

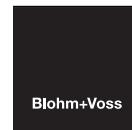
Superyacht  
**DESIGN**  
WEEK

28 29 30 JUNE 2016

Design Centre, Chelsea Harbour, London

Gold Partners

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



Silver Partner

**CLYDE & CO**  
the superyacht law firm

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**LuxperienceLab**

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LONDON

[www.dch.co.uk](http://www.dch.co.uk)

Superyacht  
**DESIGN**

Organised By

  
Superyacht Events

# LET'S MAKE IT INTERESTING



There are so many potential owners in the world who have not yet been inspired to own their own private yacht and I often wonder why. In fact, the latest figures suggest some 75,000 potential clients. So it dawned on me that we as an industry have to create a strategy that presents the world of ownership as the coolest thing to be part of in order to encourage this large potential market to explore what it's all about. In theory, all of this starts with the world of design.

I often see copious amounts of concepts, designs and drawings and wonder if they are exciting enough to grab the attention of the next generation of owners. It's fair to suggest that many yachts actually look the same and potentially become plagiarised versions of what has come before, so my mission for this year's SuperyachtDESIGN Week is to share stories, create ideas and encourage debates on how we can make the world of ownership more interesting for owners.

Our diverse mix of design minds, shipyards, engineers, architects, artisans, craftsmen and women, advisers and owners, who all form the backbone of this unique event, provides the perfect opportunity to share new ideas, inspire next generation thinking and, ultimately, work together to make everything we do more interesting for the clients who have yet to enter our rarefied world.

SuperyachtDESIGN Week 2016 will be incredibly fun, dynamically different and a brilliant brain trust where 500 creatives will exchange ideas and business cards, all with the mission of making it more interesting for those clients that don't quite appreciate what a superyacht delivers.

I look forward to meeting you all in June and participating in this powerful meeting of minds.

With very best regards,

Martin H. Redmayne  
Chairman  
The Superyacht Group



It's been an exciting few months at Design Centre, Chelsea Harbour with a huge influx of new names – many in the newly-expanded Design Centre East. For the ever-evolving superyacht industry, it has become an important hub.

With 117 showrooms and over 600 international brands on offer, the design diversity is simply unbeatable with couture for the home, whether on land or on sea. Opening up a world of possibilities, it's the place to discover not only great creativity but also specialist expertise – all at one address. You can find every last detail for a yacht scheme – from high performance products, finishes and exquisite craftsmanship to bespoke commissions that meet the exacting standards demanded by a discerning clientele.

What you see in the showrooms is only the start of the story – beautiful designs sourced from here can be found on some of the most prestigious superyachts worldwide. SuperyachtDESIGN Week is an experience like no other. It promises thought-provoking design debates, workshops, trend talks and opportunities to connect with design connoisseurs and pioneering experts, all devised to inspire ways to do things differently. We're delighted to be at the heart of this dynamic event, once again, working hand-in-hand with Martin Redmayne and The Superyacht Group.

We look forward to seeing what the future holds for the superyachts of tomorrow.

Best wishes,

Claire German  
Managing Director  
Design Centre, Chelsea Harbour

# THE INSPIRATION FOR 2016

Reflecting on the concept that design is not a restrictive but a democratic process, in which many voices must participate, the team behind SuperyachtDESIGN Week hosted an intimate round-table discussion to drive the programme for 2016. The *SuperyachtDesign* team brought together a collection of industry leaders and designers to focus on what SuperyachtDESIGN Week will aim to achieve. Representatives from Tai Ping Carpets, J. Robert Scott, Sherpa 63, Winterbothams and Winch Design joined designers Evan K Marshall, Adam Lay and Tony Castro for a two-hour instructional meeting.

SuperyachtDESIGN Week will tailor its content to reflect the needs of designers, shipyards, the luxury supply chain, and, most importantly, the client. A vast array of programme ideas were discussed throughout this enlightening preliminary meeting, with topics ranging from the importance of brand marketing and identity to the impact of regulations on a designer's portfolio. A glimpse across a section of the market, those in attendance agreed the importance of the event's variety, as SuperyachtDESIGN Week provides a subtle balance of networking, informative workshop sessions, focused discussions and inspirational keynote presentations from world-renowned designers.

