

# Superyacht DESIGN WEEK

28 29 30  
JUNE 2016

KEYNOTES



WORKSHOPS

PRODUCT  
INNOVATION



LUNCH  
HOTSPOTS



**Blohm+Voss**

SHOWCASES

**KRICN**<sup>®</sup>  
PORCELANOSA SOLID SURFACE

NETWORKING

BUYERS



SHOWROOMS

  
Superyacht Events

# PROGRAMME

# CONTENTS

03 Introduction

04-15 Programme

16 Must-See Features

18-19 Design Centre, Chelsea Harbour

20-21 Keynote Speakers

22-25 Workshop Moderators

26-29 Showcase Partners

30 Workshop Partners

31 Event Partners

## SUPERYACHTDESIGN WEEK APP



Download the SuperyachtDESIGN Week app on the App Store or Google Play Store. Search: 'SuperyachtDESIGN Week 2016'.

Or access the Web App via: [www.superyachtdesignweek.noodlelive.com](http://www.superyachtdesignweek.noodlelive.com)

For App support see the Noodle Live team located at the Information Desk, Ground Floor, Centre Dome.

Or email: [support@noodlelive.com](mailto:support@noodlelive.com)

### ASK #SYDWEEK A QUESTION!

Do you have a burning question to ask the panel, attendees or any of our speakers?

Tweet it using the #SYDWeek hashtag to get your answer!



## LET'S DISCUSS YOUR FUTURE...

Welcome to SuperyachtDESIGN Week 2016. It's not an exhibition, it's not a conference, it certainly has no awards ceremony and it has no owners looking at yachts for sale on the water to distract you. It is, in a nutshell, a gathering of passionate and smart people who love everything there is to love about design, architecture and craftsmanship, and superyachts.

I want to tell you why you are all here and what we want to achieve in the next three days. We want all of you smart and passionate people to meet each other and talk about serious and not so serious issues; propose changes to how we do things if something doesn't make sense; solve problems and propose new ideas, learn from each other and make some very interesting connections with people with whom you might be able to work. Plus, we have created an environment that is conducive to these types of connections and exchanges: a very cool venue in Design Centre, Chelsea Harbour; some very bright minds, who have agreed to take the stage and share their opinions; and an excellent team to play host to you for three days of creative interaction.

To be slightly philosophical, we are in a world that is rapidly changing, where not everyone who can afford a superyacht thinks that owning one makes sense. So we have a few objectives that will form something of a theme for SuperyachtDESIGN Week. With only a couple of thousand active owners and several thousand potential owners, we have to make owning a superyacht make sense. We have to try and tell new stories and explain why creating, building or owning one of the world's most expensive toys is the best idea on the planet. The superyacht design community has evolved to become a very diverse mix of unique individuals who are, in reality, some of the most inspiring and interesting sales people on the planet. We have to create a message or mantra to present to the market to ensure that building a personal private statement of design, personality and craftsmanship – starting with a blank piece of paper and having incredible ideas – is an inspiring and amazing experience.

Essentially, we need more owners and potential owners to be inspired and, in my opinion, the design community has some of the best people to do this.

SuperyachtDESIGN Week is a unique meeting where ideas are shared but also where the future is shaped.

Prepare to be inspired so you can inspire.



Martin H. Redmayne  
Chairman  
The Superyacht Group



Welcome to SuperyachtDESIGN Week at Design Centre, Chelsea Harbour. This year's programme is absolutely packed with informative workshops, focused debates, inspirational keynotes and opportunities to share ideas that will inspire next-generation thinking. It's also a chance for guests to discover global talent and expertise on site.

You might notice that there's been a huge influx of new arrivals here, many in the newly expanded Design Centre East. Now with 118 showrooms and over 600 international brands, the diversity on offer is simply unbeatable. Showcasing the highest expressions of creativity, it's the remarkable level of sophistication that defines it. So source from the specialists and find every last detail for your yacht scheme – from

innovative materials and luxury finishes to carpets, furniture and lighting. Or learn more about high-performance products and bespoke commissions that can meet and exceed a client's requirements. The creation of contemporary yacht interiors is setting a new benchmark. What you will see in the showrooms in the next three days is only the start of the story. The destination is the superyachts of tomorrow. We're delighted to be at the start of the journey, working closely with The Superyacht Group on this dynamic event.



Claire German  
Managing Director  
Design Centre, Chelsea Harbour

# DAY ONE

## TUESDAY 28 JUNE

**09:00 - 10:30** **Coffee and Registration**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**10:30 - 11:30** **Keynote: A Superyacht Supercar**  
The Pavilion  
An innovative design that is changing the face of performance cars and their relationship with the marine world. Ian Briggs of BAC Mono, the mind behind the concept, will explain the inspiration for the vehicle, the process of designing it, the ground-breaking technology used and the future of the BAC Mono Marine.  
Ian Briggs, BAC Mono

**11:30 - 12:00** **Coffee Break**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**12:00 - 13:30** **Workshops**  
Guests will be able to choose from four workshops taking place simultaneously.

TECHNICAL WORKSHOP: INTEGRATING HYBRID	AN IDEA FOR SUPERYACHTS?	THE MAKING OF MOONSTONE	AVANT-GARDE YACHTS
<b>Summit Furniture</b> Third Floor, North Dome	<b>Crestron</b> Second Floor, South Dome	<b>J. Robert Scott</b> First Floor, North Dome	<b>Tai Ping Carpets</b> Fourth Floor, Design Centre East
With the exponential growth of hybrid technology, how can the industry incorporate these new designs into existing vessels and ensure they meet regulatory standards?	Which tools can we use to visualise a yacht before its completion? An innovative multi-disciplinary design firm will join a designer to explore technology of the future, created to incorporate interactive presentations to display designs.	What were the inspirations, processes and challenges of this project? The team will present this innovation and discuss the impact of <i>Moonstone</i> on the future of superyacht design.	This session will see university lecturers collaborate with industry professionals to discuss design-driven innovation, inspiring forward-thinking yacht owners to look to the future.
Jeroen Kokshoorn, Alewijnse; Hans Konings & Giorgios Pijnen, Amels	William Dunne, iDEA; Andrew Trujillo, Andrew Trujillo Design	Pieter Van Geest, Van Geest Design; Bas Swanink, Oceanco; Tiphaine Treins, Temeloy Lighting	Alan Barrett, Coventry University; Ronno Schouten, Feadship

**13:30 - 15:00** **Lunch**  
Lunch Hotspots & The Partners' Lounge / Design Club  
A select number of showrooms at Design Centre, Chelsea Harbour will host Lunch Hotspots where guests can enjoy delicious cuisine, discuss the day's debates and network with fellow attendees. Lunch will also be available for partners and their guests in The Partners' Lounge / Design Club on the Third Floor, South Dome.. Please refer to page 18 for a map of the venue.



