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Foreword

Design stories

Inspired interior designs bestow an elevated appreciation of a space upon those within it. But the stories of the people who are responsible for that sensation, and the experiences that inspired them, often remain untold.

That is beginning to change, as onboard media increasingly profiles the processes behind the design of their interiors, giving deserved credit to the inventive craftspeople involved. It is, of course, something we have been doing at *Cruise & Ferry Interiors* for many years.

Transitions and first impressions are key to setting the stage when delivering a design story. "When guests leave a restaurant to walk in the promenade or anywhere else, we want the transition to be seamless," says MSC Cruises' Trevor Young in our keynote on page 10. "We really put a lot of emphasis into the idea of first impressions," says Royal Caribbean Group's Kelly Gonzalez when discussing *Odyssey of the Seas*, on page 70.

It's not just individual venues that are held together by guiding concepts – entire ships are too. Holland America Group's Bentley Brownfield explains, on page 80, how all the spaces onboard *Seabourn Venture* have been designed with this idea of maritime exploration and discovery. And on page 74, My Nguyen speaks about the trilogy of food, music and art that influenced the design of Holland America Line's new cruise ship *Rotterdam*.

This issue has many more stories too, including those within feature articles on the topics of collaboration, premium experiences, quality and durability, and much more.

I first met Vittorio Garroni nearly 30 years ago and it's fitting that we wrap up this issue with a fascinating perspective from a design legend with a keen eye, sharp mind and countless captivating stories.

I hope you enjoy the read.

Jon Ingleton

Executive editor, *Cruise & Ferry Interiors*



PUBLISHING PARTNERS



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The Caribbean Tourism Organization (CTO) is the Caribbean's tourism development agency comprising membership of 27 countries and territories, as well as a myriad of private sector allied members. www.onecaribbean.org



CLIA is the world's largest cruise association and is dedicated to the promotion and growth of the cruise industry. CLIA was formed in 1975 in response to a need for an association to promote the special benefits of cruising. www.cruising.org



Interferry is the only shipping association representing the ferry industry worldwide. There are currently 220 members (representing approximately 500 individuals) from 34 countries. www.interferry.com

IFI International Federation of Interior Architects/Designers

The International Federation of Interior Architects/Designers is the global authority for professional interior architecture and design organisations. It provides a forum for exchanging and developing knowledge and experience in education, research and practice. <https://ifiworld.org>



The World Ocean Council is a global, cross-sector alliance committed to promoting corporate ocean responsibility. It brings together over 35,000 ocean industry and media stakeholders from around the world to collaborate on responsible use of the seas. www.oceancouncil.org



Established in Beijing in 2012, World Tourism Cities Federation (WTCF) is a non-profit international organisation whose members include many major cities and tourism-related institutions. <http://en.wtcf.travel>



Bromic Heating

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New South Wales, Australia

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Tel: +61 40228 9806
Daniel@bromic.com
www.bromic.com/heat

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, AISI316 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.



AD Associates

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Based in London and containing an internationally experienced collective of creatives, AD Associates offers integrated disciplines across experiential and spatial design, from concept, right through to delivery. Its award-winning offering includes but is not limited to strategy and concept; architecture and interiors; identity and wayfinding; and artwork and styling.

By utilising a fully integrated design approach, and a well-resourced and experienced team, AD maximises the potential of projects and minimises risk for its clients. Integral to its success is a thorough understanding of the industries and brands it serves, the ability to work with agility, and a passion for what it does.



AMK Architecture and Design

16 T. Vassou Street, Athens, 11521, Greece

Anna Koutsoukosta, Principal Architect
Tel: +30 210 36 08 247
info@amk.gr
www.amk.gr

AMK is a boutique firm that delivers tailored interior design and architecture services for yachts, cruise ships and ferries. The wide array of services ranges from providing light touch-ups to existing vessels, to core and hull interventions in newbuilds.

With a global clientele and a track record of more than 120 at-sea projects, AMK is an expert in delivering bespoke solutions for concept design, detailed design, construction drawings and construction administration.