SuperyachtDESIGNWeek 2016 taking place from 28–30 June, will have a programme that is market-led and driven by those at the heart of the design community, sharing their thoughts on what we as an industry need to discuss and debate, whether in a public forum or behind closed doors. Martin H. Redmayne, chairman of The Superyacht Group, outlines the importance of listening to industry feedback to ensure that SuperyachtDESIGN Week is valuable and beneficial to the market: "Let's create events that have value. We want to make something you'll find interesting and bring all aspects of the industry together."



Blohm+Voss

## BV80

**Delivery 2018**

Following an extensive period of detailed engineering, the new 80m semi-custom yacht from Blohm+Voss is already under construction. Delivery to her new owner will be possible in the autumn 2018.

Designed by  
Eidsgaard Design

T +49 (0) 40 3119 1200  
yachtsales@blohmvooss.com  
blohmvoossyachts.com/bv80



# PROGRAMME HIGHLIGHTS

RACHEL ROWNEY, PROGRAMME MANAGER FOR SUPERYACHT EVENTS, LOOKS AHEAD TO THE FOURTH SUPERYACHTDESIGN WEEK, EXPLORING WHAT GUESTS WILL EXPERIENCE THIS YEAR.



## WORKSHOP SESSIONS:

The 2016 programme aims to educate and inspire, with workshop sessions that will delve into a range of subjects, from dissecting the latest innovative concepts and intimate designer Q&As to a glimpse into the world of social media. The diverse mix of workshops at SuperyachtDESIGN Week will be an arena for owners and their advisers, those involved in the design and build of superyachts, and suppliers and innovators to engage with one another, creating a conversation to inspire the next generation of superyachts.

## KEYNOTE SESSIONS:

The keynote presentations at the event are always a huge draw for guests. With famed designers, avant-garde creatives and future-focused inventors taking to the stage in past years, 2016 will present new ideas, designs and methods to challenge industry thinking and drive the future of superyacht design.

### FLEXIBILITY IN CODES

Yacht code experts **Richie Blake** of Döhle Yachts and **Jo Assael** of Cayman Islands Shipping Registry will be joined by representatives from a new superyacht project and use case studies to see how designers can find smart solutions when designing around the yacht codes.

### SOCIAL MEDIA: WHAT, HOW AND WHY?

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.

### DESIGNING THE PERFECT CONTRACT

How can our industry design the perfect contract? Superyacht lawyers will lead a session on how designers, shipyards and the wider industry can fully protect themselves.

### THE PERFECT PITCH

What can the superyacht market learn from other industries when pitching themselves, their studios and their projects?

### THE BUYING PROCESS: DESIGNER Q&A

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 the opportunity for industry suppliers to speak to the buying teams from the industry's top shipyards and design studios.

### CREW vs DESIGNER?

A unique insight into the operational side of a designer's creation. What do crew want to see change on superyachts? A chief steward/ess, captain and designer will lead the session to educate our industry on better design for life on board.

### THE MAKING OF MOONSTONE

What were the inspirations, processes and challenges of this project? The Oceanco and Van Geest Design team will present this innovative concept.

### DNA OF DESIGN

How can our industry work more closely with owners when designing signature pieces and bespoke experiences? This session will explore owner profiling, activity based ideation, structured innovation and experience design, the tools that can bring a concept to life for a satisfied client. Designer **Timur Bozca** will join **Casper Kleiman** of Van Berge Henegouwen to lead this workshop.

### A SUPERYACHT SUPERCAR

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**

### DESIGN DOESN'T EXIST

How can we move classic design 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 wants of superyacht owners. Design processes, experiences and ideas will be stripped back and examined.

**Guillaume Rolland, Christian Liaigre**

### LET'S GO TO THE MOVIES

There is one place on a yacht that brings together families of all ages: the cinema. This session will explore how to create the optimum "out of this world" cinema experience. The latest technologies, exclusive releases, extra sensory experiences and ultimate comfort are all what today's clients are looking for. This session will also look at the mistakes or failures that can ruin the fun, as well as examine how to future-proof these innovative systems.

**Genesis Technologies**



# PROGRAMME PREVIEW

The SuperyachtDESIGN Week programme reflects the current and future needs of the superyacht design world. There will be over 20 sessions dedicated to dissecting the latest in design trends and innovative technology, exploring outside industries, addressing design problems and presenting opportunities to meet the minds behind our industry's renowned superyachts.