GIORGETTI GP&J BAKER



McKINNON AND HARRIS

**15:00 - 16:30** **Workshops**  
Guests will be able to choose from four workshops taking place simultaneously.

DESIGNER Q&A	A PLATFORM FOR DESIGN	A MODERN ICON	FLEXIBILITY OF CODES
<b>Summit Furniture</b> Third Floor, North Dome	<b>Crestron</b> Second Floor, South Dome	<b>J. Robert Scott</b> First Floor, North Dome	<b>Davidson</b> First Floor, South Dome
Hear from superyacht legends in these intimate question and answer session. What can the next generation of designers learn from these globally renowned creatives?	How can the design community connect and support one another? Leaders of a design association will explain how this works in comparable industries. Can these methods be applied to the superyacht market?	Product designers will explore the concept of fusing heritage with the latest technology. How do you retain a brand's identity whilst updating it for the modern consumer?	Yacht code experts, using case studies and examples of recent projects, will use this session to see how designers can find smart solutions when designing around yacht codes.
Bas Mulder & Frank Mulder, Mulder Design	Elaine Enright & Catherine Turnbull, Grès et Delibaşı	Frédéric Jastrzebski, Maison Tamboite Paris	Jo Assael, Cayman Islands Shipping Registry; Richie Blake, Döhle Yachts

**16:30 - 17:00** **Afternoon Tea**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**17:00 - 18:00** **Keynote: The Heritage of Design**  
The Pavilion  
This session will feature an Italian design house with over 85 years' experience creating timeless icons. How can designers maintain their identity and power whilst finding expression in different sectors, from cars to superyachts, aviation to architecture? This presentation will explore case studies of their latest projects and showcase how the influences of outside industries continue to shape the superyacht world.  
Elaine Enright, Grès et Delibaşı  
Francesco Lovo, Pininfarina

**18:00 - 19:00 Sparkling Showcase Reception**  
Ground Floor, South, Centre and North Domes  
Explore the SuperyachtDESIGN Week showcases over a glass of bubbles on the opening night.

**19:00 - 22:00 SuperyachtDESIGN Week Supper Clubs**  
The Supper Clubs are a new addition to the social programme and promise to deliver an intimate networking experience. If you have not already confirmed your place with the Superyacht Events team, please visit them at the registration desk at the entrance to the North Dome to check availability.

**SUPPER CLUB HOSTS:**



Arranged by Nigel Sherlock, Dynamic Product Representation

**11:30 - 12:00 ...Arte, Arte Meets Le Corbusier**  
**16:30 - 17:00**  
Second Floor, Design Centre East  
The owner of the rights to Le Corbusier's 'Polychromie Architecturale' asked Arte to reproduce a wallcovering collection which the modernist architect himself launched in 1933. The result is exciting designs using only newly-developed techniques. Join Stijn Vergaelen to discover how, more than 50 years after his death, the spirit of Le Corbusier continues to innovate.

**15:00 - 15:30 ...Espresso Design, Gaggenau Baking Demonstration**  
Second Floor, Design Centre East  
Join the team for tea, freshly baked cake and a cookery demonstration using the latest Gaggenau technology.

**16:30 - 17:30 ...Black & Key, Grand Impressions – Black & Key New Finishes**  
First Floor, Design Centre East  
Working with gifted artists and craftsmen, see how Black & Key have developed paint and resin finishes that are glamorous additions to the collection. The finishes are available in gloss or satin.

**16:30 - 18:30 ... Marc de Berny, Ship Shape Entertaining in Grand Style**  
Ground Floor, Design Centre East  
Laurent Perrier, experts in the art of entertaining, will host a Q&A session with Munira Bonnet de Berny and guest speaker Rachel Bates, interior and product designer, to discuss dressing your superyacht to impress. The discussion will cover everything from superyacht salon interior schemes and focal point furniture ideas to colour schemes, dressing the room and what to serve.

**“DISCOVERING DESIGN WITH ...”**

**10:00 - 18:00 ...Whistler Leather, Making Waves with Paint**  
Second Floor, South Dome  
Visit the showroom for a chance to win a bespoke work of art. See a unique leather-topped coffee table featuring nautical themes that have been specially created for SuperyachtDESIGN Week by street artist Carolina Maggio.

**10:00 - 12:00 ...Bella Figura, Super Chandeliers for Superyachts**  
Ground Floor, South Dome  
Come and discover the bestselling Perspex range which has been adapted to suit megayachts. After eight years of R&D, see how the Lucite table, wall and chandelier collections have been developed specifically for life on board. Each design holds a shimmering deco essence which harmonises with superyachts, providing sparkling alternatives to contemporary crystal chandeliers that are both safe and chime-free on the high seas.

**11:00 - 11:30 ...Espresso Design, Pancakes and Coffee**  
Second Floor, Design Centre East  
Join the team for hot pancakes, coffee and a demonstration of the revolutionary new Bora extraction system.

Verre Églomisé  
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Sculpture & Bas-Relief  
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# DAY TWO

## WEDNESDAY 29 JUNE

**09:00 - 10:00** **Coffee and Registration**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**10:00 - 11:30** **Keynote: Yachts of the Future**  
The Pavilion  
A panel of forward-thinking, visionary designers will take to the stage and explore the way they create, plan and think about the exterior form and style of yachts. Looking at the future of design – the look, feel, operation and ideas that will help develop their lines and style – this session will explore the evolution of next generation superyachts.

**11:30 - 12:00** **Coffee Break**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**12:00 - 13:30** **Workshops**  
Guests will be able to choose from four workshops taking place simultaneously.

DOMELESS DESIGNS	CONTEMPORARY TRENDS VS CLIENT NEEDS	CUTTING EDGE: GLASS	CHANGING PERCEPTIONS
<b>Summit Furniture</b> Third Floor, North Dome	<b>Crestron</b> Second Floor, South Dome	<b>J. Robert Scott</b> First Floor, North Dome	<b>Tai Ping Carpets</b> Fourth Floor, Design Centre East
Exploring the future of flat-panel solutions for superyachts. What are the capabilities and expectations that need to be considered when designing a yacht with the latest technology? What can we expect from those changing the face of superyachts?	How can design logically progress without delivering an alien solution where problems are likely to occur? The panel will discuss this conundrum, looking at trends across various industries.	Designers know it as a construction material, but what else can we do with glass? Inviting experts who are changing the face of glass on yachts and ashore, this session will explore the future of this material in our market.	How and when should we rebrand ourselves? What is the process and inspiration? A design studio will reveal what went on behind the scenes of their own rebrand.
Roger Horner, e3 Systems; Håkan Olsson, Kymeta Corporation; Benjamin Julian Toth, CEA - ID	Joanne Feeley, The Trend Bible; Dimitris Hadjidimos, D-ID; Emma Spence, Royal Holloway, University of London	James O' Callaghan, Eckersley O' Callaghan	Jimmy Carroll, Winch Design

**13:30 - 15:00** **Lunch**  
Lunch Hotspots & The Partners' Lounge / Design Club  
A select number of showrooms at Design Centre, Chelsea Harbour will host Lunch Hotspots where guests can enjoy delicious cuisine, discuss the day's debates and network with fellow attendees. Lunch will also be available for partners and their guests in The Partners' Lounge / Design Club on the Third Floor, South Dome. Please refer to page 18 for a map of the venue.



