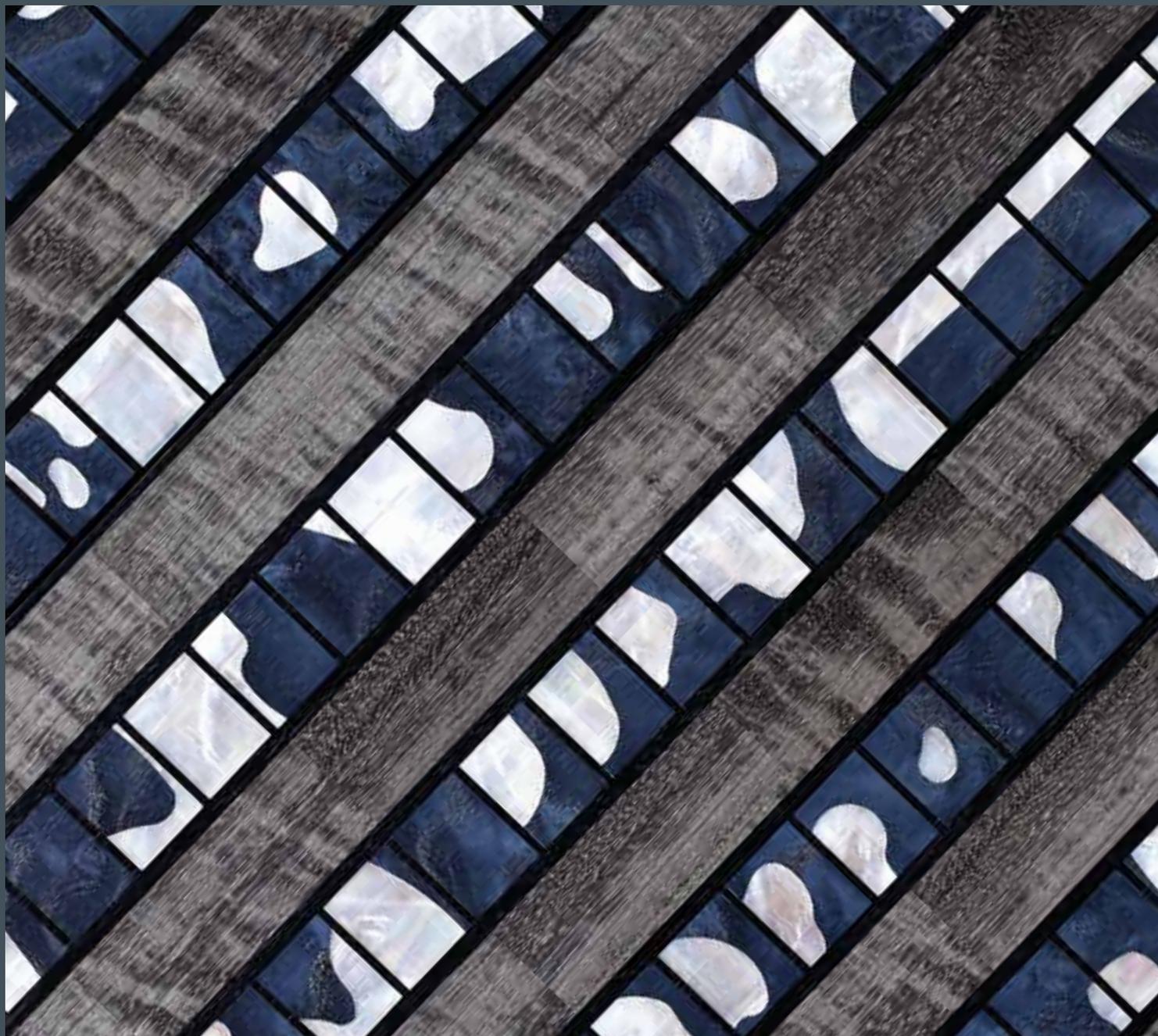


Superyacht

INTERIOR DESIGN

EXTERIOR SPACE

CREATIVITY AND ARCHITECTURE



DESIGN

CASE STUDY

With the launch of *Topaz* and *Atalante*, we visit Hoek Design in Edam, the Netherlands.

DOMUS

From fashion to passion, Peter Mikic discusses the importance of following your intuition.

IN BUSINESS

The partner of choice in Italy, Videoworks looks to expand its market share in northern Europe.

DESIGN EVENT

Shaped by three core themes, we provide an overview of this year's SuperyachtDESIGN Week.

IN BUSINESS II

McMULLEN
& WING

A TASTE FOR ADVENTURE

In an effort to keep ahead of the game, New Zealand-based McMullen & Wing tasked Gregory C. Marshall Naval Architect, Vripack and H2 Yacht Design with developing concepts that would reflect the shipyard's heritage and aim to build the world's most capable exploration vessels.







