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**As newcomers, what can you bring to the cruise ship design industry?**

We are an experienced hospitality design studio having designed more than 500 hotels ranging from budget to luxury. So far, we have only completed land-based projects, but thanks to the connections made in the hotel world, we've been asked to work on cruise ships. We believe that the elements passengers value at sea are similar to those on land, so feel we can introduce new social and value-oriented components on a cruise ship that go beyond functionality and entertainment.

**What lessons can you transfer from land-based hotels to cruise ships?**

In recent years, hotels have changed from being

and smaller than hotel guestrooms so we used light colours and open bathrooms. The vessel will feel more spacious and, at the same time, more intimate with individual areas such as a wintergarden and a casual restaurant that could work just as well on land in a city.

**What challenges have you faced?**

Coming from land-based projects, there are many different challenges. Cruise ships are extremely complex and space is tight. Materials and certifications are different, even the toilets work differently than they do on land! Other challenges include navigating the number of experts involved in single boat and cost-pressures due to the quantity of cabins. We wouldn't have

## From Hotels to the High Seas

Differentiation is the future of the cruise ship industry, say Joi-Design, who are bringing their land-based expertise to the water.

'everyone's darling' to specialised products. This process has also occurred in the cruise ship industry. I can easily imagine that these floating cities could become real cities with different areas for different crowds, such as the bohemian dreamer, the luxury-oriented hedonist, party people, experience-searchers and even open-minded ecologists. They would each have their own zone and then mingle in a shared hub. Entertainment can combine with experiences, and materials can be elevated from merely functional to being ecological and emotional.

**What can guests expect from your next ship?**

We're currently designing a new river boat for Arosa, which will sail the Rhine. They were specifically looking to commission a hotel designer to set new standards and attract younger clientele without losing their existing guests. In response, we developed a fresh, youthful concept with a more natural look that also functions well for families. Staterooms are still ship cabins

been able to manage this without being lucky enough to hire two experienced senior designers.

**Have you made any significant changes to your designs as a result of Covid-19?**

We were approached by a client to develop protection shields for the lobby, restaurant and reception areas of a cruise ship, creating features that are part of the interior design scheme rather than just acrylic screens. In the future, we will react to guests' new mindsets by reducing touchpoints and creating hygienic zones, but at the same time, maintaining social spots where people can mingle.

**Where do you see cruise ship design headed in the future?**

We believe the creative concepts found in boutique hotels will transfer to the cruise ship market, but they might be ecological, nature-based, black and white or anything in-between. Differentiation is the next adventure for cruise ship design.