**GIORGETTI GP&J BAKER**



**McKINNON AND HARRIS**

**15:00 - 16:30** **Workshops**  
Guests will be able to choose from four workshops taking place simultaneously.

SOCIAL MEDIA: WHAT, HOW AND WHY?	DESIGNING WITH PEACE OF MIND	THE DNA OF DESIGN	DESIGNER Q&A
<b>Summit Furniture</b> Third Floor, North Dome	<b>Crestron</b> Second Floor, South Dome	<b>J. Robert Scott</b> First Floor, North Dome	<b>Davidson</b> First Floor, South Dome
How can designers utilise social media to share their work, ideas and brand identity? Social media guru John Williams of the Instant Group will instruct guests on how to take advantage of online platforms for effective communication.	When building a superyacht, what security challenges do we need to consider? Industry experts will discuss the options available to designers, shipyards, owners and crew, as well as technological advancements in the market.	How can our industry work more closely with owners when designing signature pieces and customising experiences? This session will explore owner profiling, activity based ideation, structured innovation and experiential design – the tools that can bring a concept to life for a satisfied client.	Hear from a superyacht legend during this intimate question and answer session. What can the next generation of designers learn from this globally renowned creative?
John Williams, The Instant Group	Patrick Coote, Blohm+Voss; Neil Grant, Harris Grant; Ameet Sarvaiya, Van Berge Henegouwen	Timur Bozca, Timur Bozca Design; Casper Kleiman, The VBH LuxperienceLab	Evan K Marshall, Evan K Marshall

**16:30 - 17:00** **Afternoon Tea**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**17:00 - 18:00** **Keynote: Let's Go to the Movies**  
The Pavilion  
There is one place on a yacht that brings together families of all ages: the cinema. A panel will explore how to create the optimum cinema experience that is out of this world. Latest technologies, exclusive releases, extra-sensory experiences and comfort perfection are all features that today's clients expect. How can we deliver this? This session will also look at the mistakes or failures that can ruin the fun, as well as examining how to future-proof these innovative systems.  
Tracey Canavaggio, Van Geest Design  
Tim Sinnaeve, Barco Visual Solutions  
Torsten Steinbrecher, Genesis Technologies  
Guillaume Thomine Desmazures, Bel Air Cinema

# LUXURY & EXCLUSIVE SOLUTIONS

## SUPERYACHT LIFESTYLE

### 18:00 - 19:00 **Networking Drinks**

#### Design Hub

Guests are invited to the Design Hub for networking drinks before the SuperyachtDESIGN Week Party; a chance to wind down and digest the day's programme over a glass of wine, before the real fun begins!

### 19:00 - 22:00 **SuperyachtDESIGN Week Party**

#### Ground Floor, North and Centre Domes

In partnership with Genesis Technologies, the SuperyachtDESIGN Week Party is the only place to be for the movers and shakers of our industry. Design your own cocktail, have fun in the photobooth, enjoy delicious canapés and network with some of the superyacht design industry's greatest names! Dance the night away to the irresistible sounds of fantastic DJs from London, courtesy of ultra-high performance loudspeakers provided by California Audio Technology. Don't miss it!



## "DISCOVERING DESIGN WITH ..."

### 10:00 - 18:00 **...Whistler Leather, Making Waves with Paint**

#### Second Floor, South Dome

Visit the showroom for a chance to win a bespoke work of art. See a unique leather-topped coffee table featuring nautical themes which have been specially created for SuperyachtDESIGN Week by street artist Carolina Maggio.

### 11:00 - 11:30 **...Espresso Design, Pancakes and Coffee**

#### Second Floor, Design Centre East

Join the team for hot pancakes, coffee and a demonstration of the revolutionary new Bora extraction system.

### 11:30 - 12:00 **...Colony, Endless Summer Collection**

#### Second Floor, Centre Dome

Come and join the team as they present the stunning *Endless Summer* collection by Scalamandre. All fabrics are extremely stylish and sophisticated while, at the same time, highly durable and treated for all indoor-outdoor environments.

### 11:30 - 12:00 **...Arte, Arte Meets Le Corbusier**

#### 17:00 - 17:30 Second Floor, Design Centre East

The owner of the rights to Le Corbusier's 'Polychromie Architecturale' asked Arte to reproduce a wallcovering collection which the modernist architect himself launched in 1933. The result is exciting designs using only newly-developed techniques. Join Stijn Vergaelen to discover how, more than 50 years after his death, the spirit of Le Corbusier continues to innovate.

### 16.30 - 17.30 **... Pierre Frey, Pierre Frey Paris**

#### First Floor, Design Centre East

Explore 'Toiles de Tours' by Le Manach, a marvellous variety of jacquards, woven on demand. Come and meet the team who will take you through the process of creating your own fabric coloration.



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# DAY THREE

## THURSDAY 30 JUNE

**10:00 - 10:30** **Coffee and Registration**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**10:30 - 11:30** **Keynote: Design Doesn't Exist**  
The Pavilion  
How can we move classic designs forward? The creative force behind the world-renowned Christian Liaigre design studio will explore how we can evolve design to truly focus on the functional needs and expectations of superyacht owners. Design processes, experiences and ideas will be stripped back and examined, as we ask how can we work more holistically.  
Guillaume Rolland, Liaigre Yacht Design

**11:30 - 12:00** **Coffee Break**  
Design Hub & The Partners' Lounge / Design Club  
Please refer to page 18 for a map of the venue

**12:00 - 13:30** **Workshops**  
Guests will be able to choose from four workshops taking place simultaneously.

THE UN-WORKSHOP	DECONSTRUCTING THE GA	THE EVOLUTION OF SAILING	THE FUTURE OWNER
<b>Summit Furniture</b> Third Floor, North Dome	<b>Crestron</b> Second Floor, South Dome	<b>J. Robert Scott</b> First Floor, North Dome	<b>Tai Ping Carpets</b> Fourth Floor, Design Centre East
An open dialogue between the chair and attendees, this free-flowing workshop is an unstructured discussion to exchange ideas, dissect issues and collaborate with one another.	Representing the composition of the yacht, general arrangements are a fundamental part of the design process. What works and what doesn't? What part of the process can be improved?	Visionaries from the sailing world will look at the changing face of sailing yachts. What can we expect from this side of our industry?	What will the new wave of superyacht owners want from their vessels? How can we ensure our industry evolves to cater to the needs and desires of the next generation of owners? Industry experts will explore this burgeoning question.
Martin H. Redmayne, The Superyacht Group	Simon Burt, Winterbothams; Wayne Parker, March & White	Thys Nikkels, Dykstra Naval Architects	Patrick Coote, Blohm+Voss; Marnix Hoekstra, Vripack

**13:30 - 15:00** **Lunch**  
Lunch Hotspots & The Partners' Lounge / Design Club  
A select number of showrooms at Design Centre, Chelsea Harbour will host Lunch Hotspots for guests to enjoy delicious cuisine, discuss the day's debates and network with fellow attendees. Lunch will also be available for partners and their guests in The Partners' Lounge / Design Club on the Third Floor, South Dome. Please refer to page 18 for a map of the venue.



