. On a ship, a single



Seven Seas Grandeur’s Compass Rose features stylised piers with interlocking vaults reminiscent of an enchanted forest, hand-painted murals of willow trees, bas relief textures and curated art

kitchen might produce dishes for two or more restaurants, but the galleys are often smaller than they would be in a land-based restaurant serving a single menu. We use 3D modelling technology to look at the paths of guests, servers and staff from every angle, virtually walking through the space to develop the optimal layout. Next, we ensure that we meet regulations for everything from flooring to the ceiling and lighting materials, appliances and construction processes to the letter. Finally, we make sure to give

the highly trained service professionals the space, tools and amenities they need to perform their roles well.

Whether it’s in Le Bistro onboard Norwegian Cruise Line’s Norwegian Prima or the Grand Dining Room on Oceania Cruises’ Oceania Vista, these design strategies translate into dining experiences that are deeply memorable for more than just the menu. **CFI**

*Yohandel Ruiz is a founding partner of Studio DADO*



# Bringing the outside in

By Jemma Masters, Forbo Flooring Systems

## How natural Flotex FR designs help to create a sense of being close to nature

**S**pending time in the great outdoors brings many benefits for our general health and well-being, with many studies proving nature's ability to relieve stress and anxiety.

The concept of 'bringing the outside in', also referred to as biophilic design, remains a popular interior design trend that aims to create an ambience of serenity and evoke the feeling of being close to nature. Designers can reflect nature onboard cruise ships, such as Hapag-Lloyd Cruises' Hanseatic Nature and Hanseatic Inspiration, through their choices of materials, colours and forms, as well as the contours and lines of walls and surfaces.

Design concepts that connect us to nature are proven to inspire us, boost

our productivity and contribute to a stronger sense of well-being. This can be achieved in both obvious and more subtle ways, for example by bringing physical characteristics of the natural world inside through elements such as water, greenery, natural light, wood and stone. The quality of the air, the scent, the use of natural textures and visuals can also have a positive impact.

Colour can also have a strong effect on the atmosphere of a room and the feeling that it evokes. For example, lighter colours make spaces seem larger, brighter and airier, whilst darker colours make rooms feel warmer and cosier. Meanwhile, wooden floors can help to create nature-inspired interior styling. The mix of colours, patterns and textures

within varying wood types also work perfectly with other furnishings made from wood and other natural materials such as stone, marble, cork or bamboo.

Natural wood floors may work perfectly in some spaces onboard cruise ships, however other areas would benefit from textile-based natural wood floor covering designs – like those in the Flotex FR range (pictured below and right). These floor coverings ensure that a room not only retains the desired aesthetic and character, but also allow for greater comfort, slip resistance and acoustic performance. They also have the added benefit of being a lightweight product.

Furthermore, a textile floor covering designed for marine applications offers significant advantages over other



Image: Flotex FR





“The concept of ‘bringing the outside in’, also referred to as biophilic design, remains a popular interior design trend that aims to create an ambience of serenity and evoke the feeling of being close to nature”

types of floor coverings. It is not only aesthetically pleasing, but its durability and cleanability also means that it will keep looking good for longer than most other textile floor coverings. Flotex FR is International Maritime Organization-certified and wheel marked in accordance with the Maritime Equipment Directive.

The Flotex FR Naturals collection comes in a variety of colour and plank structures, enabling the creation of

different interior looks, from modern to rustic. With a smooth, velour-like surface that looks and feels like carpet, Flotex FR is the perfect high-density textile substrate for printing complex designs and vibrant designs in high level photographic resolution.

On top of all this, we offer custom design services with our high-definition print technology so that ship operators and designers can create their own

flooring that will be in keeping with their interiors. Forbo’s experienced team can help at any stage in the design process, too, for example by providing ideas, recolouring existing products and developing a concept that is totally unique. **CFI**

*Jemma Masters is marketing manager of international key accounts at Forbo Flooring Systems*



# Creating experiences with a difference

By Karen Argue, The Deluxe Group

Cruise guests are consistently seeking new experiences from cruise lines, and the right design has the potential to create memories that last a lifetime

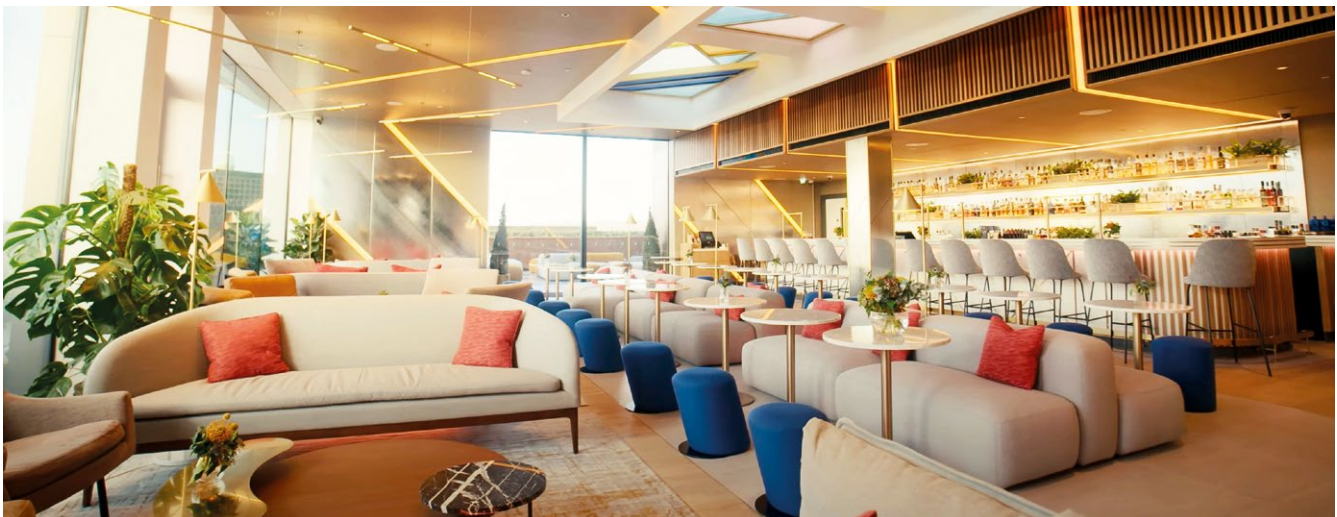


Photo: Designed by BRC Imagination Arts

The 1820 Rooftop Bar at Johnnie Walker Princes Street in Edinburgh, Scotland: an immersive whisky brand experience that could be translated to a cruise ship setting

There has been a recent rise in the ‘experience economy’ in the travel, entertainment, and dining sectors, so it’s no surprise that we are starting to see the appearance of immersive experiences onboard cruise ships.

At The Deluxe Group, we have created immersive experiences for clients across the cruise, hospitality, luxury residential and theme park attractions sectors, fabricating exciting concepts to reimagine interior spaces or bring iconic film and TV shows such as *Game of Thrones*, *Jurassic World* and *Ghostbusters* to life.

This demand for unique spaces and experiences is growing in the cruise industry too. Now that ships are getting larger, guests want more innovative, authentic and immersive experiences

to keep them entertained, especially on days at sea.

The Deluxe Group aims to deliver guest experiences that marry interior innovation with storytelling and high-quality, sustainable finishes whether it’s a whisky tasting experience, life size gaming or recreation of a famous film set.

We work closely with our clients and use a combination of 3D design software, digital scanning of interior spaces, building information modelling management and five axis fabrication along with traditional craftsmanship within our purpose-built state-of-the-art facility in Northern Ireland to design and prefabricate all of our projects before we ship and install worldwide. This allows for a fast-track approach to fit-out construction.

We are currently investing more than £1.5 million (\$1.88 million) in an ambitious expansion plan that involves new facilities in the Northern Irish towns of Antrim and Portadown, as well as a new base in Orlando, Florida. This will increase our workshop capacity by over 100 per cent and allow us to accommodate new contracts for delivering imaginative immersive experiences around the world.

We can’t wait to bring this type of experience to cruise ships and see the reactions of excitement and wonder of the guests as they step into a truly authentic interior and are immersed in a new world onboard already awe-inspiring vessels. **CFI**

*Karen Argue is business development manager at The Deluxe Group*



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# Crafting customised experiences

By Sascha Bosch, Robos Contract Furniture

Robos is using its expertise to customise its products and create furniture that matches the vision of cruise ship interior designers

People around the world are always looking for the very best places to recharge. At Robos, we bring these places to life by meeting the specific desires and dreams of our clients. We believe that we can create the very best ideas and places with limitless customisations.

One example of how we customise our products for our clients is shown in the story behind our hooded daybed. The design of the hooded daybed itself goes way back in time; it was inspired by the wind-repellent beach chair or 'strandkorb' that first appeared in 1882. The chair originally came from Warnemünde in Germany and was designed to enable an old lady with rheumatism to enjoy a carefree vacation.

Today, the hooded beach chair is gaining in popularity and is now used in many different countries, from the beaches of Japan all the way to the USA. Each

daybed has a unique number on the back, making it easy for people to find their own spot.

Virgin Voyages approached Robos to develop our own version of the hooded daybed, one which would make use of modern equipment and be completely sea-proof. Of course, we were happy to take on the challenge.

Every design starts with a sketch, and the sketch phase is where ideas are brought to life. Virgin Voyages made a sketch and sent it to Robos, and we created shop drawings to check and discuss every detail. Then, to get a good idea of the final result before we began

producing the hooded daybed, we made photorealistic 3D drawings.

Once the idea was fully formed, we built the hooded daybed with the full weight of our knowledge and craftsmanship behind us. The daybed is made of mesh aluminium, which is sea-proof and lightweight, and is finished with a matte-look 'Virgin Voyages red' epoxy. The cushions have a solution-dyed acrylic, red-striped outdoor fabric, which is International Maritime Organization certified. The frame itself is resistant to both ultraviolet light and scratches, and it is easy to maintain. And, every hooded daybed gets a unique number, just like the old days.

The final product can now be admired on Virgin Voyages' Scarlet Lady, Valiant Lady and Resilient Lady, showing how Robos can create and deliver innovative furniture for cruise clients. **CFI**

*Sascha Bosch is the owner of Robos Contract Furniture*



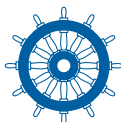


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# Inclusive design

By Mara Davis, Bourne Group

Bourne Group is using its technical and design expertise to create signage that makes every passenger feel welcome, including those with disabilities

Creating inclusive environments on cruise ships for all passengers, such as those with disabilities, is a priority for the cruise industry. To achieve this goal, it is crucial that cruise lines implement signs that comply with the Americans with Disabilities Act (ADA) guidelines outlined by the US Department of Justice. However, manufacturing and installing ADA signage on cruise ships can be challenging as it requires specialised technical expertise and adherence to strict criteria.

One essential requirement for ADA signage is that it must have contrasting colours to make it easier for individuals with visual impairments to read the text. Another requirement is that signs must include tactile elements such as Braille, which can assist visually impaired individuals to feel the text on the sign. It is also critical to understand the required sizes and specific mounting locations for each type of ADA sign.

Bourne Group's specialised technical expertise means it knows how to create signs with durable materials that can withstand exposure to saltwater, ultraviolet rays and extreme weather conditions, while maintaining compliance with ADA guidelines. We also understand the importance of branding, and work closely with our clients to ensure their branding is incorporated into their signage in a seamless and professional manner. Our goal is to provide signage solutions that meet the aesthetic and functional requirements of the cruise industry, ensuring that the signage integrates



Bourne Group's ADA-compliant signage feature contrasting colours and tactile elements

perfectly with the ship's overall design and branding.

