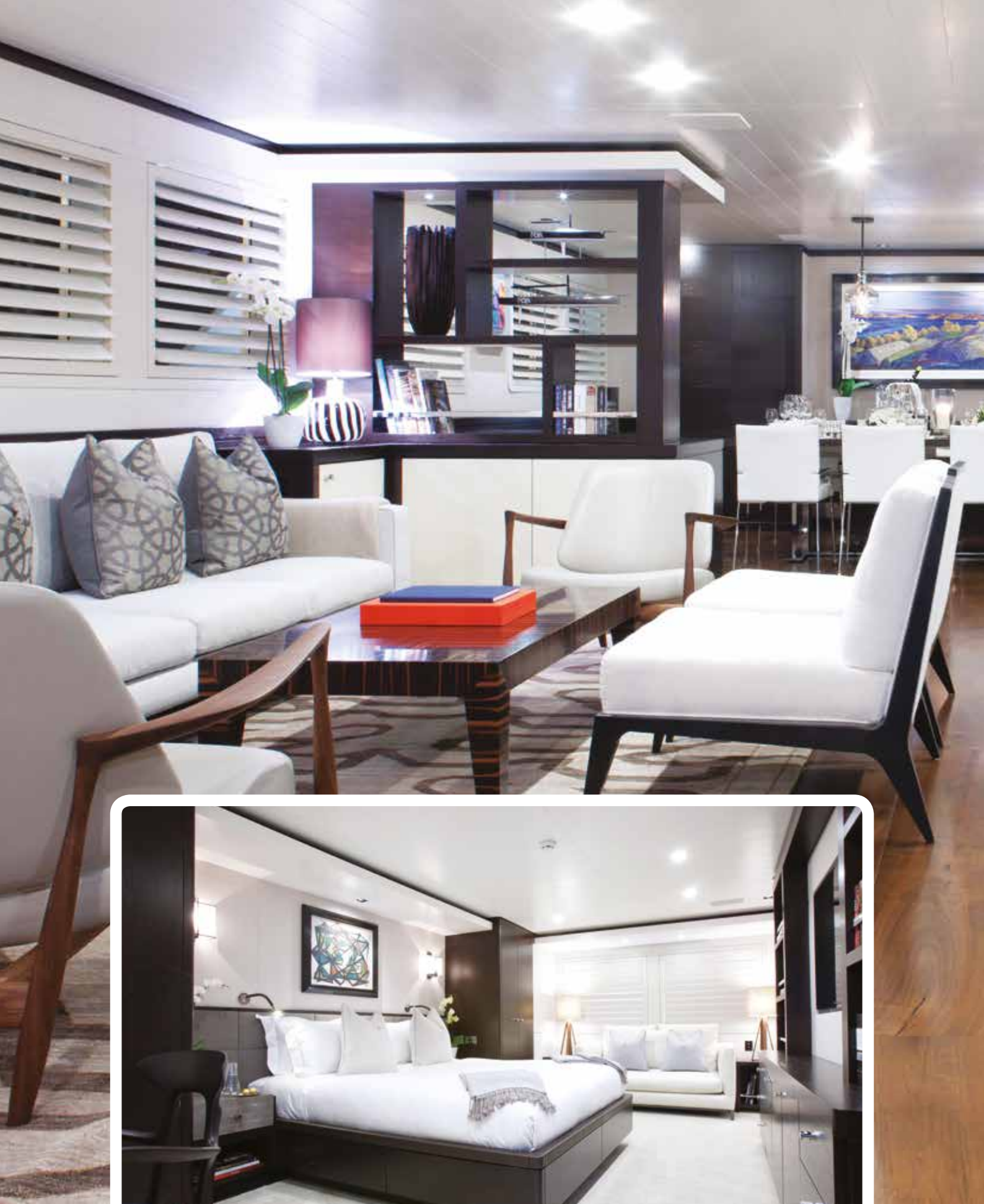


BERTHON

LIFESTYLE MAGAZINE XII







STYLE AT SEA



BY MARK TUCKER



Design Unlimited are an award-winning, innovative yacht interior design studio based in the UK, specialising in the interior design and exterior styling for both custom and production yachts, whether motor or sailing, and of any size. Established in millennium year, the studio has a large and varied portfolio of completed projects and is well respected throughout the marine industry. The studio currently has a talented team of 10 who bring a combination of skills and disciplines to the company, and offer a comprehensive in-house design service with the ability to provide space planning and layouts, CAD drawings, specifications, hand drawn and computer visuals, fabric and fittings specification and bespoke furniture design. »

IMAGES Saloon and VIP refit for 53m Feadship MIRAGE. ABOVE RIGHT Mark Tucker.



TOP WINWIN Saloon. ABOVE RAN interior.
BELOW SHEMARA exterior.



Founder and CEO Mark Tucker explains further below:

Our company tag line is 'Fulfilling our clients' aspirations through intelligent design and shared passion' and this is something that we hold very close to our hearts. Making sure that our client gets exactly what they want is paramount and we really go to every effort to ensure that they are delighted with the end result.

