

Seatrade Cruise News

How hotel interiors are influencing the luxury cruise market

The cruise ship industry is changing the way it approaches marine interiors by considering the influence design plays in creating brand identity from the viewpoint of the consumer and their on-board experience.



Much of the industry is taking inspiration from the aesthetics of iconic luxury hotels from across the globe by honing in on some of the finest designers and manufacturers to develop clever collaborations that can help evolve and transform the whole market.

The influence of luxury hotel brands

Ritz Carlton is one of the most luxurious hotel brands in the world and in February 2020 the brand is launching its very own luxury superyacht. Taking its unique style and service to sea, the brand has worked closely with leading design firm Tillberg Design of Sweden to develop a bespoke and exclusive experience for passengers.

Created in collaboration with maritime experts Douglas Prothero and Lars Classen the yacht has been designed with the unique knowledge of the guest experience that has been translated from hotel to cruise, including lighting, materials and linens as well as open and shared space architecture.

"From the yacht's design, to programming onboard and ashore, every aspect of the voyage has been

carefully created to embody the signature service and casual luxury of a Ritz-Carlton resort," said Lisa Holladay, Global Brand Leader for The Ritz-Carlton.

Bringing the seascape into the cabin

Richmond International became the first interior design firm to be selected to help reimagine the interiors for P&O Cruises directly because of its impressive luxury hotel portfolio. This includes the Britannia launched in 2015 and its upcoming launch of Iona in 2020.

Many suppliers helped in the redesign of the ship with the brief to 'evoke interest and excitement'. Inspired by the seaside, the introduction of conservatory mini-suites allow for the extension of cabins into the balcony, bringing sea views into each room with timeless nautical navy and gold soft furnishings, light oak and beige colour palette with luxurious white fixtures and fittings for a calm and

sophisticated sanctuary where guests can relax.

P&O Cruises senior vice-president Paul Ludlow said: "Iona's Conservatory Mini-suites will certainly make the sea the star, creating a peaceful and flexible space for our guests to enjoy a wonderful ocean view, feel cocooned and breathe the sea air.

"We know conservatories are popular with the British and the warmth and relaxation they bring can now be enjoyed on board. From sunrise to sunset these cabins will offer our guests a tranquil escape in luxurious surroundings."

Richmond International director Terry McGillicuddy said: "The new conservatory mini-suites create an exciting addition to Iona's accommodation options. From in-depth research into the future of yacht, airline and hotel accommodation we have created a personal, versatile, outdoor/indoor space that can be an extension of the room – a place to either entertain or relax."

Image courtesy of Jestico + Whites showing the large atrium inside P&O



Social spaces and creating luxury

Seabourn has also encompassed hospitality design aboard its newbuild Seabourn Ovation with the support from designer Adam D. Tihany, who also designed the Ovation's sister ship Encore launched back in 2016.

From impeccable finishes and bespoke fittings to the hand-picked art, Seabourn Encore was the beginning of a new design direction for the Seabourn brand with a few elements remaining the same, such as the iconic hot tub

positioned on the bow. Tihany's sharp vision provided comfort and familiarity of an on-board living room. The atrium included an elliptical double-helix staircase that connects seven floors and was complete with a six-storey art installation that, again, reiterated the design inspiration of Seabourn's effortless luxury style.

Moreover, Tihany opened the concierge area from an enclosed space to one filled with light creating a welcoming environment and adapted furniture to create rounded corners for its older clientele. He also created illusion with clever lighting in spaces with low ceilings, usually unattractive

to cruise guests and marble bathrooms to rival land hotels for luxury.

Social spaces such as the dining areas included the addition of swivel dining chairs to allow for aisles wide enough for traditional table service, without losing a positive intimate social atmosphere.

Aboard the new Ovation there are 12,032 handmade Venetian glass bowls in the largest chandelier in The Restaurant, 14 different fabrics on the sofa pillows in the Observation Lounge, and 1,600 pieces of art by 120 artists throughout the ship, strategically curated by ArtLink.

Image courtesy of Adam Tihany Studio - Seabourn Ovation



The future of marine interiors

The international hospitality industry is making waves in the development of interior design aboard cruise ships as brands realise the importance of design in making their brand stand out from the rest.

Discover more about the evolving marine interiors industry and hear from design houses working in collaboration with cruise lines across the globe at the upcoming **Marine Interiors Cruise & Ferry Global Expo** co-located with **Seatrade Europe** in Hamburg, Germany from the 11-13th September 2019.

Learn from industry leaders and designers at the free to attend conference sessions - 'How Design Helps to Convey, Define or Create Brand Identity', 'How to Design to Comply'.

Visit www.marineinteriors-expo.com or www.seatrade-europe.com for more information.



MARINE INTERIORS | Cruise & Ferry Global Expo Powered by SMM

(11-13 September | Hamburg, Germany)

The Seatrade Europe Cruise & River Cruise Convention remains the meeting place for Europe's cruise market as it goes from strength to strength, bringing together the world's cruise lines, regional and global cruise destinations and suppliers from all sectors of the ocean and river cruise industries.

2019 presents the premiere of the MARINE INTERIORS Cruise & Ferry Global Expo, co-located with Seatrade Europe in Hamburg, Germany. Showcasing an exhibition of suppliers in sectors ranging from interior design, interior equipment and technology, galley, restaurant, bar equipment & hospitality, shipyards, outfitting & consultants, this Expo gives you the opportunity to meet with key buyers in the dynamic segment of interior design, equipment and technology for passenger ships.

With two events dedicated to the cruise sector, the presence of all major cruise players and 7,500+ attendees make this the most relevant cruise industry gathering of the year.



Sources:

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