Providing clear and accessible signage enables passengers with disabilities to navigate the ship independently, participate in all activities, and have a positive cruise experience. By partnering with Bourne Group, the cruise industry can ensure that their signage not only meets ADA guidelines but also enhances accessibility and inclusivity for passengers with disabilities. We can create ADA-compliant signage that meets the specific needs of each space, from guest rooms and restaurants to entertainment venues and outdoor areas. Our signage systems not only

align with legal requirements but also reflect a dedication to improving customer service and inclusivity, helping cruise lines to attract a wider range of passengers, including those with disabilities and their families.

At Bourne Group, we prioritise meeting deadlines and delivering top-notch service to our clients. Our dedication to quality, innovation and continued support allows us to continually adapt to the changing requirements of the cruise industry and its passengers. **CFI**

*Mara Davis is director of business development at Bourne Group*



# Maintain and improve

By Mark Henderson: Magicman

Cruise companies can rely on Magicman to restore their ships' interiors as sustainably as possible



Cruise ships are more than just a place to sleep and eat; they provide a platform for offering an experience that brings people together. It's important that cruise lines keep their guests happy by making sure that this experience is as high quality as possible. That means it's crucial for them to keep their fleets looking as good as possible, for as long as possible, while making the best use of time and money.

This is where Magicman can help. We carry out sustainable hard surface repairs that will keep a fleet looking sharp and beautiful, without shipowners needing to entirely replace a surface or piece of furniture, or to go through the hassle of finding a new company every time they need some work done. Our team can do everything from interior design to repairing dents and cracks in floors,

so they don't have to worry about spaces looking ugly to guests.

Magicman's services enable cruise companies to achieve shorter turnaround times for maintenance projects, which can lead to significant savings in time and money for both the ship operators and the contractors performing the work. Our team works with the shipowner through every step of the process – from initial design concepts to installation – so that everything comes together seamlessly when it matters most: when guests arrive.

We also know that our clients care about the environment, and we do too. We understand that sustainability is just as important as style – that's why we are passionate about repairing, rather than replacing, wherever possible. We're keenly aware of how much waste goes into landfills each day, and we try our best

to minimise the waste of our projects by offering sustainable solutions for clients.

For example, Magicman's patented repair material makes it possible to extend the life of decking platforms or other surfaces without removing and fully replacing them; instead, you can simply repair cracks and dents in these areas.

Our team's years of experience working onboard cruise ships has taught us everything about what it takes to get ships looking their best while being eco-friendly at the same time. When working with Magicman, cruise companies can not only rely on the fact that their fleet will come out a refurbishment looking elegant, but also that it will stay that way. **CFI**

*Mark Henderson is chief executive of Magicman*

## A compelling story

Michal Jackiewicz of Tillberg Design of Sweden talks with Alex Smith about the firm's design for Storylines' residential cruise ship, Narrative

For three years, Tillberg Design of Sweden (TDoS) has been working with residential cruise line Storylines on the design of its luxury ship, Narrative. The ship was conceived as a new concept for a residential vessel, emphasising liveability and community.

"The project began with the idea from Storylines to take the existing idea of a residential vessel and build upon that to create a floating society, where people can actually live and work," says Michal Jackiewicz, executive director of TDoS and partner in its parent company, Viken Group. "To achieve this, we very quickly decided to develop a newbuild for the project so that we could really create what we wanted to without the limitations of a second-hand ship."

With the freedom of a newbuild to work with, TDoS has created unique concepts to fulfil the needs of those living on a residential ship.

"While it looks like a regular cruise ship from the outside, it's not," explains Jackiewicz. "For example, we have a very well-defined public area, which we call a street, with a town hall, different service shops and small restaurants. We have looked to create the feeling of walking through a small town."

Sustainability has been a particular focus in the overall design, not only in the choice of products and materials but also in the layouts.

"We have focused on providing smooth transitions and a balance in the flow of the layouts," says Jackiewicz. "It's important to reflect sustainability with a well-thought-out design enhancing guests' well-being."

Meanwhile, future residents will have flexibility when it comes to deciding the specific design of their home at sea.



"There will be two main design options, and each one will then have add-ons available such as equipment, materials, and so on," says Jackiewicz. "These options are priced clearly for buyers, so that they know from the beginning how much each choice will cost them."

TDoS has also created a concept for a lounge shared between a small group of residences, which would act as a location for shared activities and socialising. Alongside this, dedicated workspaces allow residents to continue working effectively while living onboard.

"We're aiming to create small communities who can use the lounge area for communal activities," says Jackiewicz. "There will also be offices onboard which you can rent permanently or per hour, totally flexibly. In some of the more expensive accommodation areas, we will have a group of smaller

units so passengers can invite their co-workers to visit and work together with them as well." **CFI**



"It's important to reflect sustainability with a well-thought-out design that enhances guests' well-being"



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# Creating satisfying and enduring spaces

Cita Design's Coşkun Çin and Aras Karul tell Alice Chambers how they develop appealing yet functional designs

Appealing, functional and sustainable are three words that Cita Design's sales and marketing manager Aras Karul uses to describe an impressive passenger ship interior design project. First and foremost, ship operators require onboard spaces to meet the needs of their passengers, he says. Once spaces are as functional as possible, only then should designers begin to make them more visually appealing.

"We start by engaging with our clients to understand their specific requirements and expectations," says Karul. "We use this information to create a comprehensive requirement list that serves as a foundation for our designs to create interiors that are not only stunning but also highly functional. This enables us to deliver long-lasting and satisfying spaces for passengers to enjoy."

With the ever-increasing need to protect the environment, interior designers are prioritising sustainability too.

"There is a growing focus on using sustainable materials, energy-efficient



technologies and green design principles to create environmentally responsible interiors," says Coşkun Çin, CEO of Cita Design. "Sleek and contemporary aesthetics with clean lines and minimalist design elements are gaining popularity, as are modern materials and finishes that create a sophisticated ambience onboard."

Integrating technologies such as smart lighting and automated controls helps operators to promote environmentally responsible practices onboard their vessels.

"The ongoing pandemic has also brought about significant changes in marine interior design," says Karul. "Factors such as venue layout, material selection and population control must be considered in every design to ensure the health and safety of passengers and crew. Innovative design solutions

help to address these challenges while maintaining the aesthetic appeal and functionality of marine interiors."

Cita Design also works to strict safety regulations. For example, the Total Quality Management System that it uses to outfit interiors has been awarded the ISO 9001:2015 accreditation by public safety firm Rina. This, along with the firm's new leadership in energy and environmental design-certified factory and branch expansion into London and Miami, is allowing Cita Design to create sustainable interior designs, each unique to client specifications.

"This blend of expertise allows us to approach every project from multiple perspectives, resulting in innovative and well-rounded designs that cater to the unique requirements of marine environments," concludes Karul. **CFI**

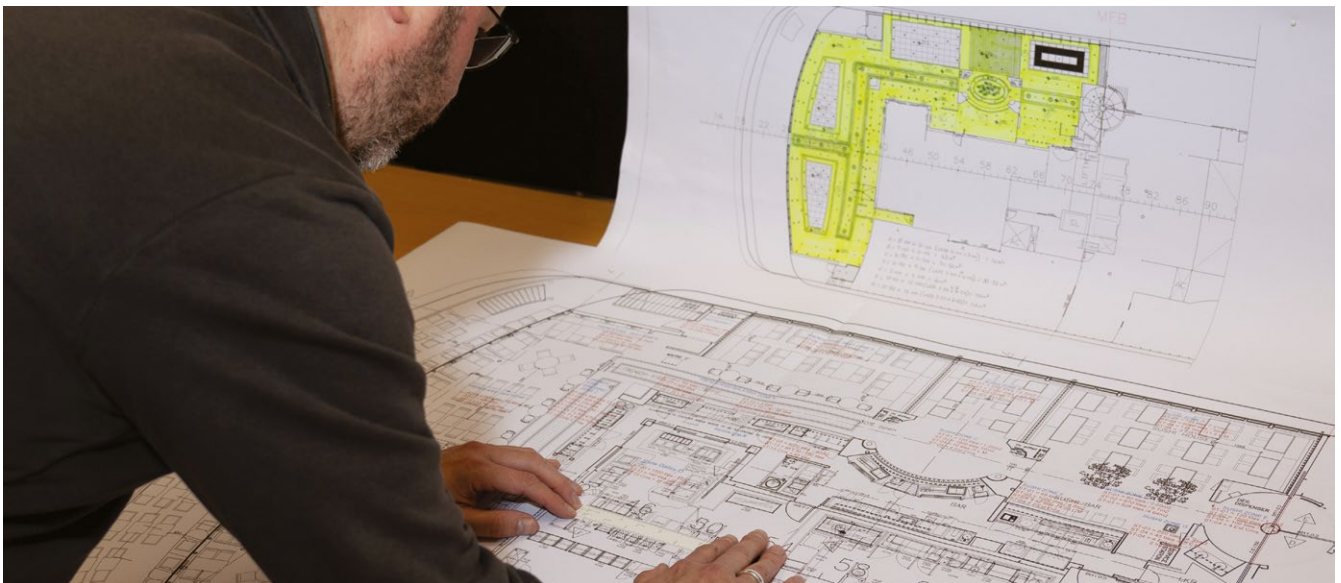


"We deliver long-lasting spaces"

Aras Karul  
Cita Design

## What about surveyors and estimators?

Alice Chambers asks three project surveyors from Trimline about the crucial role they play during the different stages of outfitting jobs onboard passenger ships



Trimline's project surveyors study detailed ship plans before preparing estimates

**M**ostly, we hear about the designers involved in a marine interior project or about the individuals that work in drydock to turn those designs into reality but it's often the work by surveyors and estimators that is critical to making a project successful.

Before starting a project, marine interior refit firm Trimline asks its surveyors to source a brief from the customer – either by way of a conversation, some outline drawings, or a fully developed scope. “Our initial job is to get a thorough understanding of what the customer needs and help develop a detailed scope document,” says Mike Denton (pictured), project surveyor at Trimline.

After establishing the customer's needs, a surveyor then visits the ship to survey the proposed project. “Taking detailed plans is vital for a successful project,” says Marc Forder, another

project surveyor at Trimline. “There's often no substitute for a walkaround with the customer and seeing things with your own eyes. It enables us to suggest alternative methods or solutions, which is where our experience comes in.”

Next, a surveyor will help to make quality estimates, which can often take weeks to put together, particularly for large projects that might involve hundreds of different suppliers. For Trimline to create a quotation, it needs to specify materials and products, check measurements and quantities, and estimate prices from each supplier, which is a time-consuming process.

“We pride ourselves on attention to detail,” says Forder. “It's one of the differences in using Trimline – we would rather spend extra time putting as much detail into the quote as possible to ensure that we're transparent from the start of

the process and can avoid nasty surprises for the customer later.”

As part of its detailed planning process, Trimline sets aside plenty of time to source customised items that can often have long lead times. “We can often save the customer money if decisions are made quickly and if more time is allowed between request for quote and drydock,” agreed all the surveyors.

“Finding ways to achieve our customer's goals, using our experience and knowledge to deliver solutions that fit the budget available is what I love about being an estimator,” adds Alan Mattingly, an estimator and project surveyor at Trimline who has 22 years of experience. “Also, working well alongside the ship's onboard team is just as important as collaborating with project managers and designers to get the most successful outcome.” **CFI**

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## Managing success

Gabriele Maria Cafaro of Marine Interiors talks with Alex Smith about the future of the refurbishment market and how the outfitter is handling rapid growth

**B**usiness has been booming for Marine Interiors, a subsidiary of Fincantieri Group. The outfitter has seen dramatic growth in demand, especially in the newbuild sector. According to CEO Gabriele Maria Cafaro, this growth is set to continue – but he anticipates a greater share of it to be in the refurbishment market.