GIORGETTI GP&J BAKER



McKINNON AND HARRIS

**15:00 - 16:30** **Workshops**  
Guests will be able to choose from four workshops taking place simultaneously.

AN AUDIENCE WITH AN OWNER	DESIGNING THE PERFECT CONTRACT	THE BUYING PROCESS Q&A	CREW VS DESIGNER
<b>Summit Furniture</b> Third Floor, North Dome	<b>Crestron</b> Second Floor, South Dome	<b>J. Robert Scott</b> First Floor, North Dome	<b>Davidson</b> First Floor, South Dome
A unique opportunity to hear from a superyacht owner intimately involved in the design of her vessel. How can our industry improve in order to attract and retain more owners?	How can our industry design the perfect contract? Superyacht law experts will lead a session on how designers, shipyards and the wider industry can fully protect themselves.	What do design studios look for when purchasing for their projects? A new twist on the traditional 'Designer Q&A' session, this workshop will be an opportunity for industry suppliers to speak to the buying teams from top design studios.	A unique insight into the operational side of a designer's creation. What changes would crew hope to see implemented on superyachts? A chief stewardess-turned-designer will lead the session, to educate and inform our industry on how best to design for working life on board.
Veronika Blomgren & Alexander Blomgren S/Y Alexa	Rebecca Costen & David Wilkinson, Clyde & Co	Jack Canning, Redman Whiteley Dixon; Caroline Stirling, Seymour Diamond	Abigail Salsbury, Vanessa Hodgson

**16:30 - 17:30** **Closing Drinks Reception**  
Design Hub  
Don't miss this final chance to network with guests, explore Design Centre, Chelsea Harbour showrooms and celebrate another successful SuperyachtDESIGN Week over a glass of Champagne.

“DISCOVERING DESIGN WITH ...”

- 10:00 - 18:00**     **...Whistler Leather, Making Waves with Paint**  
 Second Floor, South Dome  
 Visit the showroom for a chance to win a bespoke work of art. See a unique leather-topped coffee table featuring nautical themes which have been specially created for SuperyachtDESIGN Week by street artist Carolina Maggio.
- 11:00 - 11:30**     **...Espresso Design, Pancakes and Coffee**  
 Second Floor, Design Centre East  
 Join the team for hot pancakes, coffee and a demonstration of the revolutionary new Bora extraction system.
- 11:30 - 13:30**     **...SA Baxter Architectural Hardware, Baxter's Brunch**  
 Third Floor, Centre Dome  
 Join SA Baxter for mimosas and brunch canapés. Preview the exciting new lighting range and enjoy a workshop on restoring patinated ironmongery to a fresh satin burnish.
- 11:30 - 12:00**     **...Colony, Misia – New Luxury, An Invitation to Journey to Casamance**  
 Second Floor, Centre Dome  
 Awaken your senses with a glass of Champagne and discover the noble, sophisticated, sensual and audacious fabrics through the new Misia collections from Casamance.
- 14:30 - 15:00**     **...Stark Carpet, Afternoon Tea**  
 Third Floor, South Dome  
 Explore 75 years of craftsmanship and specialisation with both land and marine carpets and rugs. The Stark team will be available to offer face-to-face in-depth product knowledge.
- 15:00 - 15:30**     **...Arte, Arte Meets Le Corbusier**  
 Second Floor, Design Centre East  
 The owner of the rights to Le Corbusier's 'Polychromie Architecturale' asked Arte to reproduce a wallcovering collection which the modernist architect himself launched in 1933. The result is exciting designs using only newly-developed techniques. Join Stijn Vergaelen to discover how, more than 50 years after his death, the spirit of Le Corbusier continues to innovate.






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# MUST-SEE FEATURES

## AFTERNOON TEA - 16.30 DAILY

**Design Hub, Ground Floor, Centre Dome,  
link to Design Centre East**

It's the afternoon and you deserve a glass of Champagne and a treat to eat. Join us in the Design Hub to relax and recharge before the last keynote of the day.

## BAC MONO

**Ground Floor, North Dome**

BAC Mono, British performance car specialist, has launched its superyacht supercar concept and will be displaying this unique vehicle in the Ground Floor, North Dome. Ian Briggs, design director and co-founder, will be on-site to answer your questions about the ultimate toy for superyacht owners and present Day One's closing keynote.

## DESIGNER MOOD BOARDS

**Designers' Walkway, Second Floor, Centre Dome,  
link to Design Centre East**

A chance for the showrooms at Design Centre, Chelsea Harbour to demonstrate the wide range of options available when looking to source materials, furniture and products. With renders of interiors from a few select design studios, showrooms will have the opportunity to suggest samples to match the Designer Mood Boards throughout the 3-day event. Watch as an idea evolves using real examples of material, fabric and products sourced within Design Centre, Chelsea Harbour.

## GET INTO THE SWING!

**Design Hub, Ground Floor, Centre Dome,  
link to Design Centre East (outside)**

It's Wimbledon and we want to get in on the action. Find our table tennis table outside the Design Hub and challenge your friends to a competitive rally between workshops. A perfect way to relax after a hard day of creative thinking!

## GENERAL ARRANGEMENT

**Third Floor, Centre Dome**

Each year the market is presented with new concepts offering innovative ways of thinking about design, features or style. But what are the areas that work well versus the spaces that need fresh thinking? The General Arrangement initiative encourages SuperyachtDESIGN Week guests to pinpoint these areas in a bid to create a heat map of a yacht – the strengths and weaknesses from a general design perspective, using grey spots (to highlight areas that have been forgotten/need fresh design thinking) and pink spots (to highlight critical spaces).

## SHOWCASE QUIZ

**Ground Floor, North, Centre and South Domes**

Take part in our Showcase Quiz on the event app and see how much you know about the world of product design and the latest technology available to superyachts. Submit the correct answers for all 10 questions to be in with a chance of winning the latest Prodigio Nespresso, the first Bluetooth-connected coffee machine.

## STUDENT GALLERY

**Third Floor, North Dome**

Full of fresh ideas and enthusiasm, students are always keen to impress. In such a competitive market it is not easy to showcase in front of the right people. SuperyachtDESIGN Week provides the platform they need to show off their unique perspective and allows a few select design students to present their chosen concepts to guests, design principals and owners, providing a unique insight into the vision of the next generation of superyacht designers.