The company always makes fulfilling the clients' needs its top priority, remaining in direct and personal contact with them to guide them through every step of the project journey. It also ensures each project is a success by remaining in constant dialogue and collaboration with shipyards, naval architects, outfitters and suppliers.



Garroni Design

13 Via Corsica, Genoa, I – 16128, Italy

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www.garroni.it

Vittorio Garroni founded Garroni Design in 1971. The company's team of designers, architects and consultants work with internationally renowned firms in the marine, automotive and real estate industries. The design team is managed by Camillo Garroni, who previously worked as a trainee in shipyard production lines.

Garroni Design has an extensive portfolio featuring work with global companies in the marine industry including Crystal Cruises, Prestige Yachts, Jeanneau, Bénéteau Group, Fincantieri, Meyer Turku when it operated as STX Finland, Chantiers de l'Atlantique, Mitsubishi and Samsung Heavy Industries. The firm's headquarters are located in a Renaissance building in Genoa, Italy, surrounded by gardens and fountains. Subsidiary offices in Paris, and Monaco, France to promote Le Yacht-Cruises and there's an office in Fribourg, Switzerland, for the LYC Corporate.

Cruise&Ferry Interiors

DIRECTORY

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

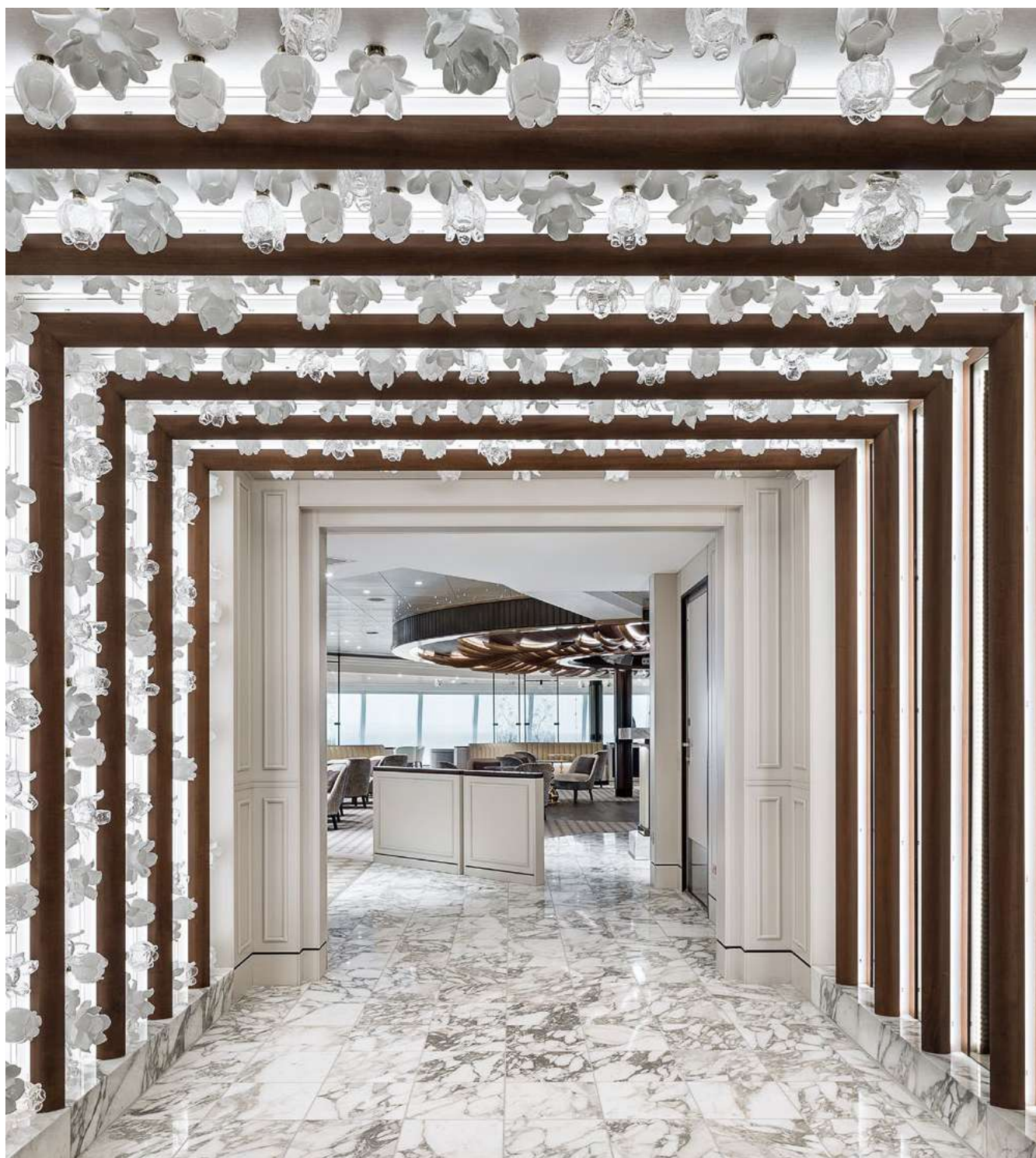


Photo: Roman Mlejnek