“The company has grown a lot over the last few years, with 70 per cent of our business focused on newbuilds,” he says. “However, I see the refurbishment market experiencing a significant level of growth over the next five years. 2023 is the first year after the pandemic where I’ve seen that shipowners are restarting projects. The onboard environment and experience is becoming more and more important for passengers, which is a positive driver for refurbishment projects because owners need to invest in their fleets to create new experiences and meet passenger demand.”

In preparation for this demand, Marine Interiors has examined how it can improve and optimise its working practices. This has become an especially important priority for the company as it manages the recent expansion of its organisation.

“We have performed a deep dive into our areas of weakness,” says Cafaro. “The rapid growth in business we’ve experienced has meant that the organisation has had to expand quickly, from 90 to 650 colleagues. Ensuring that this growth is handled well and that we make the best use of our new team is an important task for us. This means engaging in self-criticism, looking at how we can improve our engineering and design processes within



Marine Interiors outfitted the Martinis cocktail lounge onboard Oceania Cruises' Vista

the company, and learning how we can better harmonise with the yards and our subcontractors.”

“We’re studying how we can improve our processes and therefore improve the quality of the final product for the client,” says Cafaro. “Our experience on working on projects together with our clients has shown us the high level of quality they require, and we’re constantly looking to improve in order to match and exceed those standards.”

Cafaro suggests that handling such rapid growth has given the outfitter an advantage when it comes to delivering challenging projects.

“Our greatest strength is in managing variety and complexity,” he says. “We can deliver up to 40,000 square metres of public areas per year in 20 different typologies, split across seven different ships. We’ve grown up as a company

dealing with and learning from the challenges of complicated projects, so that we now know how to manage that complexity in the best possible way.” **CFI**



“Our greatest strength is in managing variety and complexity”

## Staying safe and going green

MJM Marine's Fiona Nevin tells Alice Chambers about the outfitting firm's new carpet and upholstery division, recent renovation projects, sustainability initiatives and a partnership with Vyv that promotes health and safety onboard ships



The outbreak of Covid-19 and the growing focus on decarbonising the maritime industry have prompted passenger ship operators to prioritise working with interior outfitters such as MJM Marine, which can deliver safe and sustainable onboard spaces.

MJM finished 2022 strongly with a win at the Cruise Ship Interiors Expo Awards in London in the category of Supplier of the Year and by completing the outfitting of Marella Cruise's Marella Discovery in December which included upgrades to all cabins and suites onboard. As part of the project, the firm installed antimicrobial lighting technology across the ships wet units, in partnership with lighting provider Vyv.

"Vyv's advanced antimicrobial lighting presents a more efficient and environmentally sound solution to achieving smarter, cleaner and safer conditions, particularly onboard ships where microbial challenges are rife," says Fiona Nevin, head of global business development at MJM Marine, outlining how the firm supports onboard health and safety protocols. "The ultraviolet-free LED lighting continuously cleans high-traffic environments, high-touch surfaces and surrounding spaces on ships that are susceptible to microbial growth, creating environments that are inhospitable to viruses without requiring harsh chemicals."



"We make every effort to promote a responsible supply chain"



The newly renovated Grand Suite, onboard Marella Discovery

In addition to MJM's antimicrobial lighting offering, the company have a standalone carpet and upholstery division. Recent carpet projects include TUI Cruises' Mein Schiff 1 and both Royal Caribbean International's Freedom of the Seas and Oasis of the Seas, all of which required detailed planning and flexibility from the MJM team.

"We pride ourselves on taking a collaborative approach with our clients and supply chain," explains Nevin. "Planning is a key contributor to the success of any renovation so we can meet the expectations of the client within realistic time frames. This often involves using modular methods of construction to ensure less disruption to the infrastructure of the ship during refurbishments."

Forward planning enables MJM to prioritise sustainability too.

"We understand the sustainability challenges that the cruise industry is currently facing and believe that the small steps we make contribute towards the wider achievement of larger goals," says Nevin. "Open communication and innovation are two of the main attributes our team bring to our existing and future relationships. We have an acute responsibility to meet a client's sustainability agenda and our own responsible company targets."

To help it meet some of its own sustainability targets, MJM carries out material segregation and uses reusable energy sourced from solar panels and a biomass burner wherever possible. It encourages its customers and suppliers to make sustainable choices, too.

"We suggest more sustainable products when we can, even when cruise operators and owners specify the materials either

directly or through a design company," says Nevin. "Via this, we make every effort to promote a responsible supply chain."

MJM also follows sustainable practices when delivering its carpet and upholstery services, focusing on upcycling existing furniture on cruise ships rather than fully replacing it. Its services include reupholstering furniture and soft goods such as draperies, headboards and bedding; painting and refinishing furniture; and fitting carpets and wooden and vinyl floors."

"The overall industry has a real enthusiasm and an air of positivity that's great to see following on from Covid-19," concludes Nevin. "We will continue to assist our clients with safe and sustainable refurbishments and are looking forward to working on some new and exciting innovations through the rest of 2023." **CFI**

## A rapid and efficient refit

Aros Marine has successfully completed a large-scale refurbishment on Hurtigruten's Trollfjord ahead of the cruise line celebrating its 130th anniversary

**T**urnkey interior outfitting company Aros Marine has completed refurbishment work on Hurtigruten Norway's passenger ship, Trollfjord. The project was carried out at the Remontowa shipyard on the northern coast of Poland near Gdańsk.

Aros Marine received a Cruise Ship Interiors award for 'Refurbishment of the Year' in 2022. Armed with more recognition and trust, the company strengthened its position in the refit market with larger-scale projects. Over 45,000 working hours were spent onboard

Trollfjord in the first six weeks of the refurbishment, which began on 3 April and was completed on 16 May 2023.

It is one of the largest refit projects that Aros Marine has ever done, carried out by around 150 workers working full time. Engineering and design works were handled by an in-house team, which worked closely with Hurtigruten to find alternative, cost-efficient materials and solutions.

During the project, Aros Marine refurbished 235 staterooms, 23 suites and all the related corridors. The firm's 'lean

train' method was one of the key factors in ensuring this work was completed to a high standard within a short time frame. For the 'lean train' method, Aros Marine had a consulting partner, Daniela Herget. She said: "Giedrius Valainis, Aros Marine's CEO, contacted me about three years ago as he and the team were eager to learn about lean interior outfitting on cruise ships and the 'lean train', which I have been developing for over 10 years for RCI Group to improve quality, cut costs and provide reliable deadlines, as well as enhance the



The refurbished main dining area on Hurtigruten's Trollfjord





Over 2,500 square metres of public zones, including the brasserie seating area, have been worked on by Aros Marine

service and create a transparent process for customers. During training and the successful implementation of best practices at Aros, I got to know a very curious, persistent and dedicated team with great individuals and professional leaders. Continuous improvement is Aros Marine's credo and it will ensure that it doesn't stand behind its competitors. Every new session of operational excellence, lean planning or project management training is a pleasure for me and a great success for Aros! It's great to see a consistent team developing and still being hungry for more information and innovation! They know that standing out in our industry is not easy but it is possible if you work hard enough."

This is the third time that Aros Marine has successfully used the lean train method when working in cabins, with the first time being on another Hurtigruten vessel and the second on Club Med 2.

As part of the total refurbishment of the interiors, Aros Marine has also renovated

over 2,500 square metres of public zones, including the Panorama Lounge, à la carte restaurant, brasserie seating area and the main dining area. Aros Marine's work in the Panorama Bar included reupholstering chairs and sofas, as well as preserving the existing tiling in the area.

In addition, Aros Marine worked on electrics, plumbing, ventilation, wall preparation and top coverings, flooring, carpet replacements and furniture maintenance. It also produced and installed custom-made furniture, ship equipment and a bar.

Although Trollfjord is the fourteenth project that Aros Marine and Hurtigruten have worked on together, the scale, time frame and budget created some added complexity for Aros Marine this time. One of the biggest challenges for Aros Marine was to fulfil Hurtigruten's request of having a project of this scale and marrying it with the budget. With this in mind, Aros Marine put a lot of

work into serious value engineering. The company also had to deal with the added pressure of Trollfjord preparing to start two new routes in Hurtigruten's 130th anniversary year, a huge event for the company.

Trollfjord will embark on the 'Svalbard Express' and the 'North Cape Express' sailings in Norway, in June. **CFI**



"Continuous improvement is Aros Marine's credo"

## Delivering on expectations

Decon's Alexandra Tsapatsari explains to Alex Smith how the marine interior outfitting firm is able to carry out complex constructions that match the vision of its clients

**B**ased at its factory in Aspropyrgos, Greece, marine interior outfitter Decon is a specialist in delivering large, complex projects for cruise ship builders all around the world. The company designs, produces and installs a wide variety of structural and decorative elements used in cruise ship interior spaces, helping shipbuilders to deliver high-quality ships on time.

The company's production department is split into two sections, one of which manages steelworks and B-class products certified for fire safety, while the other is a carpentry workshop that can process all kinds of wood type raw material.

"Our company is able to execute complex constructions, partly due to specialised technical knowledge and also

the targeted distribution model of our factory departments," says Alexandra Tsapatsari, head of engineering department and production line leader at Decon. "This means that when a special, complicated construction is assigned to us, we can accommodate most types of material in-house.

The company works closely with its clients to understand their specific needs and realise their vision for a project.

"We aim to ensure that we fully meet our clients' expectations from the very beginning of our collaboration," says Tsapatsari. "An important step is to establish and agree on a detailed and realistic timeline before it's time for action. All our departments work in tandem to realise the project on time,

and we keep in constant communication with the interested parties, informing them of the progress of the project. We pay close attention to the follow-up procedure since we know by experience that constant monitoring is the process by which deadlines and delivery expectations are met."

Decon also employs its own in-house design department, which is the main point of contact with the company's clients. Designers communicate with the client to understand their wishes, and then translate those wishes into technical drawings for the production department to work from.

"Having the design and production department on the same premises enables immediate and clear exchange of information," says Tsapatsari. "This



The Casino Bar is among the spaces outfitted by Decon onboard Celebrity Beyond



Wine displays created by Decon onboard MSC Meraviglia

provides a variety of benefits, the most important of which is the direct feedback the designer is providing to the client with all the feasible technical details, the assurance of a product's compliance with the client's need, sufficient product quality checks, and of course, observing the production time schedule and by extension, the project's."

As well as custom-built, complex constructions, Decon produces its own prefabricated elements for use in cruise ship projects. These elements offer a consistent quality and can be deployed with more flexibility and speed than if the company were to construct every element on demand.

"Our ability to produce prefabricated elements secures the good quality of our products at a very early stage, minimising the possibility of any surprise before the delivery," says Tsapatsari. "Prefabricated elements can also be rapidly positioned in the places they're needed onboard the ship, which accelerates installation works and benefits a project's schedule. Furthermore, since prefabricated

elements can be constructed long before we start working on the vessel, this generally makes it easier and faster to achieve compliance for a cruise ship project."

Ensuring that products are of sufficient standard to be used at sea is a concern for all shipbuilding projects, with each owner and shipyard having its own demands to ensure the final quality of a ship and its interiors. Decon follows strict rules and procedures throughout production to guarantee the quality of a ship and its interiors.

"Being certified by Bureau with ISO 9001:2015, Decon follows strict rules and procedures throughout production to guarantee the quality of the results," says Tsapatsari. "Based on this standard, the company controls the quality of raw materials, production processes and finished productions, as well as transportation and installation processes.