## Expect the exceptional

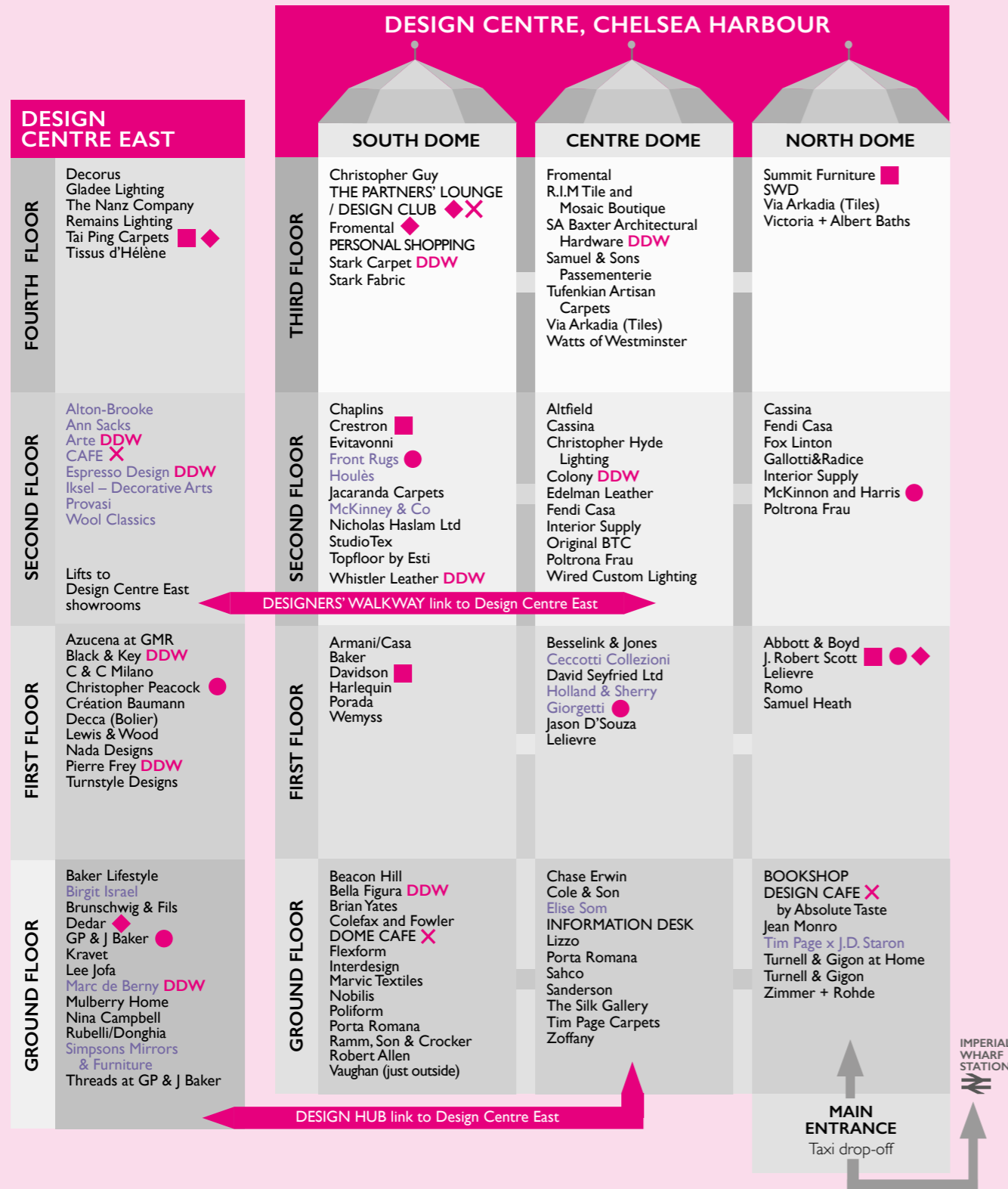
Our philosophy is simple; to build iconic yachts that surpass every expectation. This uncompromising obsession with quality provides an onboard experience that very few will ever get to appreciate. The results, we are told, are the most prestigious and coveted yachts in the world.

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Photography by Guillaume Plisson

# GETTING AROUND



# DESIGN CENTRE, CHELSEA HARBOUR

## THE PARTNERS' LOUNGE / DESIGN CLUB Design Club, Third Floor, South Dome

The Partners' Lounge / Design Club will be reserved exclusively for partners and their guests. This includes event partners, participating showrooms and showcase partners. Lunch and coffee will be served here; however, refreshments are available at other locations. The Partners' Lounge / Design Club will be open for the duration of the event and we encourage you to use this space for meetings and networking.

## DESIGNERS' WALKWAY Second Floor, Centre Dome, link to Design Centre East

Use the Designers' Walkway as your path to Design Centre East to visit the many showrooms situated there. On your way look out for the Designer Mood Boards, details of which can be found on page 16.

## DESIGN HUB Ground Floor, Centre Dome, link to Design Centre East

A quick stop for coffee and a great spot to meet friends and colleagues. At 16:30 each day afternoon tea will be served – treat yourself to a glass of bubbly!

## SUPERYACHTDESIGN WEEK KEY

- Workshop Partners
- Lunch Hotspots
- ◆ Supper Clubs
- ✕ Refreshments
- New showroom or relocated

DDW "Discovering Design With ..."

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**IAN BRIGGS**  
Design Director, BAC Mono  
Day One 'A Superyacht Supercar'

Ian is an accomplished designer with a reputation for innovative and radical concepts that have won him awards and accolades in diverse fields, including aviation, luxury yachts and the automotive sector. Ian and his brother Neill formed the consulting venture Adaptive Space in 2000 and have worked with major OEMs (primarily Porsche, Mercedes and Audi) for over a decade, along with clients such as Lufthansa and its Airbus A380 fleet. As co-founder of BAC alongside his brother, Ian's remit with Mono sees him responsible for the direction of creative design, from concept through to production to implementation. Ian is active in all creative aspects of component, system and total vehicle design.



**TRACEY-JAYNE CANAVAGGIO**  
Principal Designer, Van Geest Design  
Day Two 'Let's Go to the Movies'

The Van Geest Design team has worked on numerous illustrious projects ranging from 10m up to 95m in length. Principals of the company, Pieter van Geest and Tracey-Jayne Canavaggio, have a combined 35 years of experience in the design field. Their talents lie in exterior and interior yacht design as well as furniture design and project management. With their extensive knowledge and experience in shipyard production, project management and owner's representation, they maintain an artistic yet practical hands-on approach to design.



**GUILLAUME THOMINE DESMAZURES**  
Chief Executive Officer, Bel Air Cinema  
Day Two 'Let's Go to the Movies'

Guillaume Thomine Desmazes graduated in 2005 as a dean list member, after a preparatory school for HEC and a Master degree of Business and Administration in France. With a solid background in the content, luxury and cinema sector in France, California and Spain and thanks to his past experience at Vivendi Group, Mazarine Group, and Arts Alliance Media (global leader in digital cinema software and services), Guillaume joined as a partner of the successful venture Bel Air Cinema. Bel Air Cinema is building an exclusive Cinema Platform offering first run Hollywood films and event cinema programmes to high-net worth individuals in their private cinemas on the same day and date the film is released in public cinemas with the security of DCI copyright protection.



**ELAINE ENRIGHT**  
Chairwoman, Grès et Delibas  
Day One 'The Heritage of Design'

With over 25 years' experience in global brand and business development, Elaine has held management roles in the design, apparel and consumer electronics industries working for multinationals worldwide. Adept at managing creative talent, Elaine was formerly CEO of a leading architect and interior design studio. Elaine's expertise in defining and executing market opportunities, brand positioning, product and channel strategies has resulted in the development of new brands and companies, inhabiting the design and consumer lifestyle segments. With a specialised interest in millennial marketing, emerging trends and the luxury industry, Elaine works with architects, designers and industry partners to deliver authentic concepts focused on the experience and engagement of outstanding design.



**FRANCESCO LOVO**  
Vice-president Operations, Pininfarina  
Day One 'The Heritage of Design'

Francesco Lovo graduated in aeronautical engineering at the Politecnico of Turin in 1993, and began working with Pininfarina in 1997. In 2002, he became R&D director, responsible for the design, engineering and creative management at Pininfarina. Outside of the company, he lectures at seminars and workshops focused on design and creative team organisation. He also works with design schools, universities and MBA institutes as a teacher. Lovo has managed more than 400 different design projects in different design and industrial fields, working with an international client base.



**MARTIN H REDMAYNE**  
Chairman & Editor-in-Chief, The Superyacht Group

After an in-depth look at the burgeoning superyacht business in 1992, a rash decision was made to fly solo and develop a brand new magazine that would stand alone as the only serious business journal focusing on the technology and business growth of the large yacht market. *The Superyacht Report* has now established itself as the authority in the market, with accurate, intelligent and informed reporting on all aspects of the superyacht world. With sister titles *SuperyachtDesign*, *The Superyacht Owner* and *The Crew Report*, Martin has spent time on over 1,000 yachts around the globe, interviewed hundreds of owners and designers, and gained a rare insight into the market.