Preciosa Lighting worked with Studio DADO to create a tunnel of hand-blown crystal flowers leading up to the Observation Lounge onboard Regent Seven Seas Cruises' Seven Seas Splendor.

The most elegant way to cruise



Join Le Yacht-cruises®

for the launch of the innovative lake cruise project

Do sails still make sense?

To close this issue of CFI, design legend Vittorio Garroni questions whether sails still make sense for cruise ships of the future

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To get out of the trouble we find ourselves in now we need to know how to innovate, with imagination and creativity; but what is the right direction to take?

What is happening now already happened half a century ago: what seemed to be the end of an era, the end of the ocean liners, was, instead, the start of the prosperous development of

cruise ships. As already happened then, let's accompany common sense with a little imagination and, perhaps, we will be able to orient ourselves better.

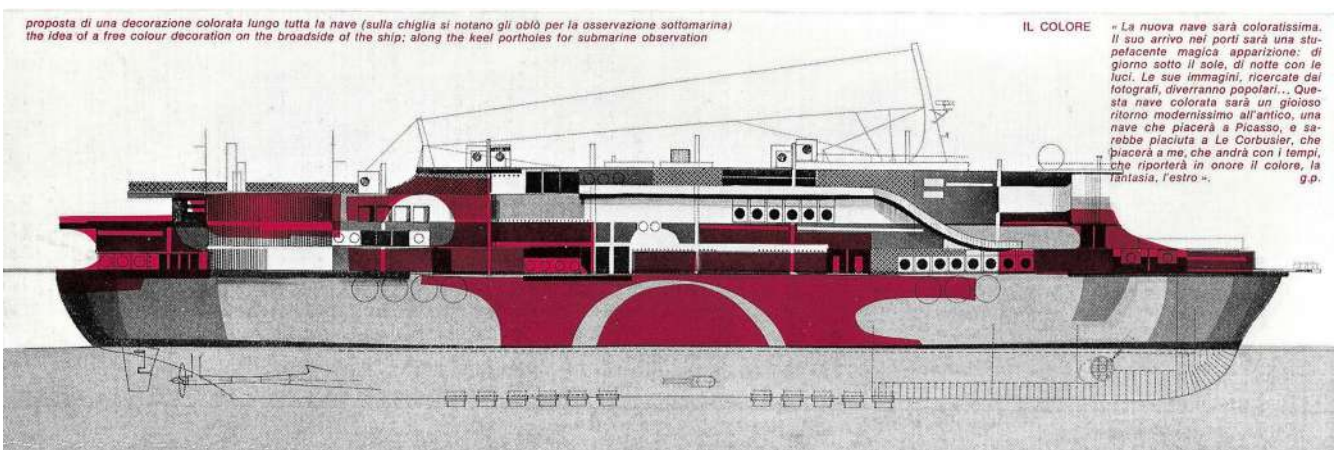
The Turtle Ship

The development of air transport, as a result of the technological progress triggered by World War II, has penalised passenger maritime connections to the advantage of intercontinental flights. However, this phenomenon did not happen suddenly, but gradually. From the 1950s to the 1970s, aeronautical technology became reliable with the advent of the jet and the dimensional growth of aircraft: from the DC3 to the Jumbo. In the same years, ocean liners tried to counteract this by offering ever faster and more comfortable services

