

# The Superyacht Design Forum



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Justin Olesinski – Olesinski

*“A wonderful event with a fantastic calibre of guests.”*

Becca Tramiel – SA Baxter Architectural Hardware

**12 - 14  
MAY 2020**

*“Inspiring talks and interactive sessions encouraging new thought.”*

Erik Calissendorff – Plejd



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12-14 MAY 2020  
DESIGN CENTRE, CHELSEA HARBOUR

# Ensuring the future of 'Planet Superyacht'

BY CLARE SIDWELL

*The Superyacht Group is bringing together the leading minds of superyacht design for an out-of-this-world edition of The Superyacht Design Forum. The future is not as we know it so we must strip back our product to its metamaterials and core components in order to identify the building blocks designers of tomorrow are taking to ensure a safe, sustainable and memorable voyage through 2020 and beyond. Think of this event as the 'Big Bang' of our universe leading to the formation of 'Planet Superyacht'.*



*Top: topics of discussion span the entire industry spectrum. Above: award-winning architect Arthur Mamou-Mani inspiring delegates with his external perspective.*



Top: Oceanco, DKT Artworks and Gosling Ltd discussing the multifaceted relationships between interior subcontractors and shipyards. Above: a series of grandstand keynotes are sure to trigger questions.

The year 2020 signals the start of a new era for any industry wishing to retain a forward-thinking approach to their business and so attract the next generation of customers. The Superyacht Design Forum in May will cover air, land and sea, and consider our industry's impact on – and use of – these three core components of the Earth.

"It's an exciting time to be at Design Centre, Chelsea Harbour. The home of 120 showrooms and 600 international brands, it's already the first port of call for yacht designers and design-savvy visitors," said Claire German, managing director of Design Centre, Chelsea Harbour. "Strategic investment in the new Design Avenue represents an ambition to increase the breadth and scope of what's on offer, attracting even more highly influential brands, new international audiences and creating an indispensable hub for the industry."

The architectural space at Design Centre, Chelsea Harbour is on a breathtaking scale not seen anywhere else in London. At 10,000 square feet, every aspect has been thought out to create a spectacular setting, with the impressive four-storey height being just one outstanding feature. Multi-faceted, there will be a continuous roster of curated exhibitions, showcasing pop-up exhibitors, new companies and inspiring installations that will enhance the already well-established events programme.

"Design Centre, Chelsea Harbour is ... the largest of its kind in Europe for the ever-evolving world of yacht design. It's an important compass point," added German. "Every international showroom has been carefully selected for its impeccable credentials, quality and style. More ateliers are opening in Design Centre East, as well as Design Centre North, where a curated offering has added to the powerful mix. From fabric to furniture, carpets to hardware, lighting to wallcoverings and much

much more, it's an astonishing treasure trove for those working in the marine marketplace [who are] seeking inspiration as well as high-performance products.

"Bespoke products are a forte, with many showrooms creating pieces that showcase handcrafted, artisanal techniques, respect for materials and an openness to innovation. Many have long-term relationships with designers and the collaborative nature of this sort of work leads to remarkable results and allows for an extra level of connection for a highly engaged clientele."

Many industries, and the environments within which they operate, have been placed under the spotlight of the UN's Sustainable Development Goals, including our own industry through Goal 14 which reads: 'Conserve and sustainably use the oceans, seas and marine resources for sustainable development.' During Focus/19, Design Centre Chelsea Harbour's annual event that sets out to identify upcoming design trends, there was an overwhelming presence of natural resources, accompanied by textures and colours inspired by nature and a heightened awareness of an ethical approach to design. It can be said that the designers who had work on display were paying great attention as to where products had come from, how they were created and why they were being used.

It is not our intention for The Superyacht Design Forum 2020 (TSF 2020) to become two days of sustainable speeches, but as we follow an emerging 'back-to-nature' theme, it's important to open up discussions about how our industry is using the Earth's resources differently when considering the increasingly ethical future for superyacht design, as well as how the industry is giving back – whether through aiding scientific breakthroughs and research or providing assistance when natural disasters strike.

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While we cannot forget that the overarching purpose of a superyacht is to provide an owner with endless fun, exploration and a means of escape, there are developments within the field of superyacht design that now enable owners to stand at the forefront of scientific discovery, to document and preserve the ocean, and these developments will be a focal point for the sessions at TSF 2020.

“I think it is important to now consider the meaning of ‘pleasure with purpose’,” said Steve Gresham, founder and principal designer of Gresham Yacht Design. “*OceanXplorer*’ is a ‘go-anywhere boat’. Rather than sitting in the Med, the owner can explore. You can still have pleasure but there’s a purpose to it: getting out there, exploring and seeing things.”