**GUILLAUME ROLLAND**  
Principal Yacht Design, Christian Liaigre  
Day Three 'Design Doesn't Exist'

Guillaume joined Christian Liaigre's team and then became the principal in charge of the design studio in 2001. Guillaume has been involved in all the design house's projects developed since 2002. Before working at Christian Liaigre, Guillaume worked with Philippe Starck for three years. An active sailor himself, Guillaume is now in charge of the Liaigre's Yacht Design division. Previous yacht projects that Guillaume has worked on whilst being head of yacht division include *Wedge Too* (65m), *Roseheartly* (56m), *La Fenice* (33m), *Vertigo* (67m) and *Seahawk* (60m). Current projects that are yet to be completed include Guillaume's largest yacht, a 72m Abeking & Rasmussen build, and an Amels yacht (55m).



**TIM SINNAEVE**  
Managing Director, Barco Visual Solutions & Director, Barco High End Residential  
Day Two 'Let's Go to the Movies'

Tim Sinnaeve is responsible for Strategic Marketing and the development of the residential market. Before joining Barco, Tim worked with SAS Institute, a leader in Business Analytics & Business Intelligence, where he was responsible for Western Australia. Immediately prior to this, he was responsible for EMEA sales for ACL, a leader in Audit Analytics. Tim holds a Master's degree in Applied Linguistics from Erasmus University College, Brussels, and a Master's degree in International Law & Politics from the University of Hull (UK). He is also a board member of the European Digital Cinema Forum (EDCF).



**TORSTEN STEINBRECHER**  
Head of Genesis Marine, Genesis Technologies  
Day Two 'Let's Go to the Movies'

Torsten Steinbrecher serves as general manager of Genesis Technologies AG and CEO of the Genesis Marine Division. Prior to his roles at Genesis, Torsten served as regional manager of Kaleidescape Europe, where he was responsible for the business in the D - A - CH countries, Italy, Eastern Europe and the Russian Federation. Earlier in his career, he held a senior position at SIM2 Multimedia, a management position at Taiwanese manufacturer Coretronic Corporation and Microtek Electronics Europe, and managed the Central European Operations at Hitachi Sales Europe.



WORKSHOP MODERATORS



**JO ASSAEL**  
Cayman Islands Shipping Registry  
Day One 'Flexibility in Codes'



**SIMON BURT**  
Winterbothams  
Day Three 'Deconstructing the GA'



**WILLIAM DUNNE**  
iDEA  
Day One 'An iDEA for Superyachts'



**ROGER HORNER**  
e3 Systems  
Day Two 'Domeless Designs'



**EVAN K MARSHALL**  
Evan K Marshall  
Day Two 'Designer Q&A'



**HÅKAN OLSSON**  
Kymeta Corporation  
Day Two 'Domeless Designs'



**ALAN BARRETT**  
Coventry University  
Day One 'Avant Garde Yachts'



**JACK CANNING**  
Redman Whiteley Dixon  
Day Three 'The Buying Process Q&A'



**JOANNA FEELEY**  
The Trend Bible  
Day Two 'Contemporary Trends vs Client Needs'



**FREDERIC JASTRZEBSKI**  
Maison Tamboite Paris  
Day One 'A Modern Icon'



**BAS MULDER**  
Mulder Design  
Day One 'Designer Q&A'



**WAYNE PARKER**  
March & White  
Day Three 'Deconstructing the GA'



**RICHIE BLAKE**  
Döhle Yachts  
Day One 'Flexibility in Codes'



**JIMMY CARROLL**  
Winch Design  
Day Two 'Changing Perceptions'



**NEIL GRANT**  
Harris Grant  
Day Two 'Designing with Peace of Mind'



**CASPER KLEIMAN**  
The VBH LuxperienceLab  
Day Two 'The DNA of Design'



**FRANK MULDER**  
Mulder Design  
Day One 'Designer Q&A'



**GIORGIOS PIJNEN**  
Amels  
Day One 'Technical Workshop: Integrating Hybrid'



**VERONIKA BLOMGREN**  
S/Y Alexa  
Day Three 'An Audience with an Owner'



**PATRICK COOTE**  
Blohm+Voss  
Day Two 'Designing with Peace of Mind' & Day Three 'The Future Owner'



**DIMITRIS HADJIDIMOS**  
D-ID  
Day Two 'Contemporary Trends vs Client Needs'



**HANS KONINGS**  
Amels  
Day One 'Technical Workshop: Integrating Hybrid'



**THYS NIKKELS**  
Dykstra Naval Architects  
Day Three 'The Evolution of Sailing'



**ABIGAIL SALSBURY**  
Vanessa Hodgson  
Day Three 'Crew vs Designer?'



**TIMUR BOZCA**  
Timur Bozca Design  
Day Two 'The DNA of Design'



**REBECCA COSTEN**  
Clyde & Co  
Day Three 'Designing the Perfect Contract'



**MARNIX HOEKSTRA**  
Vripack  
Day Three 'The Future Owner'



**JEROEN KOKSHOORN**  
Alewijns  
Day One 'Technical Workshop: Integrating Hybrid'



**JAMES O'CALLAGHAN**  
Eckersley O'Callaghan  
Day Two 'Cutting Edge: Glass'



**AMEET SARVAIYA**  
Van Berge Henegouwen  
Day Two 'Designing with Peace of Mind'



**CAROLINE STIRLING**

Seymour Diamond  
Day Three 'The Buying Process Q&A'



**BENJAMIN JULIAN TOTH**  
CEA-ID  
Day Two 'Domeless Designs'



**PIETER VAN GEEST**  
Van Geest Design  
Day One 'The Making of Moonstone'



**RONNO SCHOUTEN**

Feadship  
Day One 'Avant Garde Yachts'



**TIPHAINE TREINS**  
Temeloy Advanced Lighting Design  
Day One 'The Making of Moonstone'



**DAVID WILKINSON**  
Clyde & Co  
Day Three 'Designing the Perfect Contract'



**BAS SWANINK**

Oceanco  
Day One 'The Making of Moonstone'



**ANDREW TRUJILLO**  
Andrew Trujillo Design  
Day One 'An iDEA for Superyachts?'



**JOHN WILLIAMS**  
The Instant Group  
Day Two 'Social Media: What, How and Why?'

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# The Superyacht OWNER'S VIP LOUNGE



28 : 29 : 30 SEPTEMBER 2016 / MONACO YACHT SHOW

New venue for 2016: Joseph Monaco



"The Superyacht Owner's VIP Lounge greatly facilitated my meetings. It has a relaxed, friendly atmosphere where I felt comfortable having confidential conversations"

Bill Duker, S/Y Sybaris



A sanctuary for superyacht owners, charter clients, owner representatives, captains, project managers and industry VIPs to network in privacy.