"Decon applies Safety Of Life At Sea rules for fire safety, producing and installing both C-Class products and B-Class products with Module B and D

fire safety certification by Bureau Veritas. Our certified products are 50-millimetre ceiling panels, 50 and 25-millimetre wall panels, and B15 doors." **CFI**



"Our ability to produce prefabricated elements secures the good quality of our products at a very early stage"

# Designing the ultimate social experience

Rod Morton reveals to Alice Chambers what factors Greenspan Projects must consider to make shipboard entertainment venues both fun and safe

Competitive socialising is becoming increasingly popular, especially among millennial and Generation X travellers. “Cruise ships often carry large numbers of people wanting to be occupied whilst on holiday and this creates the perfect environment for competitive socialising spaces,” says Rod Morton, CEO of Greenspan Projects, which designs and builds entertainment venues.

While the definition of a fun entertainment venue largely depends on the preferences of the individual, whatever the activity is, it all boils down to it providing an enjoyable social interaction, according to Morton.

“The common thread is that a fun space encourages group interaction,” he says. “We’ve found that designs that allow people to congregate comfortably around key areas like bars and golf holes help to create an atmosphere of excitement and anticipation.”

Greenspan Projects designs and builds a variety of entertainment venues offering everything from axe throwing to high-ropes courses, all of which can be combined with food and drink offerings. While designing fun is the key priority, the brand must also closely follow health and safety protocols, especially when developing projects for cruise ships.

“Safety is a huge element within what we do,” says Morton. “We follow the International Maritime Organization’s regulations across all products that we install onboard vessels. From wallpaper and fabrics to artificial grass, we ensure all products are certified with the ship’s wheelmark to confirm authenticity.”

Following the launch of the high-ropes course onboard P&O Cruises’

Arvia in December 2022, Morton predicts that more cruise operators will look to incorporate this type of entertainment offering into their designs. Unique entertainment venues like these require detailed planning to ensure the safety of guests.

“We normally look at the surface and opportunity to install a fixing that can be engineered correctly before considering the wind loadings and how exposed the location will be to the elements,” says Morton. “We also consider the amount of space that there is for storage for safety equipment and to brief guests.

“It’s the same with designing any entertainment area; we pre-plan in detail, taking into consideration all health and safety precautions so that customers can enjoy the exciting spaces that we create. As a general design principal, fire

safety is always a chief concern and this determines the materials and layout that we use in our designs, be it for an indoor mini-golf course or an outdoor high-ropes course.” **CFI**



“A fun space encourages group interaction”



## Flooring for the future

René Dupont explains to Alex Smith how Ege Carpets' new Pure Wool products provide a more environmentally friendly option for designers without compromising on style

**S**ustainability has long been a priority for carpet manufacturer Ege Carpets. The company's facilities in Denmark are surrounded by biodiversity projects the company has undertaken, the most recent of which was to create space for a herd of wild horses.

Ege Carpets adopted the same sustainability mindset when developing a new set of products that rethink the normal standards of carpet construction.

"The trade standard when it comes to carpets has been 80/20 – that is carpets made from 80 per cent wool and 20 per cent nylon," says René Dupont, senior director of Ege Carpets. "This poses a big sustainability challenge, as you cannot separate the 20 per cent nylon from the yarn for recycling with today's technology. So, we have been working hard to come up with a product that can be separated at the end of its life cycle, with natural fibres that can be composted and a felt backing that can be recycled."



"It's a matter of keeping the design flexibility at an optimum"



Photo: EGE Carpets

Three separate styles of Pure Wool will be available, which can be mixed and matched in carpet designs

The result of these efforts is Pure Wool. Made solely with long-fibre wool, Pure Wool performs to the same standards as an 80/20 carpet but can also be recycled. It will be available in three concepts, each of which will offer a different style. The Colortec Pure Wool comes either as pre-dyed yarn, featuring all the relevant colours before the loom is set up for production or totally undyed with only the natural colours from the sheep's wool showing in the final product.

Pure Wool is also offered in a dye-injected version. This is produced by shooting the dye through a completed white carpet, giving a different level of flexibility for designers.

"It's all 100 per cent wool, which also means that you can mix and match," says Dupont. "A client could ask for the background of a carpet to feature natural colours of our undyed wool, while the design or effects could be pre-dyed. We

also offer different weight brackets and widths, allowing for carpets that can be used in any location around a ship with minimal waste. It's a matter of keeping the design flexibility at an optimum."

While 80/20 carpets remain an option for designers, Dupont suggests that they should consider the environmental impact of the products they choose, especially when alternatives such as Pure Wool can perform to the same standards.

"We produce both 80/20 and Pure Wool products," says Dupont. "But why not take sustainability into consideration and choose a product where you don't have to make any compromises on flexibility or technical requirements and have less impact on the environment?" We ourselves are continuing to focus on improving the sustainability of Pure Wool by developing the necessary technology for separation at our end." **CFI**

## Nature's high-tech material

Anita Tønnessen and Ragnhild Nordhagen of Gudbrandsdalens Uldvarefabrik discuss why the unique qualities of wool make it advantageous for fabrics used in onboard interiors

Norway's many ports, thousands of miles of coastline and world-famous fjords lend themselves to the cruise experience perhaps more than destinations in any other country. Gudbrandsdalens Uldvarefabrik (GU) has been working in this maritime landscape since 1887 and has supplied the cruise industry with wool-based textiles for more than 60 years.

"For the last 135 years, we have been turning raw wool fibre into fabric at our mill, and that teaches you a thing or two," says Anita Tønnessen, head of international sales for GU. "Our processes and our knowledge of the unique qualities of wool and our customers' needs and expectations enables us to ensure consistently superior quality while helping clients to make the right choices for their business."

Wool is a natural and biodegradable material that is durable, long-lasting and favoured for its ability to regulate temperature, keeping people warm in the winter and cool in the summer. Wool textiles are also self-cleaning, have antibacterial properties and are naturally odour resistant due to the fibre's unique characteristics. Annually, GU uses wool from approximately 120,000 sheep which are carefully selected from areas near the coast and produce the cleanest fleeces.

"It's important to remember that wool has amazing natural properties; we call it nature's 'high-tech' material," says Tønnessen. "An important fact for the cruise industry is that wool is naturally flame retardant. This means that we can produce flame-retardant, International Maritime Organization-certified fabrics without the use of chemicals."



GU has supplied the cruise industry with wool-based textiles for more than 60 years

GU also adheres to high sustainability standards. Its mill is built on the banks of the Mesna river, which provides water for production processes. Advanced filtering systems means that, post production, the water is clean enough to safely flow into Norway's largest source of drinking water. GU is ISO14001 and ISO9001 certified and uses European Union EcoLabel certification for its products.

"For us, the future of wool-based textiles, inspired by our raw material's sustainable qualities, lies in our focus on research and development," says Ragnhild. "As the world demands low-carbon, non-plastic, durable, recyclable and biodegradable solutions, we're confident that the answer lies in applying our knowledge to create the highest quality upholstery." **CFI**



"It's important to remember that wool has amazing natural properties"

Anita Tønnessen  
Gudbrandsdalens Uldvarefabrik

## Investing in quality

Matt Swiergon details to Richard Humphreys the benefits that cruise lines can expect when selecting high-quality products from Beadlight

**T**ime and money are precious commodities for cruise lines. So, when it comes to selecting the products they install on their vessels, cruise line executives have to decide whether to opt for more expensive high-quality products, or a cheaper alternative.

For Matt Swiergon, sales manager at Beadlight, the choice is simple – cruise lines should always pick the best materials and products because it will save them time and money in the long run. “Beadlight products are designed to last for over 25 years,” he says. “This means they will last for the lifespan of the vessel, without needing to be repaired or replaced. All our products are designed to use low-power, energy-efficient LEDs, making them up to 80 per cent more efficient than standard bulbs.

“The products themselves are easy to install and just need to be wiped with a soft cloth to remove any dust or fingerprints, leading to drastically reduced maintenance costs.”

Some Beadlight products are designed to fulfil multiple functions. The Somnus wall-mounted ambient reading light, for example, combines an ambient light with a flexible stem and USB charging ports in the base.

There are numerous benefits for cruise lines opting for best-in-class products and services. The most important one, though, is that it enables them to provide an excellent customer experience.

“Investing in a high-quality product with better functionality and durability than a budget alternative provides a better customer experience for the passenger, leading to a better mood and engagement with the activities the ship has to offer,” says Swiergon. “Installing



The Somnus light from Beadlight has a flexible stem and integrated USB charging ports

high-quality products in crew-facing areas allows them to perform their duties more efficiently, leading to a more productive and happier crew.”

Members of Cruise Lines International Association have committed to reducing carbon emissions by 40 per cent by 2030. With this in mind, Beadlight has put an increased focus on developing energy-efficient LED reading and ambient lights, which can help cruise lines cut energy consumption.

“Smaller expedition cruises allow passengers a more personal cruising experience with their lower capacity and ability to visit areas that larger ships can’t,” says Swiergon. “They leave a smaller carbon footprint and promote a more luxurious style of cruising. These cruises also suit the design of our products such as our stem light range which are used on luxury yacht interiors and provide a high quality and sophisticated look.” **CFI**

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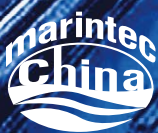
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Chinese Society of Naval  
Architects & Marine Engineers  
中国造船工程学会



# Cruise&Ferry Interiors

## FEATURED PARTNERS

A guide to companies working in the cruise and ferry interiors market



Shores Hanging Chair by designer Finn Østergaard.

## FEATURED PARTNERS

### ASSOCIATIONS >

#### **IFI** International Federation of Interior Architects/Designers

##### **International Federation of Interior Architects/Designers**

155 East 44th Street 6th floor, New York,  
10017, USA

IFI secretariat  
Tel: +1 212 884 6275  
staff@ifiworld.org  
www.ifiworld.org

The International Federation of Interior Architects/Designers (IFI) is the global voice and authority for professional interior architects and designers. It is the singular international federating body for interior architecture and design organisations.

IFI acts as a global forum for the exchange and development of knowledge and experience in worldwide education, research and practice. The organisation connects the international community to further the impact, influence and application of the design of interiors, promote global social responsibility and raise the status of the profession worldwide.

Founded in 1963 as a not-for-profit to expand the international network of professional interior architects/designers as an association's association, IFI represents close to a quarter of a million designers, educators and industry stakeholders in the international design community in all continents, collectively representing practicing interior architects/designers worldwide.

### DECK AND EQUIPMENT >



##### **Ocean Shade Canopies & Awnings**

Grilstone House, South Molton, Devon,  
EX36 4EG, UK

John Pilkington, Director  
Tel: +44 7779 295291  
jp@osca.uk.com  
www.osca.uk.com

Ocean Shade Canopies & Awnings (OSCA) is a specialist in tensile fabric architecture. The company develops imaginative, yet robust fabric structures, ETFE roof systems and fabric deckhead ceilings specifically for the marine environment.

All canopies and awnings are fully engineered, and wind-load tested to handle the extreme conditions at sea. The company works with both newbuild and refurbishment projects, either direct with the cruise line or with outfitters.

OSCA demonstrates consistent reliability and a determination to react quickly and effectively within restricted timelines. Specific areas where the company works range from open deck canopies for restaurants, bars and hot tubs, to side deck shading, fabric ceilings and crew break-out areas. OSCA also offers structural and decorative rigging systems and a certified rope access and spider crane capability for complex installation work.