## KEYNOTE SESSIONS

Taking place in the main pavilion, keynote sessions inspire and entertain guests. With six sessions held throughout the event, these presentations host brilliant minds, ground-breaking designers and creative figures pushing the boundaries of our industry and beyond.

## WORKSHOP SESSIONS

Intimate and dynamic, workshops are the opportunity for guests to choose between smaller sessions running simultaneously. An interactive environment, workshops cover a range of topics and provide a unique arena to interact with expert speakers.

## “DISCOVERING DESIGN WITH...”

Design Centre, Chelsea Harbour invites guests to 'discover design' in the company of participating showrooms. Get privileged insights from tastemakers and decision-makers at forums and meet the designer sessions.

### DAY 1 - TUESDAY 28 JUNE

09:00 - 10:30	Registration
10:30 - 11:30	Keynote Presentation
11:30 - 12:00	Coffee Break
12:00 - 13:30	Workshops – A Platform for Design / Cutting Edge: Glass / Avant Garde Yachts / The Making of Moonstone
13:30 - 15:00	Lunch Hotspots
15:00 - 16:30	Workshops – The Perfect Pitch / Flexibility in Codes / Designer Q&A / Super Salons for Superyachts
16:30 - 17:00	Afternoon Tea
17:00 - 18:00	Keynote Presentation – A Superyacht Supercar / Ian Briggs, BAC Mono
18:00 - 21:00	Supper Clubs

### DAY 2 - WEDNESDAY 29 JUNE

09:30 - 10:30	Registration
10:30 - 11:30	Keynote Presentation
11:30 - 12:00	Coffee Break
12:00 - 13:30	Workshops – Changing Perceptions / Tech Workshop: LiFi / Obstacle or Inspiration? / Contemporary trends vs Client needs
13:30 - 15:00	Lunch Hotspots
15:00 - 16:30	Workshops – Crew vs Designer? / Designer Q&A / The Future Owner / The DNA of Design
16:30 - 17:00	Afternoon Tea
17:00 - 18:00	Keynote Presentation – Let's Go To The Movies / Genesis Technologies
18:00 - 22:00	SuperyachtDESIGN Week Party

### DAY 3 - THURSDAY 30 JUNE

10:00 - 10:30	Registration
10:30 - 11:30	Keynote Presentation – Design Doesn't Exist / Guillaume Rolland, Christian Liaigre
11:30 - 12:00	Coffee Break
12:00 - 13:30	Workshops – The Evolution of Sailing / Tech Workshop: Integrating Hybrid / Designing the Perfect Contract / Deconstructing GA
13:30 - 15:00	Lunch Hotspots
15:00 - 16:30	Workshops – An Audience with an Owner / The Buying Process Q&A / Social Media: What, How and Why? / An iDEA for Superyachts?
16:30 - 17:00	Afternoon Tea
17:00 - 18:00	Keynote Presentation
18:00 - 19:00	Closing Drinks Reception

\*This programme is subject to change



# MUST SEE FEATURES

## BAC MONO MOOD BOARDS

BAC Mono, the British performance car specialists, have launched their superyacht supercar concept. They will be displaying a one-of-a-kind vehicle at SuperyachtDESIGN Week on Tuesday 28 June. Ian Briggs, design director and co-founder, will be on site to answer your questions about the ultimate toy for superyacht owners and to present day one's closing keynote session.

In a brand new initiative, showrooms are encouraged to match swatches, samples and images of their products to interior design renderings submitted by renowned studios. Over the course of the event these mood boards will grow and provide inspiration directly to the designers themselves.

## SUPPER CLUB

A new feature for the 2016 social programme, on Tuesday 28 June guests are invited to join showroom hosts for what promises to be an enjoyable evening of great company and mouth-watering dishes.

## AFTERNOON TEA

Afternoon tea will be served in the Design Hub each afternoon, giving guests the opportunity to network and meet with familiar faces before attending the last keynote session of the day.

## THE SUPERYACHTDESIGN WEEK PARTY

On Wednesday 29 June, as the sun drops behind the domes at Design Centre, Chelsea Harbour, guests will congregate for an evening of networking, accompanied by delicious canapés and delectable drinks. It is not to be missed and is a highlight in any superyacht designer's calendar.