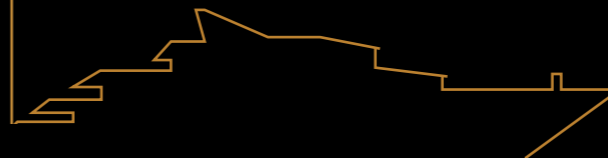
Register now at  
[www.SuperyachtOwnersViplounge.com](http://www.SuperyachtOwnersViplounge.com)



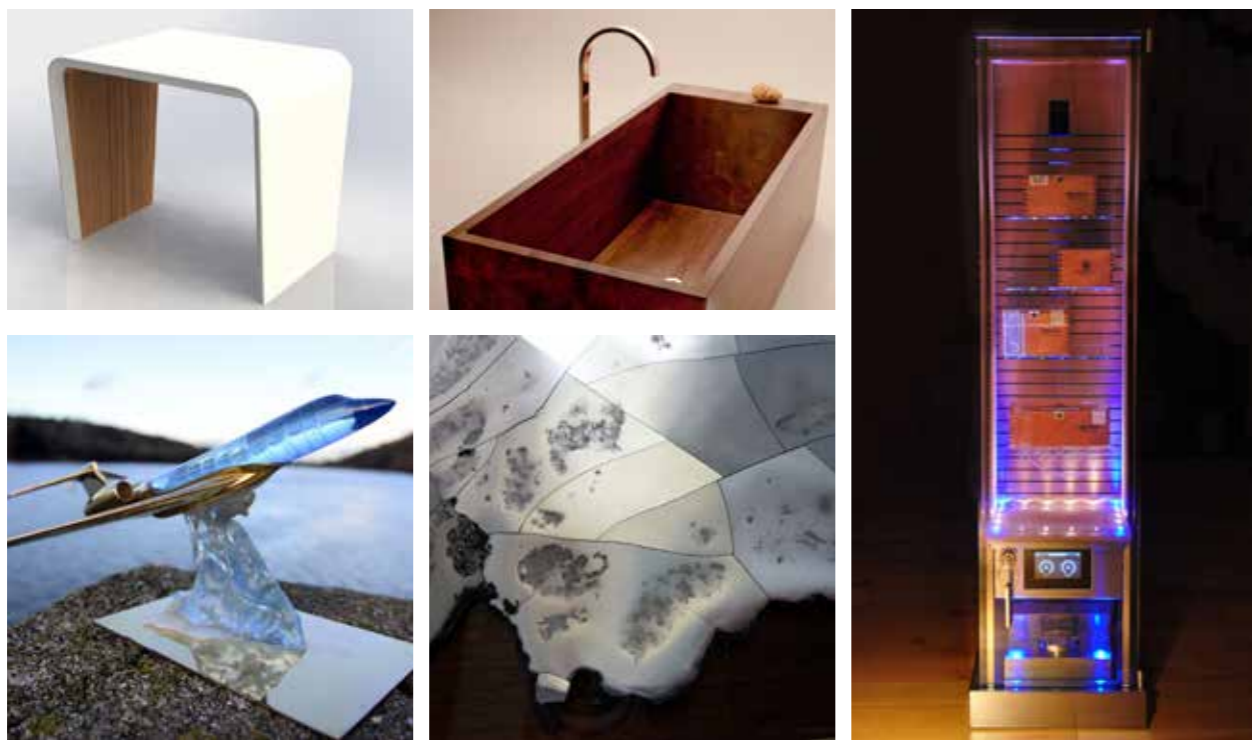
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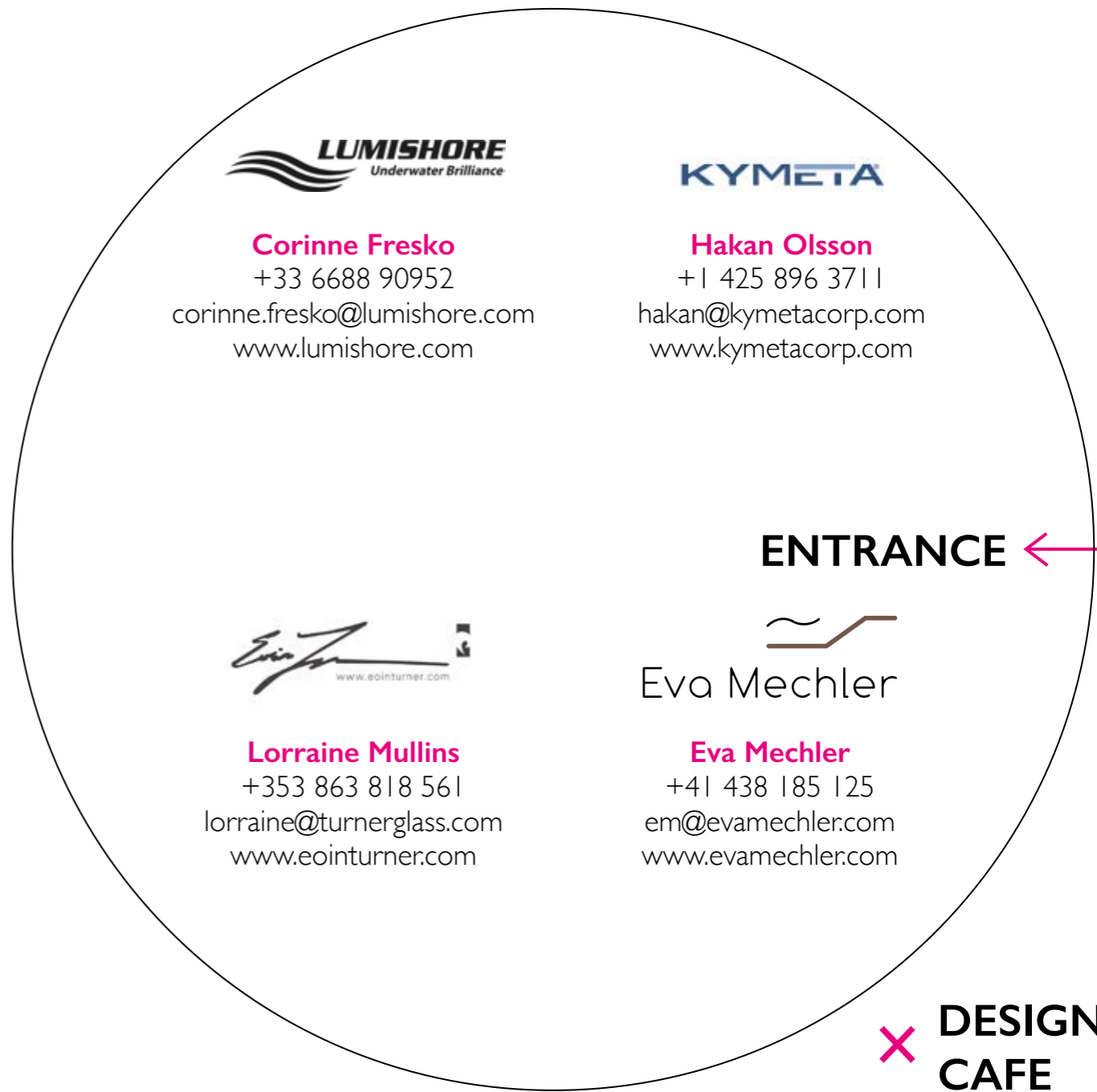
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**ENTRANCE** ←



