

SEPTEMBER 2018

mayfair times

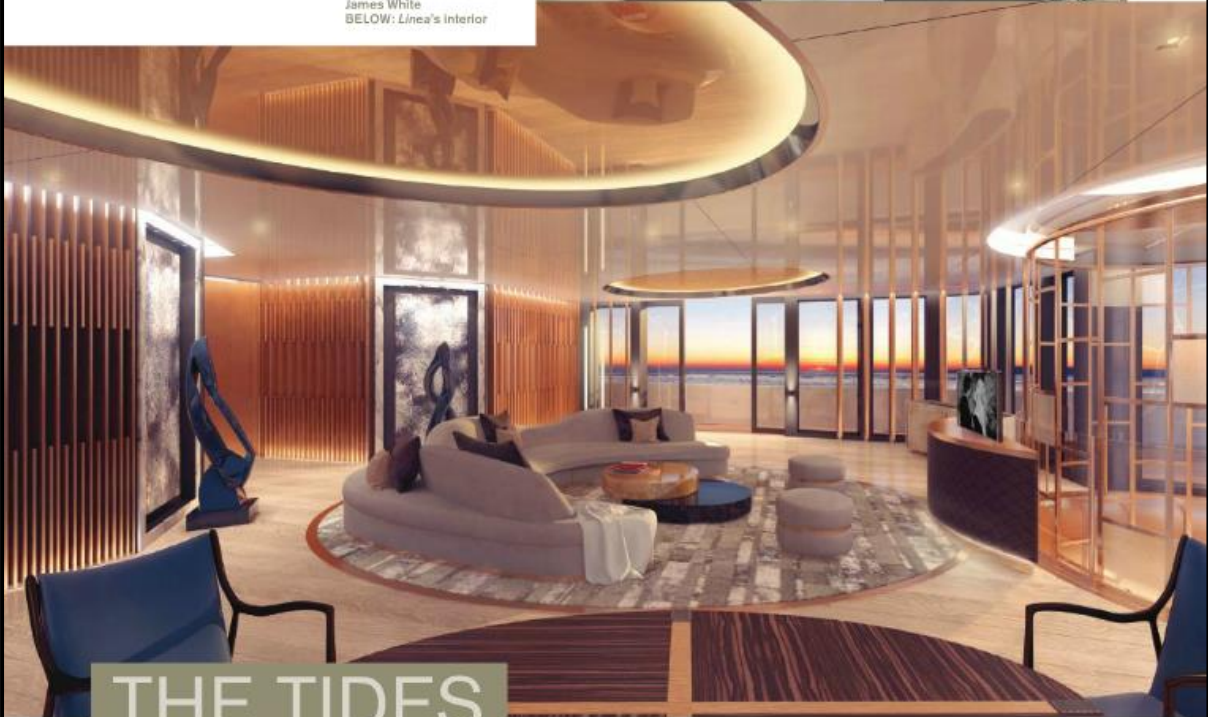
*MAYFAIR MEETS MONACO
in association with Monaco Life*

*MONACO BETTER WORLD FORUM
under the high patronage of
H.S.H. Prince Albert II of Monaco
PLUS: David Coulthard and Lia Riva*

**PROPERTY &
INTERIORS**



RIGHT: Elliot March and James White
BELOW: Linea's interior



**THE TIDES
ARE SLOWLY
TURNING**

For yacht designers, these are exciting times. We speak to three people in the field with very different notions of how a yacht interior should be, and about the shift in modern yacht ownership towards something more earnest. By Sophia Charalambous

A yacht, to most people, is an embellishment on the docks of the most stunning coastlines in the world. To the fortunate few, these vessels represent the pinnacle of luxury living.

Originating from the Dutch word *jacht*, meaning hunt, yachts were originally designed to be light and fast to chase down lawbreakers at sea.

Today they have evolved for use in more leisurely pursuits, expanding in size and capabilities to cater for a new clientele, with the 1980s being the decade that started the "superyacht industry".

With new structures comes the development of innovative interiors.

Luxury interior design house March & White, founded by Elliot March and James White, has been working on yacht interiors since starting the company in 2010.

Their latest creation is one to be remembered, the 91m *Linea*.

Inspired by the Italian coastline, fashion and classic cars, the space includes a VIP lounge, a double height glass atrium connecting with the deck below and even a catwalk.