When we first get involved with a project it is extremely exciting, each interior is a blank canvas and our team use their skill and experience to transform this space according to the client's wishes. In order to ensure that we fully understand what the client wants from their yacht we go through our Client Charter which is a questionnaire asking our clients various personal details about their lives and how they see themselves spending their time aboard. We take inspiration from their existing yachts if they have one and their homes, favourite artists, hotels and fashion. We then put together mood boards and an inspiration book for the client to look over and see exactly which elements appeal to them before we start on the actual details of the design. We also produce both hand drawn sketch visuals and computer 3D renderings in-house which enable the clients to see exactly how their yacht will look once completed.

Each client has their own individual taste and it is important to realise that and work accordingly. Some of our projects have been quite diverse as we have designed interiors for everything from RAN – a 72' performance sailing yacht, to SHEMARA – a 212' gentleman's motor yacht, so rather like chalk and cheese. As you can imagine the challenges for each of these projects is very different and it is really a case of form following function. For RAN we had to design a sleek, functional interior which allowed for ease of movement for the crew, maximum room for sail stowage and all with very tight weight constraints. For SHEMARA there was an abundance of space, so we had to envisage the whole theme of the yacht with a sympathetic eye to her age, and be in keeping with the period feel that the owner had requested.

We have also worked on some fantastic refit projects. Recently we have completed the refit of a 53m Feadship MIRAGE which scooped the World Superyacht Award for the Best Refit 2016 at the recent award ceremony in Florence. This was an interesting project for us as the studio had previously been involved in a previous refit of the same yacht when she was ELISABETH F, so it was quite a challenge to go back with new owners and reinvent the spaces for them. These owners were keen racing yachtsman and wanted to use MIRAGE as their support boat for part of the year, as well as making her suitable for the charter market. A further complication was that the refit was to take place over three consecutive winter periods allowing the owners to use the yacht during the summer months. After listening to the owners we created a harmonious look throughout the yacht with Scandinavian influences, Wenge timber and soft wall-paneling. For the guest rooms the team had the idea of theming each room around an artistic movement, for example, Expressionism and Surrealism; the clients also took on the

challenge by purchasing specific artwork to match the theme given to each cabin. This worked incredibly well and is visually very striking.

Other interesting challenges that we have encountered include hanging a chandelier over the dining table on the 156' sailing Super Sloop, PINK GIN. The owner and I found a lovely chandelier whilst on a shopping expedition in London and he felt it was just the thing to make a feature over the dining table. The problem was fixing the light and we had to liaise closely with the build yard, Baltic Yachts, to allow the chandelier to gimbal when the yacht heeled over – but it does work! Also on another project we had quite a demanding client who asked us to plan and draw out all of the internal spaces in his drawers to ensure that his coffee spoons would fit as he wanted them!



The other side of our work is that on production boats. I am a keen sailor myself and I think it is because of my personal experience that I find this side of the business extremely rewarding. Production boat design is completely different to that of custom yachts, as you need to design for mass appeal rather than being guided by one particular client. In some ways this is more challenging as you need to keep in mind how the yacht will work in a variety of scenarios. Space is often more limited on a production yacht so function is vital. We are lucky to have designed for some of the largest production companies in the world including Sunseeker International (for whom we designed 15 models), Windy Boats, Grand Banks, Hanse, Moody and Bavaria. A couple of years ago we re-designed the Bavaria Vision range which had been launched by Bavaria some years previously but had never been a great seller. Our involvement and sailing experience saw us reposition the companionway off centre, and with a lowering cockpit table create both a lovely sunpad area in the cockpit, as well as a roomy galley inside with peninsula sink unit. This re-design has proven to be extremely popular and the yachts are now selling well – in fact we liked the design so much that my wife Julie and I, now own a Vision 42 ourselves.

We are also lucky to have had a good relationship with Windy Boats of Norway. We have worked on several of their models over the years with the 39' Windy Camira being the latest. For this we wanted to create the ultimate weekend boat, and a great deal of attention was given to both the cockpit layout to ensure that the heights and vision lines were perfect from the steering position, through to the storage, look and layout of the interior.

We have been very lucky with the projects that we have done over the years, each with its own challenges and excitement, and the results have been astounding. This summer I was fortunate enough to be on board one of our designs, WINWIN, when she was awarded the Palma Superyacht Cup, proving the owner's brief for both luxury and racetrack performance had been met. We also saw the launch of a 33m Vitters-built carbon sailing yacht and we are now looking forward to forthcoming launches including our largest sailing yacht to date, the new 175' PINK GIN VI due to arrive next year.



TOP Chandelier over the dining table on the 156' sailing Super Sloop, PINK GIN. MIDDLE IMAGES Mood board ideas to the CAD master visual. BOTTOM IMAGES Windy 39' cockpit sketches.