### ENTERTAINMENT AND SYSTEMS >



##### **Greenspan Projects**

Milkmead Farm, Hogwood Lane, Southampton,  
SO30 3HZ, UK

Brook Tuffin, Vice President of Sales  
Tel: +44 2380 476737  
sales@greenspanltd.com  
www.greenspanltd.com

Greenspan Projects is a specialist in designing and building award-winning, innovative attractions. For almost 50 years, the firm has been delivering top-quality schemes to a variety of clients all over the globe, including brands who have broken the mould when it comes to unique experiences. Such memorable examples include the world's first adventure golf in a cavern 500 feet below the ground.

The company works on large bespoke construction and theming projects for cruise ships, hotels and resorts, theme parks, adventure parks, water parks and competitive socialising venues, to name a few. Completed projects are varied, including aerial adventures such as high ropes, zip coasters and zip lines, competitive socialising venues, indoor and outdoor mini golf courses, indoor and outdoor adventure play areas and bespoke internal theming.



##### **North Star Engineers**

Birks Farm Granary, Buttercrambe Road,  
Stamford Bridge, YO41 1AR, UK

Claire Howsam, Business Administrator  
Tel: +44 2088 9099  
admin@northstar.engineer  
www.northstarengineers.uk

North Star Engineers is a group of professionals and experts providing audio-visual engineering technical services to cruise ships, luxury yachts and visitor attractions. It provides design, consultancy, programming, vessel maintenance and newbuild services.

The company has successfully completed several different calibre projects using its innovative style to design, supply, deliver and install advanced technologies. It offers continued, dedicated support throughout a project, from the ideas and concepts stage to commissioning.



### Elmo Leather

Svenljunga, SE 512 81, Sweden

Tel: +46 325 66 14 00  
se.info@elmoleather.com  
www.elmoleather.com

Leather is one of the most versatile of all the available natural materials. Since Elmo Leather was founded in 1931, it has become one of the leading manufacturers of exclusive leather for the furniture and transportation industries. The company develops, produces, markets and sells its products in about 40 markets worldwide, with over 95 per cent of its sales occurring outside Sweden.

For customers who would like all their passengers to experience the feel of soft, naturally beautiful leather when travelling, Elmo is an ideal partner. Elmo's semi-aniline leather is specially adapted to meet the highest fire safety standards and durability requirements in a demanding environment. This leather is resistant to dirt and quick and easy to clean. Elmo offers a wide range of colours that are adapted to the marine environment and designed to meet the demands customers have for the interior of boats, yachts and ferries.



### Gudbrandsdalens Uldvarefabrik

Morterudveien 3/5, Lillehammer,  
NO-2609, Norway

Anita Tønnessen, Head of Export Sales  
Tel: +47 61 22 15 00  
anita.tonnessen@gu.no  
www.gu.no

Gudbrandsdalens Uldvarefabrik (GU) was established in 1887 in Lillehammer, Norway. The textile mill provides upholstery fabrics for use onboard ships, combining the latest technology with the firm's expertise to meet all design and technical specifications for the marine environment.

Fabrics from GU meet required fire and safety standards, including the International Maritime Organization's A652 (16) and the Steering Wheel (approved according to Marine Equipment Directive by Det Norske Veritas). These fabrics are used on furniture in public and crew areas on cruise ships and are known for their quality and durability. The firm's designs are available in standard collections which are held in stock, as well as custom-made colours and designs. With a focus on quality, design and the environment, GU builds on over 130 years of experience.



### Morbern

Demtre unit, Kouterstraat 11, 8560, Wevelgem,  
Belgium

Carine Equeter, Director of Sales and Marketing  
Tel: +44 7840 599564  
cequeter@morbern.com  
www.morberneurope.com

With over 50 years' experience in designing and manufacturing coated fabrics, Morbern Europe is the partner of choice for all decorative projects onboard passenger ships. The company's innovative products combine style and performance to fulfil International Maritime Organization Marine Equipment Directive's Wheelmark-accredited indoor and outdoor upholstery requirements. Morbern's total commitment to greener living and eco-friendly solutions makes it a leader in the supply of sustainable vegan leather, a position reinforced by the recent switch to a 100 per cent recycled backing fabric across its seven best-selling ranges. Its advanced digital print capabilities complement a wide range of stock collections, all of which have been developed with its customers in mind. The company is supported by dedicated teams around the world, enabling it to offer a service with a difference.



### Panaz

Bentley Wood Way, Hapton, Lancashire,  
BB11 5ST, UK

Dafydd Watkins, Head of Global Cruise Sales  
Tel +44 7890 982 847  
dafydd.watkins@panaz.co.uk  
www.panaz.com

Panaz is a contract fabric expert, with more than 30 years' experience of supplying fabrics to the cruise and marine sectors. Its cruise line ranges conform to International Maritime Organization fire testing for curtains, bedding, and upholstery, and many also comply with the Marine Equipment Directive's Wheelmark, which certifies both product and supplier performance. Panaz knows what it takes for textiles to last in the most inhospitable of environments and the firm has consistently produced great designs with performance to match.

All Panaz fabrics are tested extensively for resilience against abrasion, flame retardancy, and stain and water resistance. The firm also has a market-leading solution for infection control, its unique Shieldplus technology, which kills bacteria and virus instantly. Panaz takes pride in placing the safety of lives at sea and quality control at the heart of everything it does.

Based in the UK, Panaz has a global infrastructure to support multi-site projects across all international markets.

## FEATURED PARTNERS



### Skopos

Providence Mills, Earlsheaton, Dewsbury,  
West Yorkshire, WF12 8HT, UK

Tel: +44 1924 436 666  
sales@skopos.co.uk  
www.skoposfabrics.com

Skopos Fabrics is a specialist with over 50 years of experience in designing and supplying flame-retardant fabrics and soft furnishings for cruise, hospitality and leisure interiors.

The company has helped develop the signature styles of many luxury cruise ships, delivering high-quality services and products that meet International Maritime Organization (IMO) standards, with a wide choice of fabrics offered with the IMO Wheelmark.

Skopos also offers a large range of antimicrobial fabrics, providing ultimate protection against viruses and bacteria. Building relationships with key operators, Skopos meets the needs of individual projects by adhering to deadlines and specifications and with in-house design expertise Skopos can also offer bespoke fabrics to fit any brief. Skopos drives innovation through new collections launched each year, providing interior solutions in line with current trends. All fabrics are developed with consideration for the environment.



### Indorama Ventures Fibers Germany GmbH

Philipp-Reis-Str. 4  
D-65795 Hattersheim, Germany

Petra Kruecken, Manager Trademark Service and  
Business Development  
Tel: +49 8234 9688 2505  
petra.kruecken@trevira.com  
www.treviracs.com

Trevira CS is a brand name registered by Indorama Ventures Fibers Germany. It stands for inherently flame-retardant fabrics, which do not lose their safety properties over their lifetime due to washing or ageing. Trevira CS fabrics are fit to be used onboard cruise ships, as they pass the International Maritime Organization fire regulations for the maritime sector. A broad variety of Trevira CS collections are on the market worldwide, as drapes, decorative fabrics, upholstery fabrics, interior sun protection, wall coverings and room dividers. A new range of 30 UV-stable solution dyed filament yarns has recently been launched to create long-lasting outdoor fabrics. Under the brand Trevira CS eco, fabrics with a minimum of 50 per cent recycled content are available. Trevira CS textiles meet the demands of designers and architects when it comes to creating an exclusive environment for passengers on luxury liners.



### F. Ball and Co.

Churnetside Business Park, Station Road,  
Cheddleton, Leek, Staffordshire, ST13 7RS, UK

Jonathan Goold, Export Business Manager  
Tel: +44 1538 361633  
jonathan.goold@f-ball.co.uk  
www.f-ball.com

F. Ball and Co. is a UK-based manufacturer of subfloor preparation products and adhesives. It has developed a range of marine-certified products to optimise the appearance and performance of floor coverings installed on cruise ships and used in other marine applications.

The company's floor levelling compounds ensure a deck subfloor is smooth and level before a floor covering is installed, preventing indentations and undulations. They are essential for resilient floor coverings, such as luxury vinyl and safety flooring, but also important for making carpeted floors look their best and feel firm and consistent underfoot.

F. Ball flooring adhesives offer solutions for virtually every floor covering type, material and the environmental conditions they are likely to encounter. This includes protection against temperature fluctuations and moisture or water – even if the floor covering is installed on an open deck.



### Forbo Flooring Systems

High Holborn Road, Ripley, Derby,  
Derbyshire, DE5 3NT, UK

Tel: +44 1773 744121  
transport@forbo.com  
www.forbo-flooring.com/marine

Forbo Flooring Systems manufactures two flooring products for the marine market: textile entrance systems (Coral Marine FR) and flocked floor coverings (Flotex FR). Both are International Maritime Organization approved.

Coral Marine FR is an entrance and corridor floor covering that stops up to 95 per cent of dirt and moisture being brought onboard the ship, prolonging the lifetime of interior floor coverings and finishes, while reducing cleaning and maintenance costs.

Flotex FR is a unique textile, flocked floor covering, combining the cleaning properties and durability of a resilient flooring with the comfort, slip resistance and acoustic properties usually associated with textiles. It can be custom designed and digitally printed in high definition, allowing for detailed designs and vivid life-like colours. Forbo Flooring Systems offers bespoke services including custom labelling, packaging, material scheduling, cut to shape and just-in-time logistics.



### Ulster Carpets

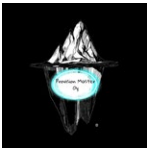
Castleisland Factory, Craigavon  
BT62 1EE, Northern Ireland

Zoe Hazelton  
Marine Sales Manager  
Tel: +44 (0)28 3839 5128  
E: [marine@ulstercarpets.com](mailto:marine@ulstercarpets.com)  
[www.ulstercarpets.com](http://www.ulstercarpets.com)

Offering bespoke design and quick ship options, Ulster Carpets has a proven reputation for manufacturing luxury carpet for the world's leading cruise lines. By combining a family ethos with a forward-thinking, global approach to business, Ulster Carpets is a technologically advanced, service-driven company with flair, flexibility and a passion for quality.

The company also merges creative design talent with its patented weaving technology to offer unlimited design possibilities without repeating patterns and create artwork on the floor. With a long-standing commitment to protecting the planet, Ulster Carpets has already made significant changes to reduce their carbon footprint. Its new sustainability strategy takes this further and outlines key targets to reduce carbon emissions, energy intensity, water consumption, waste and packaging by 2025.

Ulster Carpets will be celebrating its 85th anniversary this year and is still owned by the founder's family.



### Provision Master

Länsiportti 3, Paimio 21530, Finland

Kimmo Häkkinen, CEO  
Tel: +35 8503 609298  
[kimmo.hakkanen@provisionmaster.fi](mailto:kimmo.hakkanen@provisionmaster.fi)  
[www.provisionmaster.fi](http://www.provisionmaster.fi)

Provision Master was established in 2020 with a clear vision to be the best partner in shipbuilding industry for the installation of stainless-steel catering equipment, galleys and cold/freezer rooms on newbuilds and refit projects.

It has teams that can meet the requirements of customers on time and on budget. It is also a pioneer of Seaclimaver, the new lightweight duct system from Isover for vessels. This reduces weight by up to 80 per cent compared to old thin plate ducting systems and decreases noise levels up to 23 decibels so there's no need for additional sound reducers.

Provision Master brings innovation, a fresh approach and commitment to its customers to make it the best and most reliable partner for its projects.



### Sveba Dahlen

Industrivägen, 513 82 Fristad,  
Sweden

Jonas Berglund, Area Sales Manager Marine  
Tel: +46 3315 1505  
[jonas.berglund@sveba.com](mailto:jonas.berglund@sveba.com)  
[www.sveba.com](http://www.sveba.com)

Founded in 1948, Sveba Dahlen provides high-performance, energy-efficient and user-friendly bakery equipment and reliable technology that gives every professional in the baking industry creative freedom at the lowest cost of ownership.

