

Editorial highlights

June 2021

UPFRONT

Keynote: *MSC Cruises*

MSC Cruises runs the busiest newbuilding team in the business, with a fleet of 18 ships under 20 years old and another 11 on the order book. We talk with their VP of Newbuilding Trevor Young and Architecture Director Antonio Di Nenno about the company's approach to shipbuilding and design, their endless appetite for innovation and continuous pursuit of excellence.

CFI Curated

An eclectic round-up of the top global cruise and ferry interior design news, views and more. We also unveil our favourite interior spaces onboard 2021 newbuilds and talk to Stuart McQuaker, CEO, and other members of the Tradewind Voyages team about the company's forthcoming new arrival.

Mood Board: *Exploration influences*

Expedition cruises are synonymous with adventures but there are exploration influences within every cruise ship interior. Our 2021 Mood Board will present a selection of interior products that neatly fit this brief.

FEATURES

Lead feature: *Collective wisdom*

Passenger shipping is an extraordinarily collaborative industry that freely shares ideas, advice and best practice. Our lead feature proves this point by collecting and sharing wisdom from some of the brightest minds in the business on a wide range of topics, including: education, refurbishment, certification, quality, fire safety, colour choice, material selection, newbuild stakeholders and more. The feature includes insights from a wide range of representatives from cruise lines and the supplier community and will be introduced by:

- Petra Ryberg, Head of Design, P&O Cruises Australia
- Shashi Caan, CEO, International Federation of Interior Architects/Designers

Feature: *Designed for a premium experience*

Onboard revenue is vital to the economics of a traditional passenger shipping operation. Interior design plays a crucial role in elevating the passenger experience to increase their propensity to pay for premium experiences. In this feature we speak with senior cruise line executives about how good design delivers a premium experience and we also seek input from suppliers about the products and services that support premium design goals. This feature includes a focus on:

- Private club: Guiseppe Carino, VP Guest Experience & Onboard Revenue, Costa Cruises
- Premium dining: Mario Siebaldi, EVP Guest Experience, Princess Cruises
- Retail: Marco Capellini, Director of Revenue Management, Silversea
- Spa: Bernie Leypold, VP Onboard Operations & Innovation, Crystal Cruises

Roundtable: *Enduring appeal*

In recent times ferry operators have significantly boosted the interior budget for their newbuild and refurbishment projects. Quality and appeal are important considerations but the rigours of a ferry operation demand a level of durability that relies on clever design and hardy materials to keep a ship looking fresh. We speak with leading operators who have become renowned for their interior prowess. Contributors include:

- Andrew Sheen, Managing Director, Irish Ferries
- Marina Jögi, Sales & Marketing Director, Tallink Grupp
- Jan Hanses, President & CEO, Viking Line
- Bernard Dwyer, CEO, Spirit of Tasmania
- David Sopta, President, Jadrolinja

REGULARS

In addition to our Upfront and Feature sections, the 2021 issue will include our regular mix of interior design interviews and special reports. We will also take a look at some of the newest inspiring spaces at sea.

Interior Views

MSC Virtuosa review with Adrian Pittaway, VP Retail, MSC Cruises



Odyssey of the Seas review with Kelly Gonzalez, SVP Newbuilding, Royal Caribbean Group



Rotterdam preview with My Nguyen, Deputy Director Interior Design, Holland America Line



Valiant Lady review with Dee Cooper, SVP Design & Customer Experience, Virgin Voyages



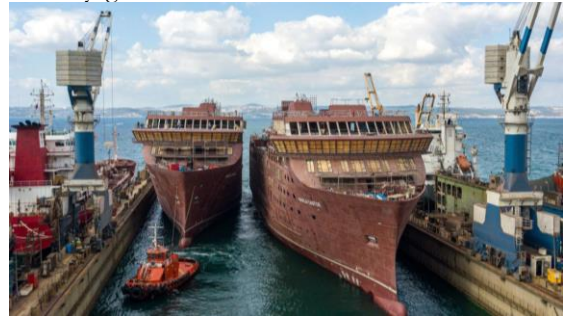
Seabourn Venture preview with Robin West, VP Expedition Operations and Bentley Brownfield, Designer, Seabourn



Viking Saigon preview with Harald Seebacher, VP Onboard Operations & Innovation, Viking River Cruises



Havila Castor and *Capella* preview with Arild Myrvoll, CEO, Havila Voyages.



Eleanor Roosevelt review with Georges Baasoul, General Director, Baleària



All articles in our Interior Views section will include exclusive personal perspectives from a senior executive involved in the newbuild of each ship, subject to their availability.

Revitalisation

- *Amsterdam* and *Rotterdam* to become *Bolette* and *Borealis* – we speak to Peter Deer, Managing Director about how the Holland America Line sisters are being transformed with the Fred. Olsen Cruise Lines livery and signature spaces before joining the fleet.
- *Star Pride* – Christopher Prelog, President, tells us all about the final phase of the \$250m Star Plus Initiative that will transform *Star Pride*. The revitalised vessel will be 84ft longer and boast 50 new suites and two new dining experiences.
- *Midnatsol* to *Maud* – Hurtigruten transforms the 2002-built coastal ferry into an expedition cruise ship. The refurbishment includes the renovation of cabins and suites, the redesign of public spaces and the addition of a new wellness area and science centre.

Design perspectives

A series of exclusive interviews with leading interior design practitioners, including:

- Mark Kansley, SVP Hotel Operations, Norwegian Cruise Line
- Chris Nelson, VP Entertainment, Carnival Cruise Line
- Fredrik Johansson, owner and Executive Project Director, Tillberg Design of Sweden
- Greg Walton, CEO, Studio DADO
- Andy Yuill, Managing Director, SMC Design
- Gabriele Cafaro, CEO, Fincantieri Marine Interiors

Interior commentaries

A series of commentary articles from industry experts giving contemporary views on the following topics:

Artwork	Audio visual	Colour	Decking	Doors and windows
Fabrics	Electrical	Elevators	Entertainment	Flooring
Furniture	Galley	Health and fitness	HVAC	Lighting
Owner's supply	Paints	Plants	Signage	Wall coverings

Design legend: An exclusive interview with Vittorio Garroni

CFI DIRECTORY



A-Z profiles of key interior designers, outfitters and suppliers that specialise in passengers shipping.

The directory is also available at www.cruiseandferry.net, the online home for *Cruise & Ferry Interiors*. Each profile provides a 150-word overview about the company's activities and full contact details.

FURTHER INFORMATION

2021 events

Copies of *Cruise & Ferry Interiors* will be available at the following events:

- [SMM Marine Interiors](#), 8-10 September, Hamburg
- [Cruise Ship Interiors Expo](#), October, Miami
- [Cruise Ship Interiors Expo](#), 1-2 December, London

Partners

Cruise & Ferry is proud to partner with the following industry organisations:



Note: this editorial plan is subject to the availability of the authors and companies. Please contact [Jon Ingleton](#) for the latest version.