

DESIGN SPOTLIGHT: MARCH & WHITE

EXPLORE

Y.CO

STORYTELLING THROUGH DESIGN

"OUR APPROACH TO 'STORYTELLING THROUGH DESIGN' CREATES THE ULTIMATE PERSONALISED SPACES, BLENDING THE BEST OF RESIDENTIAL AND YACHT DESIGN WITH A SIGNATURE STORY WHICH RESONATES WITH OUR CLIENTS' LIFESTYLES," SAY ELLIOT MARCH AND JAMES WHITE, CO-FOUNDERS OF MARCH & WHITE. "OUR STYLE IS CHARACTERISED BY BRIGHTER, LIGHTER INTERIORS THAT APPEAL TO OWNERS WHO LIKE TO SPEND TIME ON THE WATER, BRINGING THE OUTDOORS IN. IT CREATES A COLOUR PALETTE THAT REFLECTS EACH CLIENT'S INSPIRATIONS."

"WE GENERALLY DO NOT FOLLOW ESTABLISHED DESIGN TRENDS. WE PREFER TO OFFER CLIENTS A DISTINCTIVE, PERFECTED, TIMELESS DESIGN FOR THEIR YACHTS, CREATED TO STAND THE TEST OF TIME – TRANSCENDING PASSING FASHIONS. OUR YACHT INTERIORS FAVOUR A MODERN APPROACH, USING THE LATEST ADVANCES IN TECHNOLOGY TO PUSH THE BOUNDARIES BETWEEN RESIDENTIAL DESIGN AND YACHT DESIGN. YACHT INTERIORS CAN OFFER THE SAME COMFORTS AS ANY 21ST CENTURY HOME, EVEN WITHIN THE LIMITATIONS OF PSC AND SOLAS REGULATIONS."

Y.CO

A 360 APPROACH

"IN RECENT YEARS, WE HAVE SEEN OUR CLIENTS CHANGE THE WAY THEY LIVE. WE ARE CREATING A 360 APPROACH AT MARCH & WHITE: RESIDENCES FOR LIVING, ENTERTAINING AND GROWING FAMILIES; HOME/WORK SPACES AND YACHTS DESIGNED LITERALLY AS A SECOND HOME. SOME PREFER TO LEAVE BUSINESS BEHIND ON THE OCEAN, BUT THE OWNER'S OFFICE AND A MEETING ROOM CAN BE TUCKED AWAY. ALL TECHNOLOGY REQUIRED TO RUN A BUSINESS CAN OF COURSE BE INCORPORATED, SUCH AS A SMART DESIGN DINING TABLE WHICH DOUBLES FOR CONFERENCES."