MICHAEL EAGLEN

With the new-build market in New Zealand slowing down due to recent economic factors, and not forgetting the geographical challenges, McMullen & Wing has reconsidered its strategy in attracting new orders. The initiative, driven by CEO Michael Eaglen following a conversation with Canadian designer Greg Marshall, saw McMullen & Wing invite three international studios to create a collaborative concept that would then be presented to the industry.

"In the past, our clients have come to us direct or have been introduced to us through yacht designers," explains Eaglen, recalling how the project came about. "Increasingly, however, we are using the brokerage community to communicate with the market, respecting the relationships that brokers have with their clients and helping to support them in presenting our projects."

But Eaglen acknowledges that these two fundamentals—full custom builds and the brokerage community—can be a challenging combination. "It is like any kind of art," he says. "The more people involved, the harder it is to communicate the essence of a dream. Most brokers are quick to admit that they find it difficult to sell a blank canvas: most prefer to have a concept to present in order to start a sales discussion."

In an effort to proactively attract new business, the shipyard sought studios that could take the existing silhouettes and lines that the build team is traditionally known for and evolve them into the next iteration of McMullen & Wing's lineage. It was important that the designs embody the ethos of the shipyard and once complete, the concepts would be included in a presentation programme specifically tailored to the brokerage community.

McMullen & Wing's yachts maintain a longstanding reputation for exploration and a go-anywhere capability, and the yard prides itself on offering a true custom-yacht experience. While this project does present designs rather than blank canvasses, the value lies in the brokers having something to excite clients and explain what the boats are capable

of. The projects still characterise the full custom experience and Eaglen is keen to preserve that element. "The designers are the key, as they are the people the clients fall in love with, and we have strived to keep the designers central to the presentation of the concepts," he adds.

In defining the brief for the yachts, Eaglen was clear that these yachts needed to be suited to extraordinary adventures, but would also be the perfect fit for clients who would enjoy the whole Kiwi build experience. The shipyard wanted yachts that would appeal to clients who will value the heritage and reputation of McMullen & Wing, and who will truly enjoy the process of creating their yacht. Engaging with the designer, visiting the shipyard in New Zealand and ultimately taking delivery of a yacht in the gateway to the South Pacific are all key elements that Eaglen believes makes ▶

"Most brokers are quick to admit that they find it difficult to sell a blank canvas: most prefer to have a concept to present in order to start a sales discussion."

the process of building a yacht at McMullen so special.

Equipped with the same brief, all three studios set out to create a yacht between 40m to 60m, that would be constructed out of steel and aluminium, and would stand up to the claim of being one of the world's most capable exploratory luxury yachts. The result was three quality concepts that each offer a distinctive aesthetic while reflecting the personalities of the designers.

Perhaps one of the most obvious designers to be enlisted for the programme was Greg Marshall, with whom McMullen & Wing has been friends and collaborators for many years, building *Big Fish* and working with him on the shipyard's current 50m project. "Both these yachts already fit the brief perfectly, as examples of capable luxury yachts, but also as personal custom-yacht projects," says Eaglen. "We asked Greg to update and expand that design into a range of yachts to respond to the ongoing market interest these yachts generate."

Talking through how he picked the next designer to participate, Eaglen explains that the shipyard looked for something different. "Selecting Vripack may seem obvious: although Vripack designs all sorts of yachts, the company is best known globally for explorer yachts," explains Eaglen. "As naval architects, they have a clear pedigree in true ocean-going yachts, but it is their inspired approach and clear creativity that was the true driver for approaching them. Their creativity is well grounded in technical execution, which we felt would result in a truly new design with a deep connection to the brief."

Eaglen and his team were looking to balance the group in type, location and styling and approached H2 Yacht Design for the final design. "With representation from the Americas and 'old' Europe, both full-service naval architecture studios, we were looking for someone to represent Britain's thriving modern-design community," Eaglen elaborates. The hope was that the studio would deliver a more Mediterranean style in the interpretation of the brief.

In a difficult climate for the new build sector, McMullen & Wing are being proactive in attracting and securing new business. While the exercise may have been done by other custom yards before, such as Benetti with its Design Innovation project in 2012, this project stands out because of the unique message that McMullen & Wing has to communicate. Building a yacht at such a yard and in such a location is not for the ordinary client, but this initiative is a step closer to finding the right client to take one or all of these projects to the next phase.

Historically New Zealand yards have not been actively involved with the brokerage community but this exercise will, at the very least, encourage discussions with a whole new scope of clientele and, at the very most, secure a long line of new projects.



