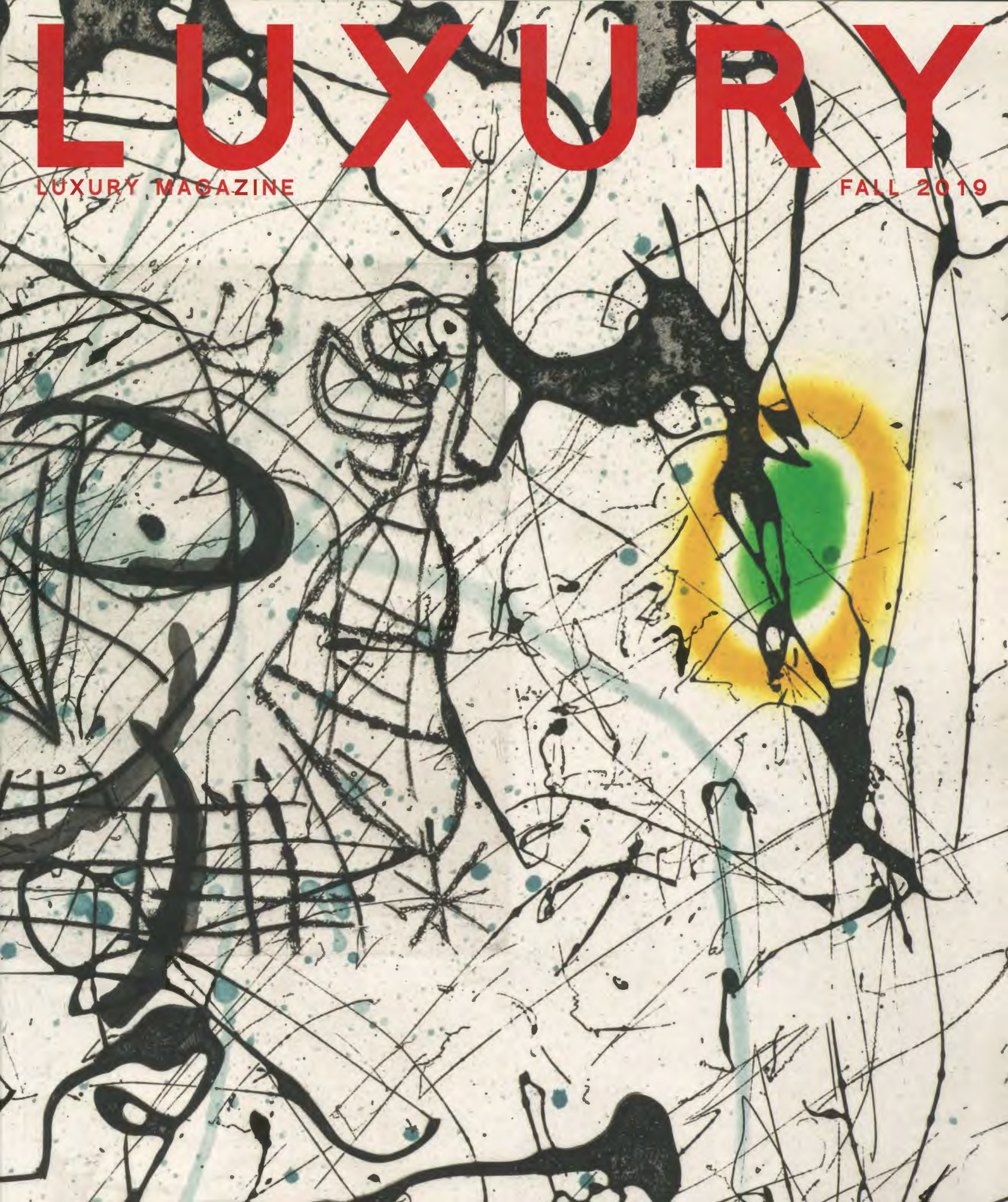


# LUXURY

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# SEA WORTHY

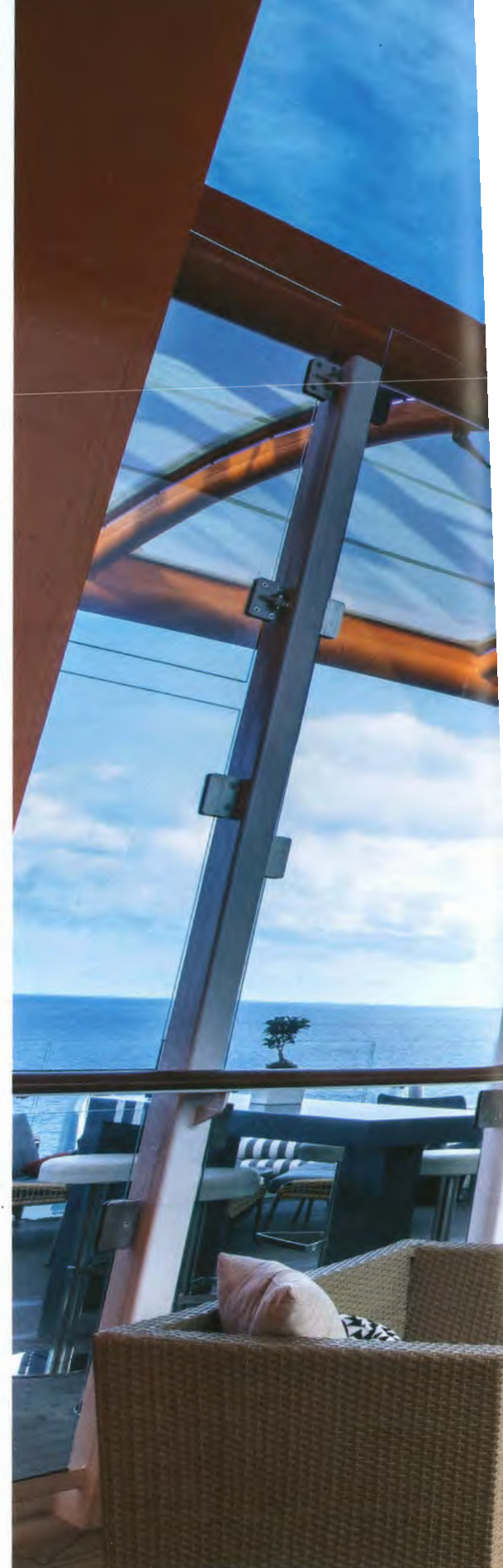
**VISIONARY DESIGNERS AND ARCHITECTS ARE TAKING PIVOTAL CONCEPT CUES FROM OUTSIDE THE CRUISE INDUSTRY TO OFFER PASSENGERS A NEW WAVE OF ONBOARD INNOVATIONS.**