Sveba Dahlen's marine equipment meets the heavy demands imposed on baking environments at sea. All marine range products are made in stainless steel with surfaces that can be easily cleaned to maintain high hygiene standards. All screws are made without slots to prevent bacteria from adhering to them. Secure cables with extra sealing around cables and pipes prevents water from entering the equipment, and all the cabinets can be welded into the floor. The marine range is equipped with user-friendly, waterproof control panels. The digital touch panels are easy to use and each of the different menus – such as manual baking, pre-programmed baking and service parameters – are easy to access and very logical.



### Bromic Heating

10 Phiney Place, Ingleburn,  
New South Wales, NSW 2565, Australia

Daniel Bruntsch, Global Head of Marine  
Tel: +61 4 0228 9806  
[daniel@bromic.com](mailto:daniel@bromic.com)  
[www.bromic.com](http://www.bromic.com)

Bromic Heating is a global leader in the design, engineering and manufacturing of premium outdoor heating technology for the marine, residential and hospitality industries. With a strong focus on performance, reliability and beauty, Bromic heaters can be found on some of the most prestigious cruise ships and super yachts.

The company's new range of Platinum Smart-Heat Electric Marine outdoor heaters are made of high-quality, AISI 316 stainless steel and were specifically engineered to provide superior resistance to the corrosive elements of marine environments. The heaters are fully ENV5-certified by Lloyd's Register, making them the first outdoor heating solutions for cruise ships to receive approval from the organisation.

## FEATURED PARTNERS

### CITADESIGN Marine Interior Design

#### CITA Design

Fatih Mah. Fevzi Çakmak Cad. Tutku Plaza.  
No:9/1 – 6 77740, Tavşanlı / Yalova, Turkey

Coşkun Çin, CEO  
Tel: +90 226 461 4445  
info@designcita.com  
www.designcita.com

CITA Design is a marine interior design company with over 25 years of experience. It caters for clients worldwide by providing services for various types of vessels to the highest quality standards.

CITA Design's team of interior and naval architects are experts in their fields, thereby ensuring large-scale multidisciplinary projects are executed in a timely and professional manner.

Each project is assigned a carefully selected team of designers and led by an experienced project manager. The company covers all aspects of a successful project and delivers creative designs that are both functional and unique. CITA Design is also experienced in realising innovative designs which require an environmentally friendly and highly technological approach.



#### Cubik3 Innenarchitekten GmbH

Altonaer Poststraße 9b, 22767 Hamburg,  
Germany

Jochen Hagen, Partner  
Tel: + 49 40 25490174  
hagen@cubik3.de  
www.cubik3.de

Cubik3 Innenarchitekten is a Hamburg-based hospitality design studio that specialises in cruise ship design and construction. With nearly 20 years of experience, its studio has redesigned various areas on cruise ships and implemented holistic design concepts for numerous newbuilds and conversions. Its extensive portfolio showcases its work for reputable companies like Hapag-Lloyd Cruises, Phoenix Reisen, Saga Cruises, Quark Expeditions, Hurtigruten, and many others.

Cubik3 offers a range of services including general arrangement planning analysis, design and brand concept development, specification and tender services, cost estimation and control, as well as mock-up and construction site supervision. It prioritises its clients' needs and creates customised designs that cater to their product and target group.

Cubik3 ensure uniqueness, a high level of functionality and durability in all its projects.



#### De Jorio Luxury and Yacht Projects

Piazza della Vittoria, 15/8 - 16121 Genova, Italy

Marco de Jorio, CEO  
Tel: +39 0108 985910-1  
info@dejorioluxury.it  
www.dejoriodesign.it

De Jorio Luxury and Yacht Projects (DJL) is a creative design and technical consulting firm, and one of the most innovative in the field of high-level design.

The firm is made up of eight generations of architects and designers that have been trained from 1956 up to today, and it continues to welcome and train new generations of designers influencing the very same sector of interior design thanks to its policy of research and innovation in the field of ideas, aesthetics and creativity. The firm takes pride in belonging to one of the richest and most rigorous architectonic and artistic cultures in the world: the Italian one.

In its long history, DJL has worked on numerous different projects, from the interior design of mega yachts to luxury cruise ships. The firm believes in the didactic role and function of every new project, irrespective of the sector to which it belongs. DJL has always stood for a high qualitative and artistic value in its creations and considered ground for experimentation of new and recognisable formal languages.



#### KNUD E. HANSEN

Claessensvej 1, 3000-DK Elsinore,  
Denmark

Finn Wollesen Petersen, Managing Director  
Tel: +45 4084 25 75  
fwp@knudehansen.com  
www.knudehansen.com

KNUD E. HANSEN Design Studio is an in-house design hub dedicated to the interior design and the exterior style of KNUD E. HANSEN ships.

The firm works closely with its in-house naval architects and marine engineers to produce designs that combine aesthetic appeal with safety, seaworthiness and efficiency with a strong focus on environmental sustainability.

KNUD E. HANSEN's extensive experience allows it to understand how interiors need to be arranged to maximise flow and comfort. It works with clients to ensure that their corporate values and branding are reflected in both interior and exterior design elements. Clean lines, balanced spaces, attention to detail, choice of materials and direct contact with the most important suppliers in the maritime industry, are the key strengths of KNUD E. HANSEN Design Studio that enables it to create elegant, innovative and timeless designs.



### Studio DADO

800 South Douglas Road, Suite 130, La Puerta del Sol, Coral Gables, Florida, 33134, USA

Tel: +1 786 433 2500  
contact@studiodado.com  
www.studiodado.com

Studio DADO is an award-winning, Miami-based boutique hospitality design studio that delivers striking and clever design solutions. The practice has a well-earned reputation for bold, fresh ideas and has worked for some of the hospitality industry's most demanding clients, including Norwegian Cruise Line, Regent Seven Seas Cruises and Loews Hotels, among others.

Founded in 2016 by four like-minded professionals with a passion for design's ability to make the world a better place, DADO places the guest experience at the centre of everything it does. The team also brings vibrancy, utility and fun into every assignment it takes on – from world-class restaurants that offer transcendent dining experiences, to guest rooms that offer respite and spa-like serenity.

Great clients. Great work. Great guys.



### Tillberg Design of Sweden

Småbåtshamnen 24, Höganäs, S-263 39, Sweden

Tel: +46 42 23 80 90  
info@tillbergdesign.com  
www.tillbergdesign.com

Tillberg Design of Sweden (TDoS) has long been one of the major players in cruise line design, since founder Robert Tillberg made the ocean and cruise liner Kungsholm a showcase of bespoke Scandinavian style in 1964. Today, TDoS specializes in design concepts for cruise ships and yachts - through its TDoS Yacht division - while also providing graphic design and branding for a variety of clientele. Lightness and luminosity of spaces is a hallmark of the TDoS philosophy, with every project encompassing a purposeful design that is firmly grounded in history, environmental sustainability, and a future-proof timelessness. Tillberg Design of Sweden is part of Viken Group.



### Tomas Tillberg Design

2256 Weston Road, Weston, Florida, 33326, USA

Tomas Tillberg, Managing Partner  
Tel: +1 954 761 1097  
tomas@tillberg.com

The history of Tomas Tillberg Design stretches back to the early 1940s when Tomas's father, Robert Tillberg, started designing interiors for ships. Tomas carried on the family tradition and today, Tomas Tillberg Design has experienced professionals and diversified partner networks with decades of experience in exceeding customers' expectations and serving clients worldwide.

Some of the services the firm provides include space planning, public area design, accommodation design, refurbishing, contractor specification, furniture design, signage, art consultation, lighting, project planning, scheduling and budgeting. These services are provided throughout all phases of implementation including concept, specification, development, negotiation, quality control, delivery, and warranty interaction between the owner and builder. Tomas Tillberg Design is also an expert at connecting and managing communication between builders and owners.



### Almaco

Uudenmaantie 100, Turku, Piispanristi, 20760, Finland

Hanna Långström, Vice President of Marketing  
Tel: +358 40 517 38 11  
hanna.langstrom@almaco.cc  
www.almaco.cc

Almaco's innovative products and services have been providing complete accommodation, catering and lifecycle solutions to ship owners and yards since 1998. The company has carried out over 330 projects around the world and built and refurbished over 34,000 cabins. Its agility, high quality, project management, expertise and digital services enable it to deliver the ultimate value to its customers, who build and modernise ship interiors from cabins to galleys, provision stores, refrigeration machinery and laundries. With its energy, time and space-saving systems, Almaco supports its customers through the whole process from concept design through to project delivery. With local presence around the world, Almaco also provides full turnkey life cycle services to customers, offering a variety of new and replacement equipment, as well as maintenance and digital services.

## FEATURED PARTNERS



### **Aros Marine**

Liepu str. 54, LT-92106, Klaipeda,  
Lithuania

Ignas Daugėla, Sales Manager  
Tel: +370 620 18 756  
ignas.daugela@arosmarine.com  
www.arosmarine.com

Aros Marine was established more than 14 years ago and has become a prominent player in the marine industry. Since then, the company has experienced rapid growth and now boasts a workforce of over 600 skilled and experienced employees worldwide, who are involved in various projects. These projects include turnkey interior outfitting for newbuilds and refurbishments, turnkey HVAC solutions, design and engineering services, furniture production and installation, catering equipment supply and installation, and electrical works.

Aros Marine's proficient project management team is prepared to tackle any challenge presented by its clients. The team is dedicated to achieving the highest possible quality and ensuring customer satisfaction, going above and beyond to accomplish this. The company strives to bring its customers' visions to life, as reflected in its motto: a ship you are proud of.



### **Decon**

123 Megaridos str, Aspropyrgos, 193 00, Greece

Nikolaos Banos, Project Manager  
Tel: +30 210 461 7551  
n.banos@decon.gr  
www.decon.gr

Established in Piraeus, Greece, in 1960, Decon is specialised in interior marine outfitting and can design and construct the complete interior of a vessel utilising its own materials and fittings. Constantly expanding and with an ever-growing reputation for excellence, Decon is a leading European company, operating in France, Germany, Croatia, Portugal and China. It undertakes turnkey projects worldwide, with a very experienced design, engineering, fabrication and management team that produces all the necessary materials and equipment for interior accommodation works in its own factory facilities.



### **Fincantieri Marine Interiors**

163 Via Redipuglia, Ronchi dei Legionari,  
34077, Italy

Tel: +39 0481 757211

Marine Interiors is an industrial holding company that, since 2014, has developed a unique value proposition with a product portfolio that integrates a complete range of turnkey interiors solutions and products. Part of Fincantieri Group, Marine Interiors is the global leader in the cruise ship accommodation market, guaranteeing an international presence, a solid network of suppliers and highly specialised and loyal workforce. Products include full turnkey contract solutions ranging from cabins and wet units to public areas, industrial kitchens and glazing for both the newbuild and refurbishment sectors.

Marine Interiors traditionally serves the cruise ships market and has recently entered the luxury yachts segment. It is also an ideal partner for high-end, custom-made, land-based projects.



### **Gerolamo Scorza S.p.A**

Via Isola Giugno, 33 – Campo Ligure, Genoa,  
16013, Italy

Isadora Cordazzo, Administrative and  
Technical Officer  
Tel: +39 010 9218275  
cordazzo@gerolamoscorza.it  
www.gerolamoscorza.it

Gerolamo Scorza was established in 1898. The firm's main activity was wood carpentry and after World War II it branched into naval refit and refurbishment.

