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A-ROSA SENA

JOI-Design reimagines river cruising through a relaxing slow travel concept with multigenerational appeal.



All photos: Christian Kretschmar for JOI-Design and A-ROSA Flussschiff GmbH

The summer 2022 launch of the A-ROSA SENA on the Rhine celebrates two maiden voyages: a new breed of river cruise ships as well as the first water-based project from JOI-Design, the interior architecture studio renowned for its extensive land-based hospitality experience. Already shortlisted for awards in the AHEAD Europe and the Cruise Ship Interiors competitions, the fresh, light-filled prototype concept will be extended across A-ROSA Flussschiff GmbH's entire fleet and project a new brand image to attract younger demographics. Also forward-looking are environmentally friendly technologies that resulted in A-ROSA SENA winning the "German Award for Sustainability Projects 2022" from the publication DUP UNTERNEHMER and DISQ, the German Institute for Service Quality. The ship was engineered with an exhaust gas purification filter and an innovative hybrid propulsion E-motion system that switches to battery power when entering and leaving ports, which results in virtually silent and emission-free dockside calls. Sustainability guided choices throughout all the interiors, from materials used to the spatial layouts, with each level holding a central water station where guests can refill decanters provided for them in their cabins rather than plastic bottles with mineral water.

Previously geared towards river cruises for senior travellers, A-ROSA is adapting itineraries to provide ‘city-hopping’ experiences for multigenerational families and cultured voyagers in their 40s to 60s while preserving the beauty of slow travel as an antidote to the vibrant energy of the diverse destinations visited by guests during their journeys.

“We designed the A-ROSA SENA’s interiors to instil relaxation,” says Anne Wolff, the senior designer leading JOI-Design’s cruise ship team. “Guests can feel in sync with the rhythm of the water ripples and soak up the restorative vitality of the landscape that floats by so closely it seems it could be touched.” Natural materials and a pale, nuanced colour palette that doesn’t compete with the scenery make the vista the star of the show.

Wining, Dining and Dancing

The A-ROSA SENA is currently the largest river cruise ship on the Rhine and features four decks of interior public areas, plus a large sundeck. Passengers can enjoy a variety of speciality restaurant and bar experiences with a wide range of gastronomic choices as well as varying levels of social engagement to suit different moods, all with multiple entrances for convenient access. Some areas are quiet for guests desiring privacy or a romantic dinner, while others become a hotspot for a high-energy party.

Alfresco drinks and dining along with panoramic views can be enjoyed from the bow and aft of the ship. The outside deck restaurant offers gourmet cuisine on the uppermost level, while the outside deck lounge is an ideal spot for a nightcap with the river breezes. The designers were careful to specify weighted, stabilised, and weatherproofed furniture that would not be affected by the rocking of the boat or strong winds or a few drops of rain. Tables and chair feel contemporary and residential, which encourages a sense of intimacy akin to dining on a private yacht rather than a large ship.

The 30-seat SENA GRILL restaurant has a masculine feel, using warm timber, butterscotch leather and copper tones to create a warm and welcoming environment. A mix of seating styles encourages the relaxed vibe, while a central bar keeps a buzzy vibe at the heart of the venue.