The yacht succumbs to a dark, sultry atmosphere – uncommon with today's contemporary designs.

"Historically yachts are actually dark on the interior," says James.

"Older ones will have faux library oak interiors, whereas contemporary yachts can be quite light. I think there's something about creating a really nice

atmosphere with a homely feel, so for us it was good to experiment with darker materials.

"A lot of the yachts we've previously worked on have been lighter, and actually the darker look and feel of this is something me and Elliot love."

The main difference between yacht and residential design is the finishing of every surface, either with leather or lacquer panels, and this is an area of exploration that James is particularly excited about.

He says: "There's a lot of experimentation – playing with ceilings and wall finishes, looking at glazing and trying to take some architecture thoughts like floor to ceiling glass and not having little windows.

"As soon as you start to open up and make it feel more architectural, that's where the residential crossover with yachts is really interesting because when it starts to feel more architectural as a space, you can really bring anything that you would from residential into it – rather than looking at it as a yacht, which has to be sculpted in a certain way."

It is through these developments, looking to the next generation of yacht buyers, that March & White predict some big shifts in focus.

James says: "I think the younger generation of yacht buyers could want something a bit smaller, an explorer, something a bit angular.

"It's about having fun on the water, which is what it should be about anyway, and using more natural materials, ethically sourced – particularly a material that has history, maybe it is something that is re-used.

"We work with Barn in the City a lot as I love the idea of these old timbers that can be brought back to life. I think wellness will be given more of a platform and introducing spa spaces out front rather than



ABOVE: Explorer *Cloudbreak*
LEFT: Guillaume Rolland

PROPERTY &
INTERIORS



"YACHT OWNERS ARE DREAMING OF TAKING THEIR CHILDREN TO WATCH THE POLAR BEARS IN THE ARCTIC, RATHER THAN HOSTING BUSINESS MEETINGS ONBOARD"

ABOVE: The light and airy Princess F70

hiding them away with the gym in the depths of the yacht."

Elliot says: "In terms of exteriors, we are seeing trends towards a more 'stealthy' type of look – radical shapes, sleek design, more privacy.

"There is also a movement towards the use of more sustainable materials which are locally sourced, different kinds of propulsion systems that are more environmentally friendly and a general trend towards the future of super-yacht ownership that is environmentally responsible."

While there are many companies commissioned to design yacht interiors, this isn't always the case.

Leading British luxury yacht manufacturer Princess Yachts designs all its interiors with its own in-house team, the Princess Design Studio.

It is responsible for all areas of the yacht design, styling and finish.

Planning for the interiors begins with the start of a new model, making sure to fine-tune and tailor the concept to each yacht.

The Princess Design Studio includes a team of design consultants based at Princess's Mayfair office, where all customers purchasing yachts of 88 feet and above are assigned someone to bespoke finish, everything from knives to furniture, choosing from hundreds of fabrics and finishes.

It isn't just interior design companies that want to experience the wonders of the yachting world.

Luxury French design house Liaigre, which creates everything from furniture and lighting, interiors,

wardrobes and home accessories, has its own head of yacht design, Guillaume Rolland.

Since 2001, Rolland, an avid sailor, has worked with clients everywhere from the USA to Europe and the Middle East, and adopts a specific philosophy to his work, "to design boats and not floating apartments".

He says: "Being a sailor myself, we speak the same language; I would design a mega-yacht like I would do for a smaller boat. I expand upon the scope of the design and possibilities onboard, however my starting point and scenario is the same. I believe this is the reason why our yacht department is so successful."

At the World Superyacht Awards 2018 in Firenze this year, Liaigre won with *Letani*, a motoryacht built by Feadship, for the category Semi-Displacement or two-deck motor yacht 30-34.9m.

Rolland believes this is an exciting time for the yacht division, especially when looking at the new generation of younger buyers.

He says: "These clients would rather enjoy time with friends and family in a more intimate and relaxed way, than show off.

"Yachts are becoming more popular allowing clients to sail to the most remote places in the world, inaccessible to the majority. This is the reason why explorers are so successful today. Yacht owners are dreaming about taking their children to watch the polar bears in the Arctic, rather than hosting business meetings onboard a 24-seat dining room.

"Yacht design is adapting to meet the needs of curious individuals who are seeking a more genuine and closer relationship to nature, and who are eager to discover the world in a free and respectful way."