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DIAMOND

GREGORY C. MARSHALL NAVAL ARCHITECT



Gregory C. Marshall Naval Architect has built on the success of 45m *Big Fish* and 50m *Star Fish* to create three size variants in the Diamond series: the 45m, 50m and 55m. While closely referencing many of the popular and successful features of the previous designs, founder Greg Marshall has also developed the space planning and softened the styling for a distinctive 2015 look. The Canadian shares his vision for the design.

When Michael first floated the idea of a collaboration with several designers to collectively develop three distinct design series, I have to admit that my first reaction was one of scepticism. While I understood the value to McMullen & Wing, it took me a while to grasp the value to the designers. What happens when the first potential client says, 'I love this particular feature from one designer combined with this feature by another'?

There is a commercial reality to developing a programme such as this that is quite daunting. The investment from each of the stakeholders is quite large, both in time and money, in order to reach enough critical mass in the presentation tools to give the programme a chance. In order for it to make sense, there had to be a clear understanding of the method of return on that investment. In order for the programme to work, Michael spent a great deal of time seeking the right mix of designers who would create a good cross section of design aesthetics as well as 'be able to play well in the sandbox

together'. My hat is off to him for his final selection and I am glad that we made the cut.

The rules of the game were to develop a line of vessels that spoke to McMullen & Wing's heritage of building very capable custom yachts. Each of the designs had to be for a motoryacht and should carry a large tender. There may have been a few other items but in general the brief was very short. In the following months, each design team worked without knowledge of details of the others' versions.

When we finally saw the other design presentations, it was quite fun to see each other's interpretations of the same design brief—there was a huge variance in the results. As a designer, I have great appreciation when another designer 'gets it right' and develops something that leaves me with that 'Wow, I wish I had thought of that' reaction.



FLOW VRIPACK

Vripack is the studio behind Flow, a muscular yet highly styled family 50m motoryacht featuring multiple new innovations including an enclosed beach house on the aft deck, gull wing lookout stations from the sky lounge and unique perforated window graphics personalised by the owner. Creative directors Marnix Hoekstra and Bart Bouwhuis discuss the design.

The development of a yacht from a blank canvas is a long process, and many customers cannot invest this amount of time. With the design of Flow, we set out to create a yacht that offers a fresh interpretation of the attributes most frequently requested by McMullen & Wing's clients. We wanted to create a yacht that stops you from turning the page.

Flow follows function, embracing our holistic philosophy and features a stunning exterior and harmonious interior with cutting-edge naval architecture. The natural flowing lines of the exterior build the foundation for the interior where texture and warmth go hand in hand. When sailing, Flow offers the opportunity to sit back and relax in the unique all-glass beach house on the main deck, while the wake of the yacht flows away to the open sea. When the yacht is at anchor, you can open all doors and windows to enjoy the ocean breeze. The boat deck doubles as an extended shaded outdoor living space from port to starboard, where the tenders and toys are deployed. With the bulwarks



folded down, this space offers a massive lounge and party area.

The 'treasure room' on the bridge deck, running port to starboard and filled with light thanks to full-height windows, is the perfect location for family dinners. Standing proudly at the centre of the room is the family 'treasure cabinet', home to the collection of shells, stones and artefacts collected during voyages.

The carefully selected furniture is

integrated with the interior decor and the handcrafted interior features stunning materials and clever details, as well as tactile natural oxidised copper and calfskin leather. We selected three major trends from our trend platform VriThink! and implemented them into the design: 3D-printing, layering and transparency. The combination between the specific features and the selected trend is the result of the most frequently requested attributes by our clients.





BLADE H2 YACHT DESIGN

Created by H2 Yacht Design, the Blade series is available in a 48m and 58m version. The design combines iconic H2 styling cues with very specific luxury expedition credentials: large tenders, a swimming pool, refreshing and flexible interior spaces and vast exterior decks. Managing director and designer Jonny Horsfield talks us through the design.

I have been familiar with the McMullen & Wing brand for 20 years, and I have always admired its approach to custom-yacht building. I was intrigued by Michael's invitation to create a new design that would perhaps reinterpret those McMullen & Wing brand values within an H2 Design vision. My challenge was to take those existing brand values and add them into a more mainstream Mediterranean-style yacht that would be equally at home in Monaco as in Tahiti.

We were given complete freedom to design a new direction for them. I guess I wanted to create a profile that could hold its head high among the many beautiful yachts in Monaco or Miami. In true McMullen & Wing tradition, however, the design also had to be very functional and offer something unique at this platform size.

The first thing you will notice is the near-vertical aggressive bow line that represents a knife cutting through the waves, hence the name Blade. I think this bow helps to give the yacht a sense of strength and ruggedness while the softer lines of the superstructure aft give the yacht a flowing elegance and tension. More specifically, I added a huge



four-metre pool to the aft deck and made this an important entertainment area. We incorporated a larger-than-average tender bay that can easily accommodate a 27ft tender, which I felt was important for a yacht that has the potential for serious cruising. ■