## LUNCH HOTSPOTS

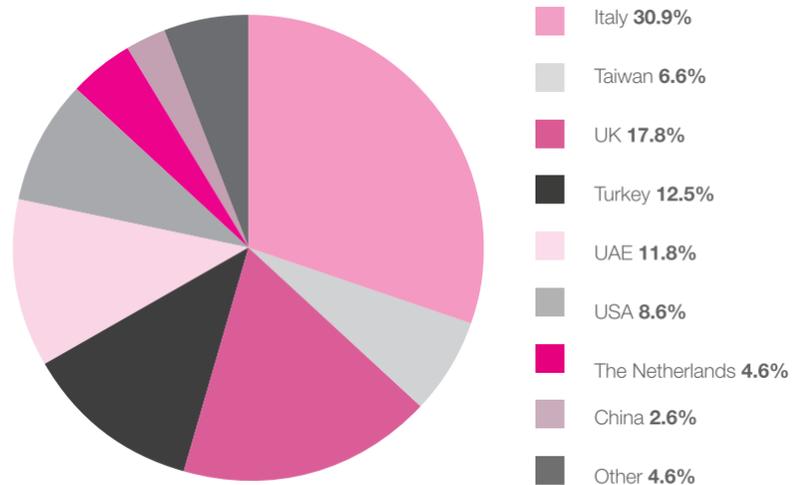
A SuperyachtDESIGN Week favourite, guests are encouraged to visit participating showrooms for a relaxed and informal lunch. Make sure that you take the opportunity to peruse the unique products on display and reflect on the morning's sessions whilst tucking into a delicious plate of food.

## LUXURY & EXCLUSIVE SOLUTIONS SUPERYACHT LIFESTYLE



DON'T  
TAKE  
OUR  
WORD  
FOR IT!

Distribution of exterior in-house projects by country in 2015



“ SUPERYACHTDESIGN WEEK REALLY UNDERSTANDS THE INTERESTING TOPICS OF YACHTING AND HOW TO ENRICH THE EVENT WITH PEOPLE FROM OTHER INDUSTRIES. ”

Dimitris Hadjidimos, D-iD – Attendee in 2015

“ Having attended SYDW as a guest in both 2014 and 2015, it is my aspiration to show my work live and direct at SYDW 2016, and I'm looking forward to great conversations with the world's top designers and architects in this very special sector. High performance products, superb materials, top-quality workmanship, ravishing artistry – apart from meeting clients we'll be thrilled to be alongside some of the best artisans in the world. We're delighted to be at the heart of the event, once again. ”

Charles Barber, Eva Mechler  
Showcase Partner for 2016

6  
3  
4  
THE NUMBER OF  
SUPERYACHTS  
CURRENTLY IN  
BUILD STAGE OR  
CONTRACTED

19 April, Superyacht Intelligence

“ A FASCINATING, INVIGORATING AND INSPIRING EVENT ”

Richard James MacCowan, Biomimicry UK – Workshop Speaker in 2015

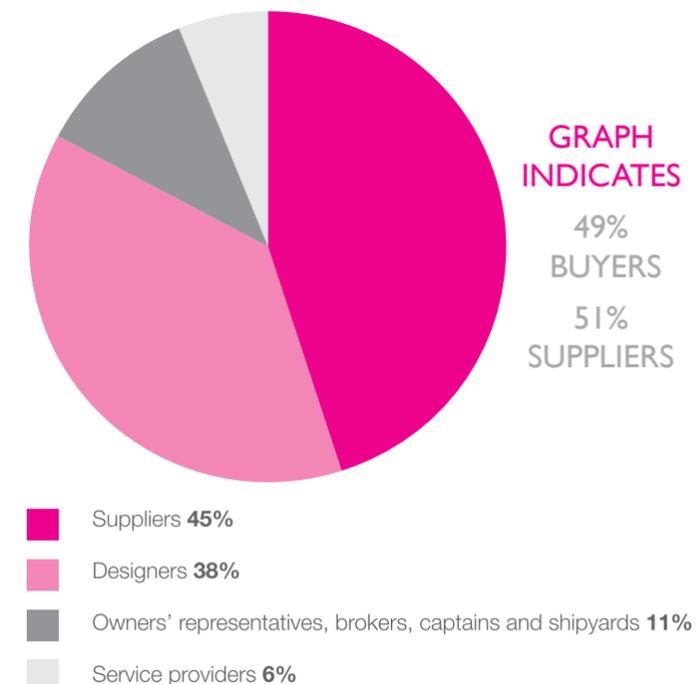
“ SuperyachtDESIGN Week is an event like no other, bringing together the superyacht world's most key, relevant and passionate people, to meet, to exchange ideas, to challenge preconceptions and discover exciting, creative and innovative solutions for this most demanding of industries. As a first time Showcase Partner in 2015, Lumishore was delighted by the stunning level of interest and interaction with the world's leading superyacht designers, and shipyards, project managers. ”