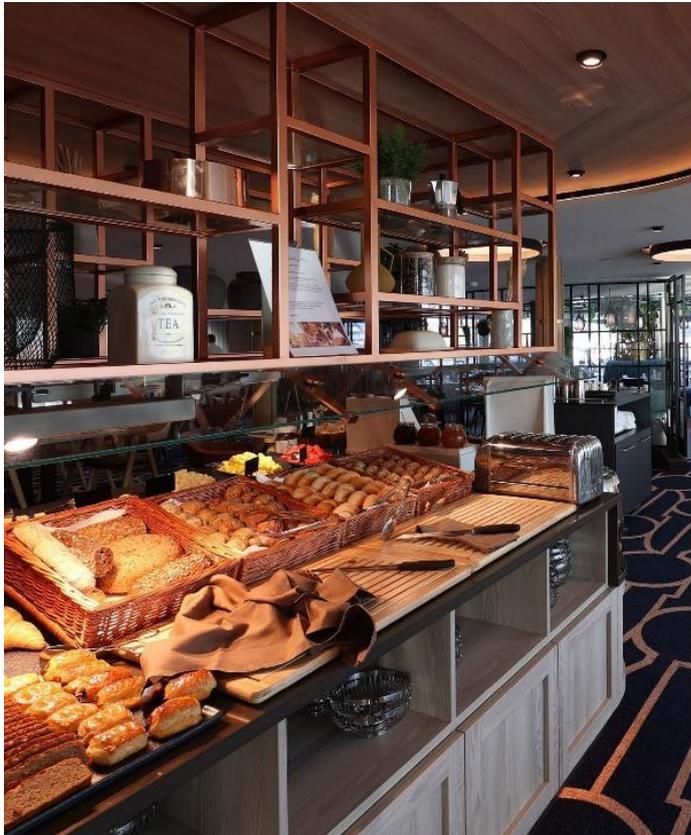
The 64-seat PAVILION restaurant at the aft ensures passengers can enjoy nature whatever the weather. The circular, open-frame divider brings a touch of formality and exclusivity, yet also ensures passengers who aren't dining can still enjoy the outdoor view. A round central banquette topped with greenery becomes the focal point, and a skylight rotunda lets in the sun even when it's cold outside. Outdoor dining lets guests be fully immersed in their natural surrounds.



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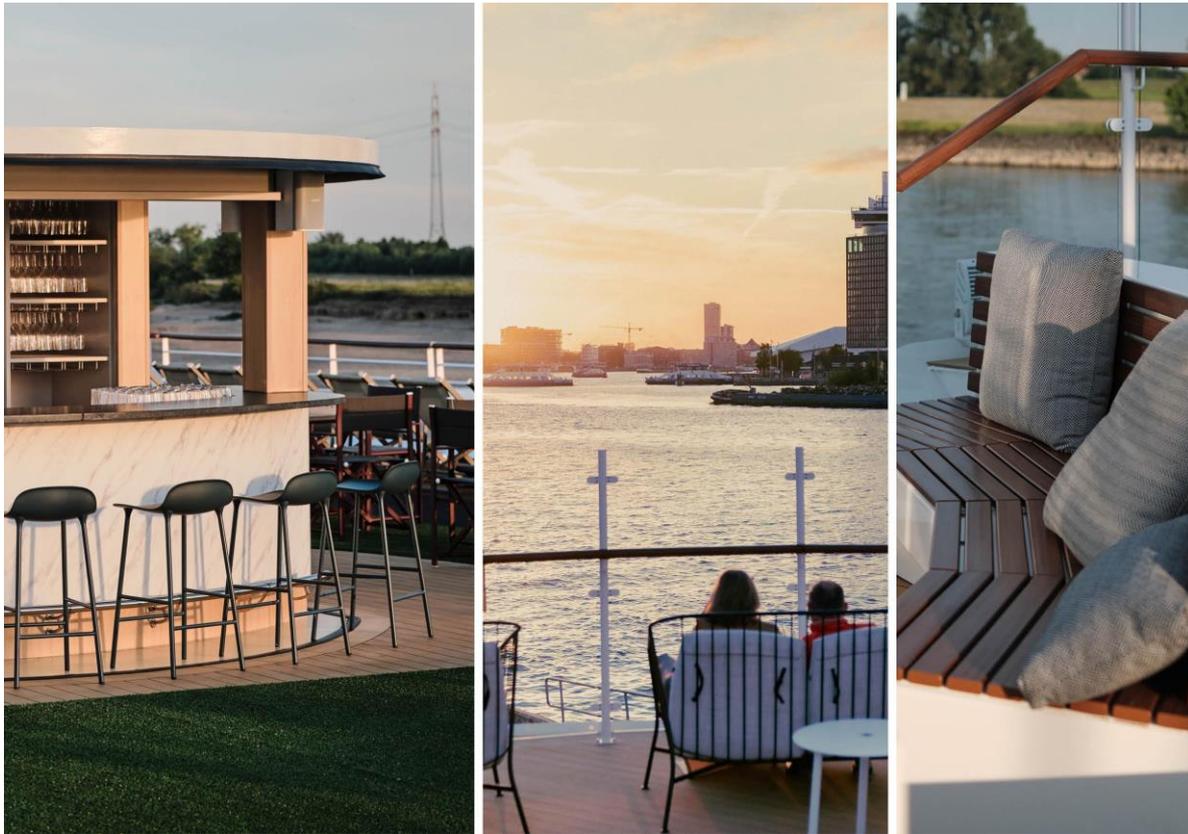
The A-ROSA SENA MARKET buffet restaurant features healthy fare and caters to larger groups of diners with freestanding tables that offer flexible seating arrangements for different family sizes. An exhibition kitchen provides entertainment for kids of all ages, while the 47-seat café at the market's entrance is open 'round the clock.