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Passenger shipping had entered a crisis. To get out of it, innovative solutions had to be found, both for the ship and for its operational system: a profound evolutionary process, respectful of the experience gained but enriched by the contribution of new skills and much imagination.

The first important example, at the end of the 1960s, was offered by a 'dream team' of designers led by two great masters, Gio Ponti and Pierluigi Spadolini, and developed by an imaginative student of architecture, Bruna Moresco.



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Today history repeats itself. What should we learn from the past? About a year ago, an enemy as unexpected

as it was small caught us by surprise, immobilising us. Confident in our scientific and technological capabilities, we trusted the Chinese model: a moment of patience and everything would be as it was before.

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The lesson of the past tells us that, even if the event was brutal, the transition to something new, which we do not yet know, will be gradual. Whenever we believe we have overcome the worst, the enemy returns, more evil than before. We still have to learn to recognise it, the something new that awaits us. We must continue to work patiently, wisely and yet again, with much creative imagination.

So, trying to have a positive vision of the future or, better, a proactive one, we might do the following:

- First, which all operators are already doing, is to recreate trust. How? With many small measures: sanitisation, distancing, reassuring itineraries, commercial promotions. In the collective imagination, the ship must go back to being the 'happy island', the best place for feeling safe and coming

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However, these are transition phases, which are slow and costly. The real challenge is to know if, after the transition period, it will be possible to return to the *status quo ante*, a solution that everyone dreams of, of course. Or instead, new 'Turtle Ships': better, completely innovative ideas.

So let us go back to sails and that is to the imagination, to see if they can offer us some good suggestions.

NYK Line, SES 2030 concept

About 10 years ago we had the privilege of being able to study a container ship concept for the near future for NYK Line. The aim of the project was the concentration of technologies aimed at improving operational efficiency and reducing energy consumption of fossil origin. The project, called SES 2030, was led by a team formed by MTI, Monohakobi Technology Institute of NYK, Elomatic and Garroni Progetti for the design. The results were encouraging because returns were likely to improve by 50 per cent. Many of the solutions proposed were taken up in subsequent projects and also tested in real life.

Xiamen Cruise Vessel

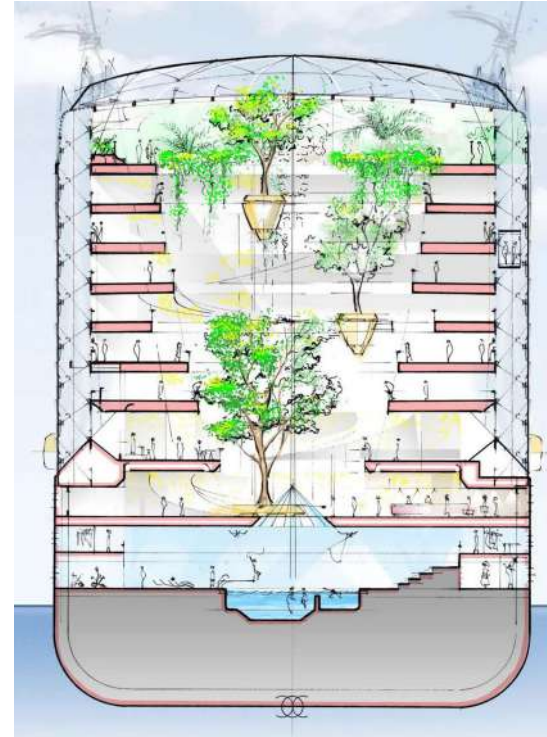
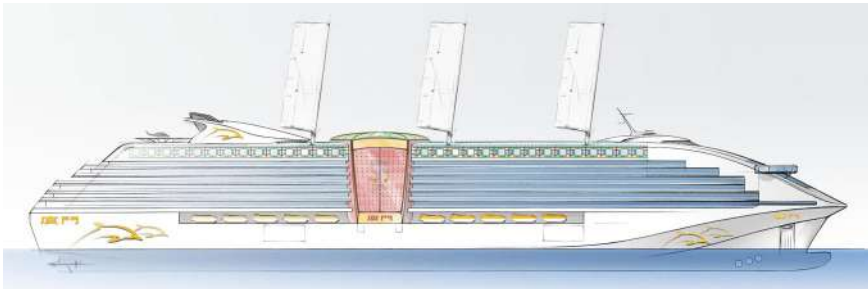
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The process was neither simple nor quick, but projects have multiplied, with interesting outcomes that could also be reconsidered in the light of recent events.

