

# HLDC New York – going global



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# Crossing disciplines – bringing land-side design to the oceans

With Tal Danai, founder and CEO at ArtLink, as moderator: Adam D Tihany, founder, Tihany Design; Sybille de Margerie, founder, Sybille de Margerie; Fiona Thompson, principal, Richmond International; and Simon Rawlings, creative director, David Collins Studio spoke on the process of applying their signature design philosophies and approaches to a cruise ship.

The panel assembled an exciting team that has been working on Cunard's highly anticipated new ship, set to launch in 2022. In the spirit of blurring boundaries and fresh perspectives, the majority of the panel has either a small amount of cruise design experience, or none.

"This is where you get new ideas, not from someone doing the same thing over and over



again," said Adam. "For me, the fun part was identifying the talent, and giving them things they didn't normally do. It's very similar to being a film or stage director; you first put together a narrative and then assemble a group of people who you think can execute it or rewrite the script, because these colleagues and friends of mine can write narrative better than I can."

Discussion turned to the unique challenges of cruise ship design, and how the designers brought their voices to the project, despite the many technical considerations.

For Simon, it was key to consolidate a very strong concept, before delving into the rest. "We always approach design from an operational perspective, but I had no idea how a ship worked, and it's a completely different set of rules," he said.

"Rather than getting trapped in the world of IMO materials and a world we knew nothing about, we just started designing it as an interior, and delivered the look and feel that we wanted it to, before starting to understand how we would make it work at sea."

For Sybille, it was fundamental that the team immersed themselves in the cruise ship environment to really understand the guest experience. "Before bringing land to sea, you have to understand what 'sea' means," she said. "I think the kick-off meeting on the shipyard was really key for us, just to really understand the way people experience ships. Once you've experienced what the client is going to experience, then you can bring your DNA, your vision of luxury and your personal input."

The panel agreed that the collaborative nature of the project was an experience they would like to apply to their land-side projects in the future.

"The nice thing is that you're seeing how other people work – everyone does everything slightly differently – and that collaboration is something we don't experience that much with land-based hotels," said Fiona.

"When working on larger projects with land-side properties, I would take experience from this and really encourage the owners and operators to plan it in this way, where there is more synergy between teams," said Simon.

"Before bringing land to sea, you have to understand what 'sea' means"

- Sybille de Margerie