After 120 years, Gerolamo Scorza has achieved a reputation as a reliable contractor and has focused its business into three sectors. These sectors are new builds and refurbishments of public areas, suites and external areas, as well as the transformation of spaces according to the standards for accessible design act. The firm also focuses on hospital and wellness spaces onboard cruise ships.

Gerolamo Scorza is part of the GIN Holdings group.





**Mivan Ltd.**

Newpark, Greystone Road, Co. Antrim,  
BT41 2QN, Northern Ireland

Shorlagh McConville, Business  
Development Manager  
Tel: +44 8944 81000  
shorlagh.mcconville@mivan.com  
www.mivan.com

Mivan provides a complete turnkey solution for professionally designed spaces, manufactured using the latest technology and installed by our dedicated Marine Interior Project Teams. Based at its 110,000-square-foot headquarters and manufacturing facility in Northern Ireland, Mivan has over 45 years' experience in creating luxury interior experiences for our clients.

Mivan operates across a wide and varied range of markets globally, including newbuild vessels and revitalisation projects within the cruise, expedition, superyacht and riverboat markets. Its comprehensive range of refit services deliver a successful project that meets all expectations, from project planning, design development, manufacturing, logistics, ship installation, co-ordination of subcontractors and the delivery of every contract. Through collaboration, it provides innovative and beautiful interior solutions.

Mivan: luxury marine interiors, expertly delivered.



**MJM Marine**

Carnbane Business Park, Newry, County Down,  
BT35 6QH, Northern Ireland

Fiona Nevin, Head of Global Business  
Development  
Tel: +44 2830 258450  
fiona.nevin@mjmmarine.com  
www.mjmmarine.com

MJM Marine is a global marine outfitting specialist that works with some of the most recognised and world-leading brands in the marine industry. The company combines traditional craftsmanship with the latest technology to create bespoke joinery and outfitting solutions.

MJM Marine has developed a unique project approach, collaboratively working in the design, build and delivery phases to provide a full project management service. This approach allows MJM Marine to develop tailored project solutions to suit individual client's requirements and deliver a more complex range of projects.

The company also offers antimicrobial lighting solutions and a carpet and upholstery division to service furniture and flooring.



**Robos Contract Furniture**

De Vesting 36, Dalfsen, 7722 GA, Netherlands

Sascha Bosch, Owner  
Tel: +31 529 433500  
sascha@robos.nl  
www.robos.nl

Robos Contract Furniture's experienced and service-oriented team produces custom-made products which are tailored to a client's project, wishes and needs throughout the process, from their initial design to the finished results.

Thanks to its limitless approach to design, product development and logistics, Robos is able to surprise its clients time and time again, which has led to it becoming known as a reliable partner for custom-made furniture. The company is proud of this reputation and the fact that it is able to work in some of the most beautiful places in the world.



**The Deluxe Group**

Deluxe House, Mahon Industrial Estate,  
Mahon Road, Portadown, County Armagh,  
BT62 3EH, Northern Ireland, UK

Karen Argue, Business Development Manager  
Tel: +44 2838 330468  
karen.argue@thedeluxegroup.com  
www.thedeluxegroup.com

For over 50 years, The Deluxe Group has been a leading design and fabrication contractor specialising in creating bespoke interiors in the cruise, entertainment, luxury hospitality, prime residential and visitor attractions sectors. Delivering full turnkey outfitting projects worldwide, the company works with clients and brands who have a vision to create physical spaces that provide memorable visitor and guest engagement.

## FEATURED PARTNERS



### Trimline

Trimline House, Paget Street, Southampton,  
SO14 5GN, UK

Nick Farrell, Co-Owner  
nick.farrell@trimline.co.uk  
www.trimline.co.uk

Multi award-winning outfitter Trimline was formed in 1965, making it the longest established interior outfitter totally dedicated to the marine industry. Over the years the Trimline team has amassed a vast knowledge of the complexities of ship refits. This has earned Trimline the reputation as a global leader, trusted by cruise and ferries brands worldwide.

In 2021, Trimline received a further industry award for its market-leading Trimline App (TAPP). The first of its kind, the bespoke software runs the entire business and provides a way for Trimline, its customers, suppliers and contractors, to work collaboratively towards the end-goal of a superbly executed project, on time and on budget.

Beadlight is a British manufacturing company that focuses on design, quality and great customer service. The company manufactures LED lights using its patented 'Beadlight diffusion', which creates the finest LED illumination to read by. In 1997, Beadlight designed the first-ever LED reading light for a commercial airliner (Virgin Atlantic) and over the past 20 years, it has become a significant participator in the LED reading light market.

In 2020, Beadlight launched a patented ultraviolet air filtration device named Sirona. It is a localised air cleaning device that can be installed in cabins to help clean airborne pathogens and microorganisms in order to reduce the chance of illness while travelling.

### Beadlight

Unit 31B Avenue One, Station Lane, Witney,  
Oxfordshire, OX28 4XZ, UK

Matt Swiergon, Sales Manager  
Tel: +44 1993 868866  
mattswiergon@beadlight.com  
www.beadlight.com



### Chelsom

Grilstone House, South Molton, Devon,  
EX36 4EG, UK

John Hadley, Marine Director  
Tel: +44 1253 831400  
sales@chelsom.co.uk

Chelsom works closely with the world's leading interior designers, cruise operators and shipyards to produce stylish lighting designs for cabins, suites and public areas. Whether it be producing thousands of wall lights for cabins, or unique installations for public areas, Chelsom offers standard products and fully custom-designed pieces. The specialist technical and engineering teams at Chelsom understand all the complex demands of the cruise and ferry sector. All lighting products can be modified to suit marine applications and all international electrical and fire regulations can be adhered to.



### Hera

Dieselstrasse 9, Enger 32130, Germany

Michael Hoekstra, Managing Director of Sales  
and Marketing  
Tel: +49 5224 9110  
hoekstra@hera-online.de

Building on more than 80 years of experience, Hera has helped to shape lighting technology and is now one of the leading providers in the lighting market. With around 100 employees, Hera supplies first-class products and system solutions in more than 60 countries around the world. The spectrum of services ranges from innovative LED and sophisticated system luminaires to lighting controls and a wide range of accessories. They can be used on land and on passenger ships.

Hera offers high levels of quality and innovation. To be able to deliver goods as quickly as possible, the company uses a fully automatic high-bay warehouse.



### TVV Marine Lighting

Jousitie 2C, Piispanristi, 20760, Finland

Aldona Mäkinen, CEO  
Tel: +358 44 050 10 07  
simo@tvvmarinelighting.com  
www.tvvmarinelighting.com

TVV Marine Lighting has been producing high-quality marine lighting solutions since 1999. Its wide portfolio and products can be found on refurbished and newly built cruise ships. All products are designed, manufactured and produced in Finland. The team at TVV strongly believe that its lights should be eco-friendly and equipped with newest LED technology solutions.

TVV also offers a bespoke range of products, such as LED downlights which have a distinctive and unique design but are in keeping with lighting and marine standards. Other products include linear lights, ingress protection-rated lights and architectural lighting fixtures.



### Magicman

Head Office, Gordon House, 15 Gordon Road,  
Portslade, Brighton, BN41 1GL, UK

Mark Henderson, CEO  
Tel: +44 1273 417110  
marine@magicman.co.uk  
www.magicmanmarine.com

Magicman is an onboard repair and restoration service unlike any other. Its goal is to provide the most environmentally friendly option possible when maintaining and protecting the interiors of passenger vessels via its 'repair rather than replace' ethos.

Repairing furniture and surfaces onboard a ship in dry dock or in service at sea significantly reduces the greenhouse gases that are produced in the manufacture and transportation of replacement items. Magicman's repair techniques produce minimal waste so there is no bulky refuse. Instead of adding to landfill, the company adds greatly to the cruise or ferry operator's environmental credentials.

Unmatched in the range and quality of the restorations it offers, Magicman maintains the aesthetic appearance of any ship, delighting passengers by enhancing their cruise experience and reducing customer complaints.



### Bourne Group

2031 Avenue B, Building 44, Suite 2,  
North Charleston, South Carolina, 29405, USA

Patrick McNulty, Owner/Principal  
Tel: +1 843 554 3646  
sales@bournesigns.com  
www.bournesigns.com

Bourne Group specialises in designing, producing and installing wall coverings, graphics and signage for the maritime industry. The company's manufacturing facility is equipped to offer mixed media printing, engraving, routing, custom fabrication and digital cutting for custom sign needs. Bourne Group is also a registered service supplier to conduct photoluminescent and electrical low location lighting system tests.



### Cainby

Norrbölevägen 1, AX-22100 Mariehan,  
Åland, Finland

Jan Metsola, CEO  
Tel: +358 44 364 22 23  
jan.metsola@cainby.com  
www.cainby.com

Cainby has been providing innovative maritime signage solutions for yards and ships for more than 50 years. It has worked with customers like Viking Line, Tallink Silja, Eckerö Group, Meyer Turku, Almaco, GNV, Foreship, Scanmarine, Paf and many more.

Cainby's focus on quality and efficiency make it ideal for both small projects with a short delivery timeframe and larger projects. The team is competent in designing and producing digital, outdoor, indoor, illuminated, safety, wayfinding and other signage. It is also knowledgeable about specific materials for signage, the different kind of prints and adhesives, safety regulations for ships, on-site installation requirements and how to provide support and service for all kinds of projects.

## FEATURED PARTNERS



### Continental

Konrad Hornschuch, Salinenstraße 1, Weißbach, 74679, Germany

Norbert Müller, Senior Sales Manager  
Tel: +49 7947 81 205  
norbert.3.mueller@continental.com  
www.skai.com/interior

Founded in 1871, technology company Continental is not only dedicated to the development of safe, efficient, intelligent, and affordable mobility solutions, but is also a leading manufacturer of high-quality surface materials. As a specialist in this field, Continental is broadly positioned and is active in both the interior and automotive sectors as well as in the printing industry. In the living interior segment, its focus is on developing high-quality furniture foils for kitchens, bathrooms, and lounge areas, as well as high-tech upholstery materials that harmoniously combine design and function. Continental also produces various foils for the DIY trade. The automotive segment produces foils and coated substrates that are used in vehicle interiors, such as seat cushions, dashboards or door side panels. The production sites for manufacturing surface materials for the Interior segment are mainly located in Germany, the USA and Spain.



### Temprotech

4 Kingsley Business Park, Kingsley, Hampshire, GU35 9LY, UK

Andy Nicholson, Sales Director  
Tel: +44 1264 337 722  
andy@temprotech.com  
www.temprotech.com

Temprotech has supplied specialist temporary protection materials to the cruise and ferry market for 20 years. The company helps owners, yards and outfitters to safely complete newbuild and refit projects with minimal disruption, damage or delay. Temprotech's surface protection materials have been developed with performance, durability and cost of ownership in mind and undergo rigorous testing for ease of application, removal and disposal. To achieve compliance with legal and insurance requirements, materials are also tested and certified against international flame retardancy and health and safety standards. A number of products also have International Maritime Organization Wheelmark and Black Ensign approval.



### Dekotel Coating

Hepolammentie 25, FI-08680 Lohja, Finland

Tel: +358 20 773 9390  
info@dekotel.com  
www.dekotel.com

Since 2004, Dekotel Coating has provided high-quality, wear-resistant decorative interior materials and design services globally for cruise ships and for other public interior projects.

The goal is to transfer any type of visual image to any material without any limitations regarding the image, the material or technical property.