by Kathryn Romeyn

It's a new age on the high seas for cruising, with innovations in ship design and avant-garde, immersive experiences aboard. "For me, a cruise ship is the sum of all its parts," says acclaimed architect Tom Wright of WKK, who collaborated on *Celebrity Edge*, a standout vessel that along with several others showcases the industry's latest and greatest. "Until now the luxury cruise business has been quite classical; it's nice to go to what feels like a super upmarket luxury hotel, but at sea." The bolder approach du jour stretches well beyond staid notions of boundaries expected at sea, sometimes even surpassing what's done on land.

Brands are thinking outside the box to captivate guests, with creative teams cracking open the possibilities. Take Ponant, whose French architect-oceanographer Jacques Rougerie dreamed up a whale-inspired, multisensory subaquatic lounge. Blue Eye, says Rougerie, "offers passengers the precious opportunity to become pioneers, explorers of the marine depths, discovering the underwater biodiversity as dreamed of by Jules Verne in *20,000 Leagues Under the Sea*."

Whether it's carrying out such a fantastical vision on a grand scale or making nuanced edits to seamlessly marry a vessel to its environment, says Regent Seven Seas Cruises president and CEO Jason Montague, "Perfecting luxury is about obsessing over large *and* small details." ▶







## **SEABOURN OVATION** NUANCED INNOVATION IN SMALL-SHIP CRUISING

Designing for comfort takes on new meaning aboard *Ovation*, Seabourn's newest small ship. Many guests move into the graceful vessel for several weeks or even months on lengthy itineraries that curl around continents and hop between islands. While in residence, their living room is the reimaged Seabourn Square, turned inside out so conversations with concierges can be more frequent and casual. There's also a large library and massive art collection on display. "In order to make this grand gesture of hospitality, the design became a signature of the

ship with a whole gestalt of curves, softness, and openness," says hospitality designer Adam D. Tihany of Tihany Design.

Custom furnishings were chosen to create intimacy and connection. "The design of *Ovation* comes down to the nuances—the curves; the easy, natural flow from one space to the next," says Tihany. A Nordic style historically pervaded Seabourn's fleet, but with *Ovation* (and its precursor, sister ship *Encore*) Tihany introduced what he calls "a warm Italian sensibility." Think polished mahogany, walnut and teak; marble,





#### Upcoming Itineraries

- 18-Day Moroccan Magic and Spanish Isles, Oct. 12–30, 2019
- 18-Day Route to Ancient Wellness in Arabia, Nov. 13–Dec. 2, 2019
- 14-Day Holiday Thailand and Vietnam, Dec. 21, 2019–Jan. 4, 2020

*Clockwise from left:* The Wintergarden Suite's private deck and spacious bath; the Penthouse Suite features glass doors that open to a veranda; the Signature Suite offers expansive ocean views.

bronze glass, and a slew of stone and granite. Large, clean-lined verandas grace all 300 suites, as well as residential touches such as walk-in closets, separate bathtubs, stocked bars, and gracious sitting rooms. The Owner's Suites look like Presidential Suites at a Peninsula hotel, with dining tables large enough to invite friends over, whirlpool tubs, and panoramic vistas.

Among the distinct dining venues that Tihany designed are the Restaurant (a formal, ballroom-like setting complete with chandeliers), a crisp and modern Japanese sushi boîte, and The Grill by Thomas Keller, which captures the spirit of '50s and '60s American restaurants. Keller says he researched "the language of public spaces at that time, when corporate America was creating the most interesting, thoughtful, and sophisticated interiors—all featuring incredible art." Taking British pub and traditional American steakhouse influences, he imagined a perfectly contemporary take on throwback glamour with black-and-white photography of that era by Eve Arnold, William Helburn, and Alexander Liberman, plus two expressive Frank Stella lithographs.

Throughout the ship are more than 1,600 pieces, representing almost 120 artists from five continents. Artlink curated the assembly Tihany calls a "holistic and intrinsic component of the ship's design," particularly the lagoon-green Venetian Murano glass Luciano Vistosi sculpture in the Atrium, which "infuses a bespoke, artisanal quality that anchors the entire art collection." Vases by Korean ceramic artist Yoo Eui Jeong, hand-embroidered mixed-media photographs by Chile's Jose Romussi, and a pigmented porcelain wall sculpture by Brazilian Valéria Nascimento are all testament to *Ovation's* impressive global awareness. [seabourn.com](http://seabourn.com) >