Timber fins shaped like organically flowing waves make for a dramatic entrance to the SENA BAR and adjacent lounge. Surrounding the central bar are seats oriented for panoramic river views, and in the evenings, the dancefloor area comes to life. Luxurious touches found on private yachts inspired the lounge's design, with screens between seating areas that guests can move up and down to create a sense of intimacy.

The neighbouring WINERY at portside allows for more private seating with custom wine barrel-style bar furniture where guests can enjoy a cool glass of vino and the stunning panorama through full-height windows.

While guests can enjoy sundowners at three different outdoor spots on the ship, the UP AND DOWN BAR on the sundeck is a special highlight where refreshments are served to sunbathers around two swimming pools. When passing under bridges, the bar recesses into the floor for safe passage. Here, yacht design again inspired the concept, with a slightly recessed nook that protects guests while they relax and enjoy the so-called 'captain's view.'



SPA-ROSA

SPA-ROSA is all about deepening the relaxation provided by a river cruise experience in a luxurious and serene setting. Bespoke furniture and tailored functionalities are key in this special area of the ship. After a busy day of long walks while exploring a new city, guests can be pampered with a variety of treatments including massages and cosmetic treatments in private rooms. The relaxation room has the cosy comforts guests would love to find in the best land-based spas. The focal point is the fireplace, with wingback chairs gathered around the hearth, while lounge chairs allow spa-goes to recline or even nod-off after their soothing therapy. Sheers filter sunlight through the window as the sofa beneath provides a place to think


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and dream. Additional ways to indulge include a spacious Finnish sauna, a jacuzzi, a whirlpool, a gym, an ice grotto and a heat bench where guests can lean back to unwind.



Cabins

The A-ROSA SENA accommodates 280 guests amongst 119 balcony cabins, seven balcony suites, two accessible cabins and 12 family cabins. The new design embraces the up-close interplay with nature afforded by each cabin's balcony. From the green hues of springtime to the amber tones of winter, the landscape is always part of the décor, so the designers chose a watercolour palette that harmonises with the outdoors year-round. The cabin is a quiet retreat for watching the world float by, whether from the actual bed or a chaise longue that also functions as a spare bed for kids and even has compartments for additional storage. Beds inset within timber surrounds provide a sense of enclosure and security.

Meticulously planned features in the 16.6-square-metre standard cabins, 23-square-metre suites and 28.6-square-metre family cabins maximise space while providing the thoughtful touches and amenities of high-end hotel accommodation. A multipurpose desk becomes a vanity for grooming, a workplace for checking emails, or a play area for kids. Details such as a mirror with a built-in tray for jewellery add to guests' comfort. Modernity meets tradition with an elegant detail that instantly sparks a smile: a petite glazed vase next to mirror and tray holds the rose they are given upon boarding, a special touch that accompanies them throughout their journey.







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Since specialised family cabins are rare for riverboats, JOI-Design created spaces where children will truly feel they've been considered. Bunkbeds feature "portholes" that encourage imagination while allowing adults to peek in when the curtains are drawn for sleeping. A woven wall feature lets kids display art they created in the cabin's cosy play area containing a table and chairs.

Bathrooms have been upgraded to hotel-quality standards. A sophisticated tone-on-tone palette is used for timber-effect high-pressure laminate surfaces, tile floors and walls, and a washstand reconfigured with open shelves for maximum storage.

