

# The Superyacht Design Forum

Below is a detailed explanation of the five key themes that will comprise this year's event:

## Technology

Sessions based in **The Laboratories** will focus on the technological realm, including future materials, digital design, virtual and augmented reality and pioneering R&D. We are in the midst of an age of unprecedented technological growth, it is more important than ever to inspire New ways of thinking - How is this applicable to the industry today?

## Business

We're taking business sessions to **The Board rooms**. For artisans and small studios alike, an understanding of business best practice is essential for establishing a business that is robust against market peaks and troughs. Issues such as intellectual property, payment structures and establishing capital buffers will be the order of the day.

## Creativity

Inspiring creativity is all about making it fun! And Challenging what we do is the first step to embracing change and triggering innovation. **The Play rooms** are where anything goes, and we hope some off-the-wall thinking will help all involved to learn something new!

## Sustainability

Sustainability is the new paradigm driving all types of design. Today, efficiency and environmental objectives are essential to creating a prosperous market that is attractive to the clients of tomorrow. Issues such as the crisis of plastics in our oceans, to reducing carbon emissions will be debated in **The Green rooms**, where key influencers will put into Action their mission for a better future.

## Interior/Style

The essence of Design is Style, which is best exemplified within the Interior. Indeed, many of the concepts we see today are ideas that were made in places like **The Drawing rooms**, brought to life in the yachts we see on the water today. Here, workshops will bring together ideas, thought processes, sparking new and exciting creations from the many voices of the industry.