Eifrion Evans, Lumishore  
Showcase Partner for 2016

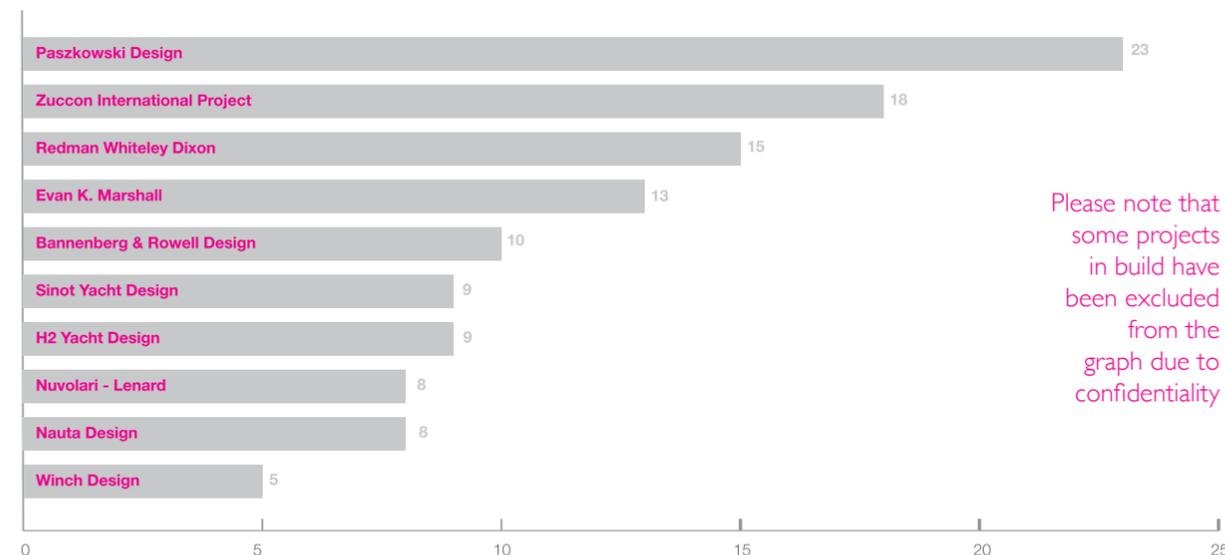
5,128

THE NUMBER OF SUPERYACHTS CURRENTLY AFLOAT OVER 30M 19 April, Superyacht Intelligence

Category breakdown at SYDW 2015



Distribution of interior studio projects



design centre  
LONDON

www.dcch.co.uk

## ABOUT DESIGN CENTRE, CHELSEA HARBOUR

A commitment to design excellence has put Design Centre, Chelsea Harbour firmly on the map. More than a design resource, it is a thriving platform, both creatively and commercially, for an exceptionally dynamic industry. Dedicated to inspire, inform and deliver the best in design, it's the place where industry professionals, the media and discerning individuals go to discover world-class talent, connect with designers and get the inside track at high profile events and lectures from influential global names. From classic contemporary to cutting-edge cool, it is all here in its multi-coloured diversity imagined by some of the most creative minds in the industry from around the globe. The perfect mix of style, imagination and substance, it is the creative hub of the design community.