One concerned a ship that, in some way, derived from some concepts expressed in the SES 2030: it was a medium-large cruise ship, very green-oriented, in terms of both respect for the environment and project theme. Plant nature was the leitmotif of the onboard environment because the ship was a destination in itself. Its purpose was not to reach an exotic place, but to be itself a happy green island on which to spend a few days of pleasant relaxation.

A concept which, 10 years ago, was considered only as a 'green and soft' variant of 'nowhere cruises': cruises without a destination designed to offer a few days of unusual leisure just outside big cities, especially New York. Leisure that was generally very technological, above all culinary and frequently organised as an aggregative extension for corporate business meetings, with no escape routes. It also seemed ideal for China, just off the coasts of rapidly developing megalopolises. The code name, in fact, was Xiamen, a city that would like to establish itself as a cruise hub.

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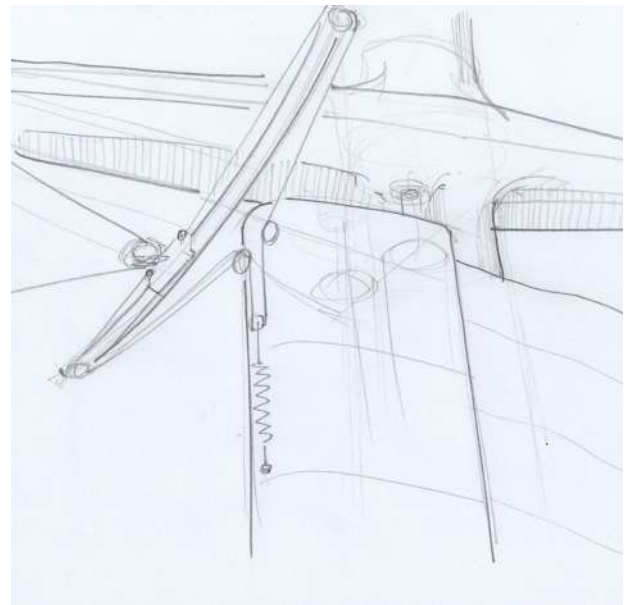