The company's mission is to find perfect interior solutions to respond the technical requirements of shipbuilding including lightweight, easy-installing, hygienic, easy-to-clean, and International Maritime Organization-approved materials. By these interior materials and design solutions, the goal is to reduce the total material weight, number of combustible materials and shorten installation times. The DEKO product range provides interior materials for indoor, outdoor, food preparation areas, cabins and for wet unit floorings and walls.



### Metalcolour Sverige

Emaljervägen 7, SE-372 30 Ronneby, Sweden

Tel: +46 457 781 00  
info@metalcolour.com  
www.metalcolour.com

Through the brand DOBEL, Metalcolour guarantees a unique and high standard of work for the marine industry. With a history of delivering innovative coil coating services since 1973, Metalcolour has been highly committed to and focused on delivering value to clients in defined segments. Metalcolour's size and production set up makes it possible to offer a superior service and it is setting a market standard for fast delivery by employing a flexible and 100 per cent customer-focused production and service approach.

By using its specialised production resources and working with carefully selected co-producers, Metalcolour is able to provide innovative solutions that reduce costs and create value for its clients. All details in its production line, raw materials and logistical services are carefully monitored in order to ensure the highest quality in products and services. Metalcolour has a strong European presence and now has a Metalcolour Asia brand with a production line and an office in Singapore.



### Antti-Teollisuus

Koskentie 89, Kanunki, 25340, Finland

Markko Takkinen, Commercial Director

Tel: +358 44 774 47 35

markko.takkinen@antti.fi

www.anttimarine.fi

The marine division of Antti-Teollisuus specialises in manufacturing accommodation and interior B-class fire doors for cruise ships, ferries and offshore applications. The firm has a large range of door types for various hinged door applications, but its main focus is producing sound reduction cabin doors with tailored designs and customised features.

Antti Marine uses the latest design and manufacturing technology to ensure optimal quality in products and services. Doors are approved according to the latest Safety of Life at Sea, International Maritime Organization, Marine Equipment Directive and US Coast Guard requirements. Antti Marine QMS is certified by international classification society DNV.



marine glazing - Ideas in Glass®

### Brombach + Gess

Obere Talstr. 5, Sulz am Neckar  
D-72172, Germany

Christina Schanz, Marketing and Sales

Tel: +49 7454 8704315

christina.schanz@brombach-gess.de

www.brombach-gess.com

Brombach + Gess is a marine glass bonding technology specialist with a broad portfolio of glass solutions, including panoramic glass facades, windscreens and balustrades, glass sliding roofs, sliding windows and fire-rated glasses.

The company has also developed a Loggia-Cabin Window System, a horizontally sectioned panoramic glass front that provides an infinite feeling in passenger cabins and an alternative to classic balconies on passenger ships.

Passenger ship operators can partner with Brombach + Gess to create unforgettable and impressive glass constructions for their upcoming projects.



### Pocadel

Korpelantie 229, Sauvo, 21570, Finland

Alex Vainio, Sales and Marketing Manager,

Tel: +358 50 410 8409

alex.vainio@pocadel.fi

www.pocadel.fi

Pocadel offers a comprehensive range of lightweight B15 and A60 fire-resistant glazed doors, windows and wall structures for cruise ships, ferries, yachts and offshore structures. All products have Marine Equipment Directive certificates and comply with Safety of Life at Sea and International Maritime Organization fire safety requirements.

The product range includes decorative glazed hinged doors and wall partitions, sliding doors and extra wide tandem sliding doors for wide doorways. The latest products Pocadel has launched onto the market are DELI automatic sliding doors, which can be delivered without a lock and threshold, as well as hinged doors equipped with a radio-frequency identification lock to be linked, for example, to a ship's hotel locking system.

Products are delivered as prefabricated elements, which are quick and easy for customers to install independently or with Pocadel's supervisor's support.



### Solarglide

Unit 8 The Stottie Shed, Bakers Yard,  
Christon Road, Gosforth, Newcastle upon Tyne,  
Tyne and Wear, NE3 1XD, UK

Paul Pringle, Managing Director

Tel: +44 191 5970543

theteam@solarglide.com

www.solarglide.com

Solarglide is a UK-based manufacturer and supplier of innovative solar screens, roller blinds, window wipers, curtains and adhesive window films for the marine industry.

The company creates a comfortable and safe environment for people sailing onboard ships by providing window treatments that are cost effective, aesthetically pleasing and functional. Solarglide's products are designed specifically for the maritime sector and are trusted worldwide by leading cruise lines, naval vessels, commercial operators and yacht owners. It supplies to major global brands including Royal Caribbean International, Norwegian Cruise Line and Carnival Cruise Line.

The company specialises in delivering a full turnkey package for newbuild and retrofit interior projects, with services that include surveying, bespoke manufacturing, installation and dedicated aftercare support. It is unrivalled in the window treatment sector.

# Marco de Jorio

Rebecca Gibson asks Italian architect and designer Marco de Jorio how he took the passion he developed for shipbuilding at a young age and transformed himself into a sought-after interior designer that has spearheaded projects for some of the world's major cruise and ferry brands

When Marco de Jorio first boarded a wooden motor yacht as a young boy, it kickstarted a love for shipbuilding that led to him completing a degree at the University of Architecture in Genoa and Rome in 1986, and subsequently honing his design knowledge and expertise at Studio De Jorio, a firm owned by his father, the renowned cruise ship architect Giuseppe de Jorio. He quickly developed a well-earned reputation as a highly skilled designer that creates timeless interiors and, in 2000, he established De Jorio Design International alongside his father and his brother, Vittorio de Jorio.

Some of the notable projects the firm has worked on over the past three decades include ferries for Grande Navi Veloci, Tirrenia Ferries, Minoan Lines and Grimaldi Holdings, as well as cruise vessels for major brands like Costa Cruises, Princess Cruises, Disney Cruise Line, MSC Cruises and Explora Journeys. Here, De Jorio shares an insight into the highlights of his more than 30-year career.

## How did you first get into cruise ship design?

You could say it was fate – in 1779, my ancestor Michele de Jorio – juriconsult, lawyer, magistrate and president of the Sacred Royal Council of the Kingdom of Naples in Italy – developed the world's first maritime code for Ferdinand IV of Naples (also known as the King of

Two Sicilies). The Ferdinandean Code is a cornerstone of maritime and legal literature, and it is still studied today. I like to think that I'm following in the footsteps of my ancestor, albeit in the more creative and stimulating world of designing the interiors and exteriors of ships.

My introduction to the maritime field happened as a young boy in the 1970s when I accompanied my father, the renowned cruise ship

“We became renowned for creating designs that prioritised elegance and pure Italian style”

architect Giuseppe De Jorio, during some of his many trips to design motor yachts for both private owners and Italy's Genoa, Viareggio and La Spezia shipyards. During one of these trips, I spent a full day working alongside a team of people painting the hull of a motor yacht, which gave me the opportunity to learn painting techniques first hand. I also had the chance to acquire valuable and irreplaceable knowledge from other technicians, wood and steel workers,



Marco de Jorio's ancestor Michele de Jorio developed the world's first maritime code, which is still studied regularly today

and interior and furniture suppliers. Moments like this instilled my long-standing passion for shipbuilding.

My interest in designing and building ships grew over time, with my first interior designs being for the 65-metre-long El Bravo motor yacht, Costa Line's





The Fil Rouge restaurant onboard Explora Journeys' Explora I was designed by the De Jorio team

Enrico C cruise ship, and the Prince of Monaco's Stalca II sailing yacht in the first half of the 1980s. The matrix of yacht design has marked all of my ship design work since, leading me to always seek to create elegant vessels with superior details and personality.

**Can you please summarise the significant design trends that have influenced your work over the past 30 years?**

During the 1980s, many architects were influenced by the postmodernism movement, which emerged as rejection of the modernism and European rationalism that had been dominant for almost 50 years. Although the postmodernism movement, which continued growing until the mid-1990s, gave rise to some remarkable examples of architecture, it also unfortunately brought with it the old, heavy baggage of revivalism. This had negatively impacted the way designers approached interior design for both cruise ships and land-based projects. A few key companies, mainly based in the USA,

dominated the cruise interior design industry during this period and there was a questionable rise in 'Las Vegas style' and kitsch onboard many ships. However, our studio refused to chase conformism and fleeting trends when designing cruise ships, and instead we became renowned for creating designs that prioritised elegance and pure Italian style.

“The best sources of design inspiration are different cultures and all forms of art”

The 2000s marked the return of functionalism, with designers and architects placing more emphasis on creating pure designs that stand the test of time and deliver positive sensorial experiences for guests. We're proud to have been the first design studio to lead the way for the return of contemporary

interior design on cruise ships all the way back in the 1990s.

**How has the type of design brief you receive from cruise lines evolved throughout your career?**

We've seen several changes over the past 30 years. For example, ships are now bigger, and many different types of cruise experience have emerged, with brands offering everything from ultra-luxury to contemporary, expedition and family-oriented vessels. In addition, brands are now targeting the global market, hoping to attract international guests and individuals in specific socioeconomic brackets. Today's guests also have diverse expectations, so cruise brands must find ways to offer multiple types of entertainment, food and beverage options and other onboard services to ensure they can satisfy all the guests sailing onboard one ship.

Design preferences have continued to change too, with ship interiors being increasingly inspired by land-based architecture and design.





De Jorio used a neutral colour palette, plenty of glass and plants to create a relaxing atmosphere in the MSC Yacht Club lounge onboard MSC World Europa

### **What are the most surprising changes that you have witnessed in the industry since the start of your career?**

The biggest surprise has been the speed with which the passenger shipping industry is able to adapt its hardware and software to overcome socioeconomic and geopolitical challenges, and to accommodate new cultural trends and technologies. In the past, the passenger shipping sector

was very conservative and traditional but today it is a true icon of modernity. Although it has suffered ups and downs, such as during the Covid pandemic, passenger shipping is the flagship of the tourism industry and is destined to continue growing due to the ever-expanding source markets and destinations all over the world.

### **Can you tell us what sources of inspiration have had the greatest influence on your work?**

For me, the best sources of design inspiration are different cultures and all forms of art. Nothing can train and stimulate our design sensitivities like pure architecture, music compositions, visual arts and travel experiences. To create a successful and harmonious interior design, you need to know how to meditate between different forms of artistic expression.

Our customers can also provide us with inspiration in our incessant search for expressive new design models. For example, when we designed the new

flagship mega yacht for the King of Oman, who rules over a country with an immense artistic history, it enabled us to strengthen our cultural knowledge. Each interaction with important clients represents an opportunity for growth, in every sense.

### **Which third-party companies have you had the longest professional relationships with and what factors have been key to this longevity?**

It's crucial to build and maintain good professional relationships with shipyards, contractors, suppliers and other stakeholders in the passenger shipping industry. We've collaborated with many of the big Italian and French shipyards over the years, most notably Fincantieri, T. Mariotti, Sanlorenzo and Chantiers de l'Atlantique. We've established similar partnerships with multiple suppliers, such as furniture brands like Paolo Castelli, Molteni and Minotti to name just a few. We've always found their teams to be highly competent and flexible. **CFI**

#### **STIMULATING THE SENSES**

Marco de Jorio's trips onboard wooden motor yachts with his father in the 1970s taught him the importance of creating sensory experiences that will leave a lasting impression for guests.

"In the 1970s, natural wood was often still used for the keels and other elements of boats and its rich smell would pervade the interiors, creating a truly pleasurable sensory experience," he says. "I still consider it one of the best smells in the world. I aim for my interior designs to deliver similar experiences for guests today."



**Cagney's Steakhouse**  
Norwegian Cruise Line's *Norwegian Prima*

*Photo: Jeanne Canto*

# DESIGN THAT CLEANSES THE PALETTE

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