**The Design Club would like to offer all VIP guests of SuperyachtDESIGN Week 20% off annual membership. Address: Design Club, Third Floor, South Dome, Design Centre, Chelsea Harbour.**

### LIST OF SHOWROOMS:

Abbott & Boyd	Cole & Son	Houlès	Pierre Frey	Summit Furniture
Altfield	Colefax and Fowler	Iksel- Decorative Arts	Poliform	SWD
Alton-Brooke	Colony	Interdesign	Poltrona Frau	Tai Ping Carpets
Ann Sacks	Création Baumann	Interior Supply	Porada	The Nanz Company
Armani/Casa	Crestron	J. Robert Scott	Porta Romana	The Silk Gallery
Arte	David Seyfried Ltd	Jacaranda Carpets	Provasi	Threads at GP & J Baker
Azucena at GMR	Davidson	Jason D'Souza	R.I.M Tile and Mosaic	Tim Page Carpets
Baker	Decca (Bolier)	Jean Monro	Boutique	Tissus d'Hélène
Baker Lifestyle	Decorus	Kravet	Ramm, Son & Crocker	Topfloor by Esti
Beacon Hill	Dedar	Lee Jofa	Remains Lighting	Tufenkian Artisan
Bella Figura	Edelman Leather	Lelievre	Robert Allen	Carpets
Besselink & Jones	Elise Som	Lewis & Wood	Romo	Turnell & Gigon
Birgit Israel	Espresso Design	Lizzo	Rubelli/Donghia	Turnell & Gigon at
Black & Key	Evitavonni	Marc de Berny	SA Baxter Architectural	Home
Brian Yates	Fendi Casa	Marvic Textiles	Hardware	Turnstyle Designs
Brunschwig & Fils	Flexform	McKinney & Co	Sahco	Vaughan
C & C Milano	Fox Linton	McKinnon and Harris	Samuel & Sons	Via Arkadia (Tiles)
Cassina	Fromental	Mulberry Home	Passementerie	Victoria + Albert Baths
Ceccotti Collezioni	Front Rugs	Nada Designs	Samuel Heath	Watts of Westminster
Chaplins	Gallotti&Radice	Nicholas Haslam Ltd	Sanderson	Wemyss
Chase Erwin	Giorgetti	Nina Campbell	Simpsons Mirrors &	Whistler Leather
Christopher Guy	Gladee Lighting	Nobilis	Furniture	Wired Custom Lighting
Christopher Hyde	GP & J Baker	Original BTC	Stark Carpet	Wool Classics
Lighting	Harlequin	Personal Shopping	Stark Fabric	Zimmer + Rohde
Christopher Peacock	Holland & Sherry	Service	StudioTex	Zoffany

DESIGN CENTRE, CHELSEA HARBOUR, LOTS ROAD, LONDON, SW10 0XE

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REGISTRATION

Registering for SuperyachtDESIGN Week could not be simpler.  
All you need to do is visit our website and fill out your details according to your guest tier.

[www.superyachtweek.com/register.html](http://www.superyachtweek.com/register.html)

Guests have been allocated a tier based on their activities in the field of design and yachting. Name badges will appropriately identify each attendee, making it easy to network in an environment that enables VIP and industry guests to come together and talk business.

### VIP GUEST £375 + VAT

Superyacht owners (free of charge)  
Owner representatives  
Chief steward/esses  
Naval architects  
Exterior stylists  
Interior designers  
Shipyard representatives  
Yacht brokers

### INDUSTRY GUEST £550 + VAT

Subcontractors  
Audio visual experts  
Coating specialists  
Artisans  
Craftsmen  
Material specialists  
Furniture makers  
Lighting professionals  
Lawyers  
Manufacturers  
Software engineers  
Leaders from parallel luxury sectors

### ALL SUPEYACHTDESIGN WEEK ATTENDEES WILL RECEIVE:

- Access to three days of keynote sessions (first come, first served)
- Access to three days of workshops
- Access to the evening social events including:
  - An invitation to the SuperyachtDESIGN Supper Club
  - An invitation to the SuperyachtDESIGN Week Party
  - Light lunch
  - Afternoon tea
- An official SuperyachtDESIGN Week programme
- An official SuperyachtDESIGN Week bag and merchandise

For tickets and partnerships,  
bookings, please contact  
Phoebe Jackson, Account Director



[phoebe@thesuperyachtgroup.com](mailto:phoebe@thesuperyachtgroup.com)  
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For event information, please contact  
Emma Tower, Project Director



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+44 (0)207 924 4004



The most valuable and dynamic meeting of creative minds, artisans & specialists, from the superyacht design market and beyond. The event will inspire and change the way you think and create, as we explore how to build smarter superyacht projects for the future.

REGISTER NOW AT:  
[www.superyachtdesignweek.com](http://www.superyachtdesignweek.com)