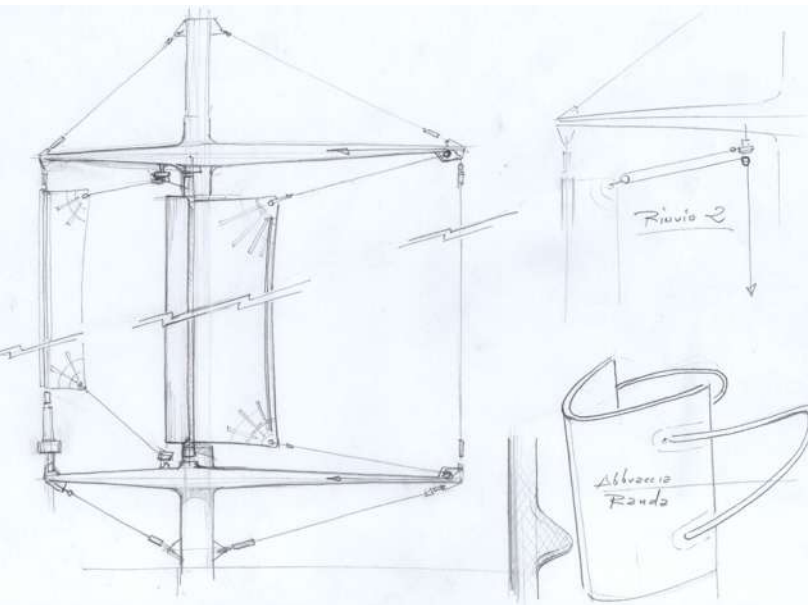
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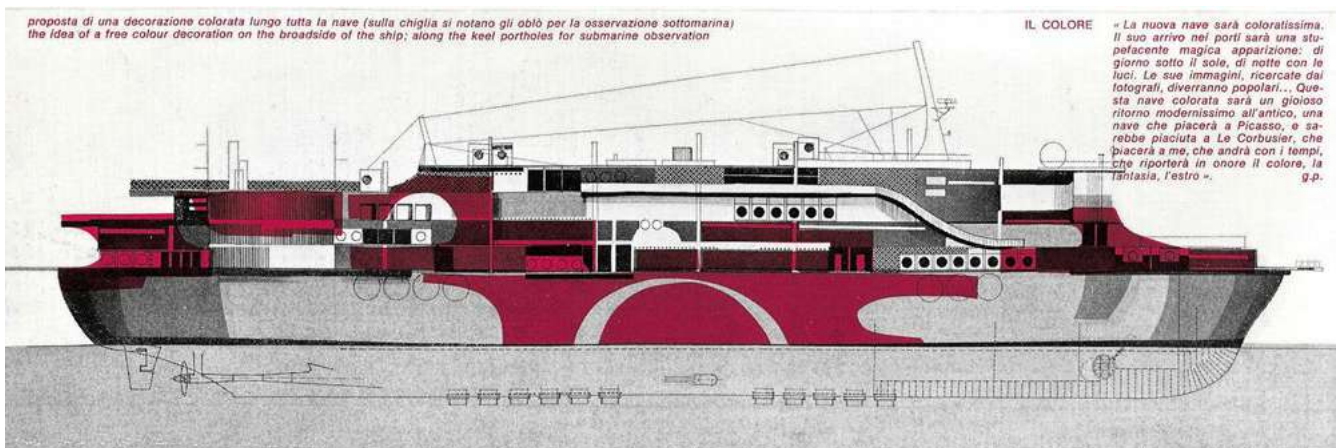
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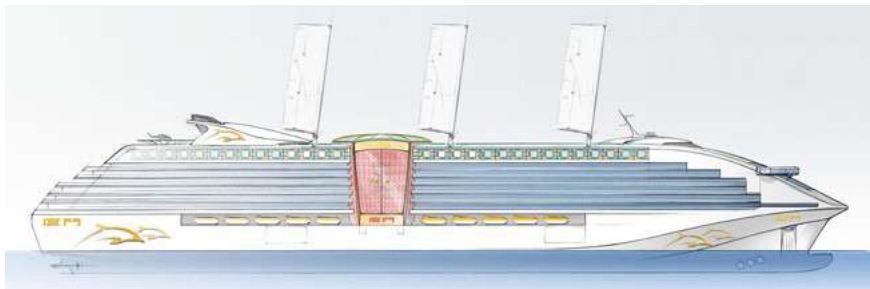
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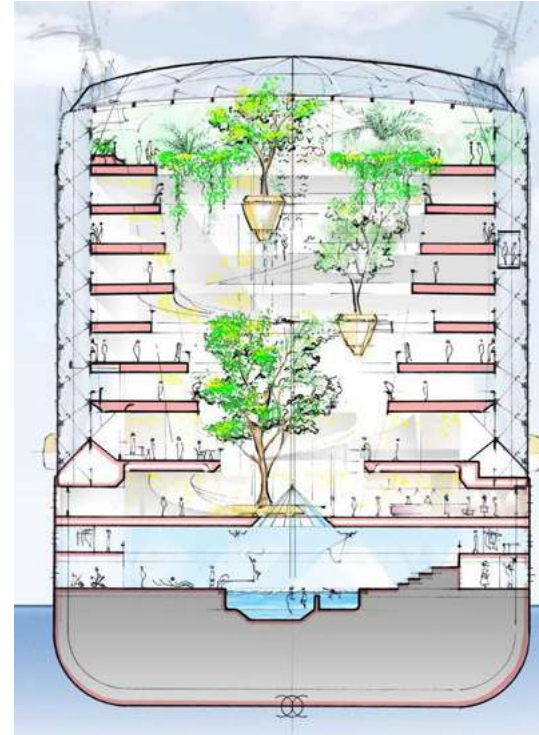
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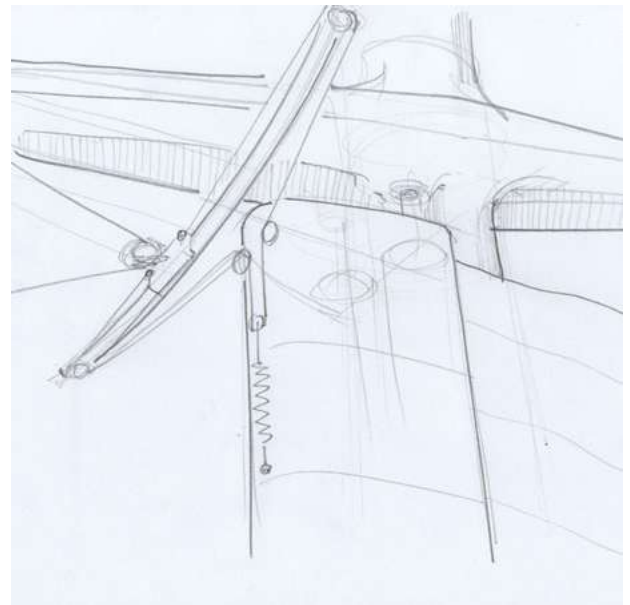
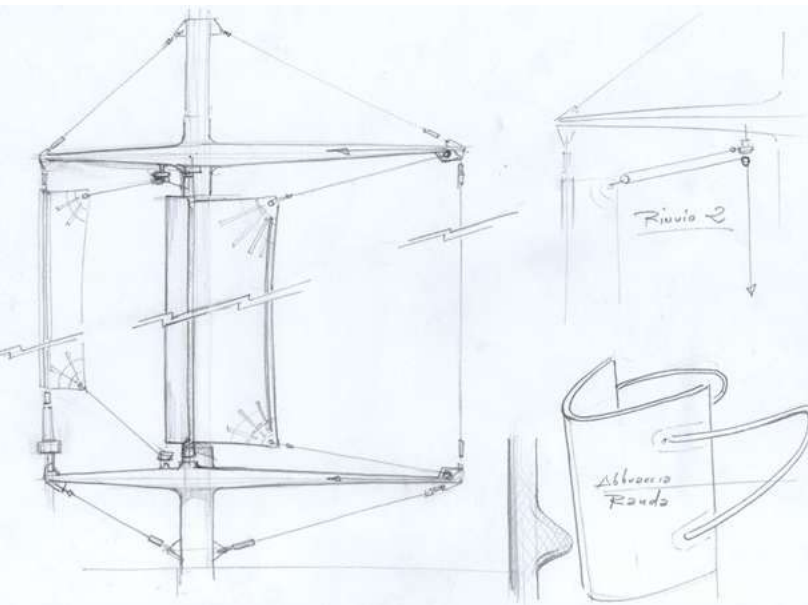
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