Adjustable lighting enables a range of moods. Nightstand lamps and indirect illumination recessed above the bed cast a soft ambient glow, while wall lights allow for focused reading and emails as guests recline. Light becomes sculpture with the circular wall accent that not only adds modern flair, it provides an elegant alternative to bland, conventional artwork.

Crew facilities were designed with the same thoughtfulness as guest-facing areas. "The crew's cabins, recreation areas and cafeteria are all high quality," says Wolff, "because team members who feel positive and looked after will treat guests with care, too."



Family Fun

“Encouraging family fun was an important consideration when developing A-ROSA SENA as an experience that would appeal to young couples and families,” says Nicola Voss, interior designer in JOI-Design’s cruise ship department. “In fact, the children of our studio’s creative team even provided input on the creation of the kids’ area, which led to the creation of a ‘cave’ where kids can hide and have their own place to ‘cocoon’.” The sundeck also features a separate children’s pool.

“Our vision was to revolutionise river cruising and refresh it with the spirit of the land-based hotels we’ve designed,” says Corinna Kretschmar-Joehnk, co-founder and partner, JOI-Design. “Different areas reflect the varied needs of multigenerational guests, with places for discovery, play, wellness and tranquillity. Aboard the A-ROSA SENA, the stresses of everyday life disappear from view.”

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Project Owner: Anne Wolff in cooperation with Nicola Voß



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About JOI-Design

As a leading European interior design and design studio with more than 35 years of experience in hospitality design, JOI-Design is responsible for more than 500 hotel projects in Germany and abroad. Their focus is on the development of exclusive, design-oriented concepts for the international hotel industry, serviced apartments, and in recent years, design-savvy offices with New Work characteristics as well as concept creation within the cruise ship industry. The creative multidisciplinary teams in the interior design offices in Germany and India comprise experienced interior designers, architects, engineers, graphic designers, artists and product designers who create unique living spaces that respond to the continuously changing needs of our everyday lives and feel relevant for the distinct target markets in our contemporary world.

Excerpt from ongoing projects:

SÖL'RING HOF Sylt, Germany · TAJ Lands End Mumbai, India · LUFTHANSA Frankfurt & Munich, Germany · VILVIF Hamburg Hafencity, Germany · AUTOGRAPH Tegernsee, Germany · ALILA Lansdowne, India · LIVELY Senior Living, Germany · MOXY Karlsruhe, Germany · ELBTOWER Hamburg (public areas), Germany · SHERATON & MARRIOTT Frankfurt Airport, Germany · Hotel VIERJAHRESZEITEN Iserlohn, Germany · HILTON Munich Airport, Germany · CCH CONGRESS CENTER Hamburg, Germany · LUFTHANSA Conference Hotel Seeheim, Germany · CHARLY Apartments Cologne, Germany · CITADINES Berlin, Germany · HYDE LabCampus Munich, Germany + SWISS HOLIDAY PARK, Morschach, Switzerland · THE FLAMINGO Timmendorf, Germany

Excerpt from completed projects:

FRASER SUITES Hamburg, Germany · THE ÖSCHBERGHOF Donaueschingen, Germany · LE MÉRIDIEH Hamburg & Munich, Germany · MARRIOTT Munich, Germany · REICHSHOF Hamburg, Germany · THE RITZ-CARLTON Wolfsburg, Germany · JW MARRIOTT Cannes, France · MERCEDES-BENZ Suites London & Singapore · MS EUROPA 2 Cruise Ship Suites · STEIGENBERGER Grandhotel Davos, Switzerland · PULLMAN Paris Bercy, France · HILTON Frankfurt Airport, Germany · HYATT PLACE Frankfurt, Germany · MOXY & RESIDENCE INN Frankfurt & Munich, Germany · AC BY MARRIOTT Innsbruck, Austria · HAPIMAG Resort Venice, Italy · LINDNER Resort Mallorca, Spain · GINGER Goa, India · STAY KOOOOK Bern, Switzerland · MOXY Hamburg, Germany · CAPRI BY FRASER Leipzig, Germany · VIVANTA Bangalore, India · COURTYARD by MARRIOTT Baku, Azerbaijan · Il SALOTTO Vineyard Scansano, Italy · OLYMPUS European Headquarter Hamburg, Germany

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