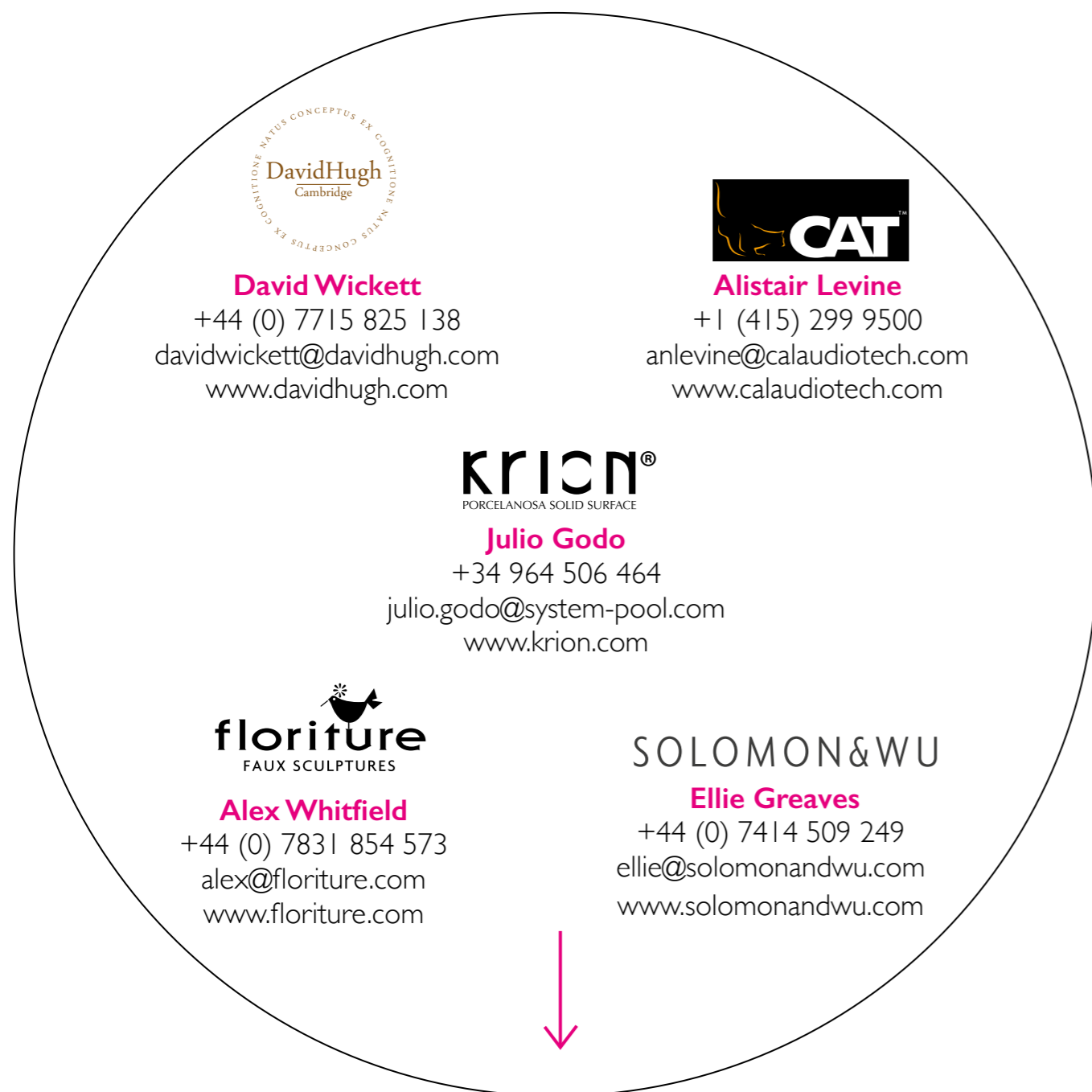
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**X DESIGN CAFE**

SUPERYACHTDESIGN WEEK KEY

X Refreshments

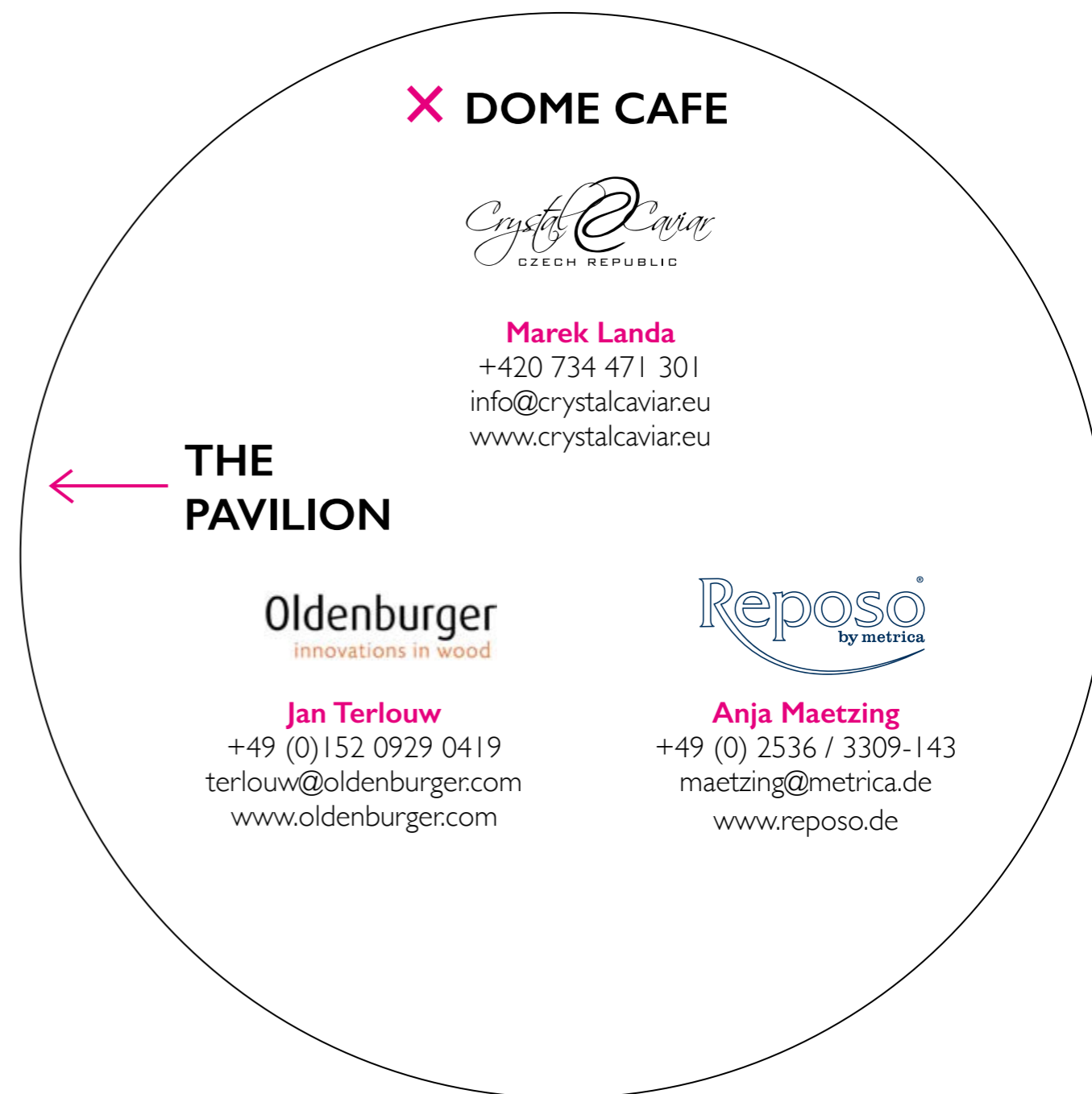
## GROUND FLOOR, CENTRE DOME



**DESIGN HUB** LINK TO DESIGN CENTRE EAST



## GROUND FLOOR, SOUTH DOME



SUPERYACHTDESIGN WEEK KEY

**X** Refreshments

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