There are various ways in which contemporary superyacht owners can contribute to scientific research during explorations if they are open to hosting on board the appropriate technology that can be seamlessly integrated into the overall design. “The mapping of the seabed is a very interesting concept, and that has come to my attention while working on *OceanXplorer*’,” explained Gresham. “The sonars on board can map the seabed down to a depth of approximately four miles, and the topography recorded is then stored forever as a digital file. If other owners fitted a sonar on to their boat they could add to the knowledge base of the underwater world.

“By asking their captain where has not yet been mapped, an owner may then potentially take a different route in order to provide new information to the map database. They can then show all the areas their vessel has mapped, resulting in a transfer of knowledge at limited expense.”

At TSF 2020, we will also be discussing the ways in which superyacht design has developed in order to give a vessel a purpose beyond pleasure, as Gresham mentioned. This is imperative so that we can communicate to our peer industries about the

capabilities of a superyacht beyond merely bobbing about in the sunshine.

In 2019, we followed the theme ‘An External Perspective’, whereby our workshops shed light on the ways in which these peer industries are adapting design as we travel ever further into a technologically dependent era. A common theme that emerged from our speakers and panellists, from design studios and architecture practices around the world, was how traditional design methods have been optimised by technology, as well as the use of alternative materials such as compostable bioplastics. At TSF 2020, we will look at the sectors within our industry that have embraced new world technologies and which materials we are examining to futureproof ‘Planet Superyacht’.

For the naval architects, structural engineers and designers at one of The Superyacht Design Forum 2020’s headline partners, Olesinski, the future of design on ‘Planet Superyacht’ is centred around reducing time spent on a project for the client, as well as for those working on it. “At The Superyacht Design Forum last year, it was interesting to listen to Arthur Mamou-Mani [director of Mamou-Mani Architects, specialising in parametric design] and the futurist Matthew Griffin because a good way to see where the industry is heading is to look at where other people are investing,” said managing director Justin Olesinski.

Mamou-Mani certainly inspired us about the benefits of machine-learning for architectural design through his pioneering approach to algorithmic and computational design, while Matthew Griffin walked us through what can be achieved when Artificial Intelligence-based (AI) creative machines work hand in hand with humans, as well as new technologies we can expect to see in the future – such as 3D printed hulls and superstructures – that may have a direct impact on the interiors and exteriors of a superyacht.

Below: designer draw-off! Bottom: Anna Poberezhna, founder of SmartAtech, illustrating the necessity of circular economics.



*Delegates at The Superyacht Design Forum 2019 enjoying our Networking Drinks.*



“We’ve been using machine-learning [ML] for about five years now but it’s really stepping up and we are investing a lot into this area,” said Olesinski. “We have three people working at Olesinski who are purely focused on machine-learning and AI, and we do believe it will be the direction that the whole industry will go.”

At TSF 2020, we will debate the use of AI-assisted design, taking into consideration those who may be intimidated by this concept, as well as its positive impact on business. “[ML] allows us to avoid dead ends in the concept stage, enabling us to spend time designing and developing along a viable path,” added Olesinski.

Additionally, Olesinski is able to execute faster project turnaround times thanks to virtual reality (VR) which has transformed the design and review

process for superyacht models. “You experience scale and proportions that are just not possible on computer monitors,” explained Olesinski. “It was a massive step for us in terms of reviewing projects internally from the office. You can create surfaces in 3D and catch errors early. It also allows for clients or a member of a shipyard to walk around the project with a VR headset.”

Over the past few months, we have been reaching out to the various sectors that combine to create ‘Planet Superyacht’ to ensure our programme caters to every member of the industry. We are now pleased to say that The Superyacht Design Forum 2020 has officially commenced lift-off, so block out 12-14 May in your calendars and prepare to orbit Design Centre, Chelsea Harbour with more than 200 delegates. [CS](#)

*If you have thoughts on how we can better preserve the future of Planet Superyacht and would like to share your ideas, please contact our Programme Manager, Emma Burton – [emmab@thesuperyachtgroup.com](mailto:emmab@thesuperyachtgroup.com) For further event enquiries please contact our Event Manager, Lizzi Tiplady – [lizzi@thesuperyachtgroup.com](mailto:lizzi@thesuperyachtgroup.com)*

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ERIK CALISSENDORFF – PLEJD



*The Forum offers a unique combination of education and interaction.*