

Celebrity Edge

Kelly Hoppen, Patricia Urquiola and Tom Wright
join The Celebrity Revolution

Belmond Andean Explorer

Rich artisanal detailing takes centre stage
aboard Peru's first luxury sleeper train

Virgin Voyages

Virgin Group ventures into the cruise sector
with a new fleet of Lady Ships

STARBOARD

STYLE IN TRAVEL

ISSUE 1



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Viking Orion

NORWAY

Viking Cruises continues to venture into uncharted territory with the latest addition to its new fleet of ocean liners.

Words Laura Ivill Photography © Eric Laignel (unless otherwise stated)





Operator
Viking Cruises

Shipyard
Fincantieri

Architecture and Interior Design
Rottet Studio and SMC Design

When the owner and chairman of Viking, Torstein Hagen, was looking for an interiors architect for his new fleet of ocean ships, Richard Riveire was top of his list, not least because his design firm, Rottet Studio, had worked on the Longships for Viking River Cruises. However, Riveire had a confession to make. “Back then [in 2011], it was very unusual to hire a hotel architect to do a cruise ship. I said to him not only have I never been on a cruise in my life, I’ve never been on a cruise ship. But Torstein said, ‘that’s what we want, we want a hotel person.’”

Riveire is most definitely that – as Principal with Rottet Studio in LA, he leads the West Coast and Asia practices, where projects have included The Surrey in New York, St. Regis in Aspen and new presidential bungalows at the Beverly Hills Hotel. Four Seasons, The Ritz-Carlton, Langham, Conrad and Belmond are also among his rollof clients. Entrusted with an entirely new brand, the first new cruise line

in 25 years, Riveire explains that nailing five design precepts to be incorporated throughout the ship’s design gave clarity of thought and purpose: residential modernism; Scandinavian heritage; nature, craft and exploration. For the guest, all this is executed with a deft lightness of touch.

This summer Viking Orion launched from the Fincantieri shipyard in Italy. It is the fifth Viking Ocean ship since Viking Star launched in 2015, each coming off a huge-scale production line that has included Viking Sea, Viking Sky and Viking Sun. Viking Jupiter is due next year, but it doesn’t stop there – ten additional ships are on order from Fincantieri for delivery starting in 2021, the final six of these subject to specific conditions. This makes Viking’s total ocean ship order (and options) the highest ever for a shipyard from a single owner in modern-day cruising, which, says Hagen, “speaks to the positive response we have received from our guests and the industry”.

Viking is well known for its river cruises, a business that Hagen started in 1997 and built up to include more than 60 ships. But now in his mid-seventies, Hagen has his sights set on all corners of the world, as Orion will make its way into new cruising territory for Viking – Asia, Australia and Alaska.

Exploration is at the heart of the Viking brand (daily shore excursions are always included in the price) and, unique to



Route	Global
Flag State	Norway
Passenger Capacity	930
Decks	9
Gross Tonnage	47,800
Length	745ft
Beam	94.5ft

Orion is the Explorers’ Dome, a planetarium-like theatre (the ship’s godmother is former astronaut Dr Anna Fisher). Otherwise, the ocean ships are identical, for a number of reasons, as Alan Stewart, Senior Associate of cruise specialists SMC Design in London, explains. He has worked on the project with Hagan from the beginning and says that the Norwegian wanted his ships to express a sense of familiarity, of ‘coming home’, which repeat guests in particular would appreciate. Three years of design and redesign was put into the project up front, so as to perfect the first ship and then roll it out. “The majority of the public spaces were designed three times over before we got to something everyone was happy with,” Stewart says, emphasising how Hagen persevered with every detail.

The result is a ship that flows, where guests have the choice of many different spaces, and can find cosy corners in any



Staterooms

465

F&B

9 restaurants, 6 bars

Leisure

2 swimming pools, gym, spa

The 465 staterooms feature contemporary overhead lighting by Beadlight, while public spaces are furnished with custom-made furniture from Warisan

one of the lounges, restaurants, bars, deck and entertainment spaces. Riveire says they conceived the flow of the ship as a series of residential, interconnecting, intimate spaces. “We look at scaling to a point where it feels comfortable,” he says of his firm’s ethos. “Also, I’m vaguely claustrophobic, so I like spaces where I feel there’s another space beyond, where there’s a seamless flow between things, but that it changes as you go. You make the spaces smaller but people are never cramped in.” From the guest perspective, it really works.

Eschewing chandeliers, swags and tassels in favour of clean lines, symmetry and a simple palette of soft blues and blonde wood, each space has been designed to be attractive, relaxing, comforting and Scandinavian in feel, whether that’s Mamsen’s restaurant with its contemporary faux fireplace, the cocooning spa, the sumptuous animal hides in the Explorers’ Lounge, the contemporary sun loungers around the main pool with its vast retractable roof, or the Scandi seating and sculptures of the Winter Garden, where guests read or take afternoon tea to the sounds of a classical trio.

“Our ships are made to feel spacious and bright but also wonderfully intimate,” says Wendy Atkin-Smith, Managing Director of Viking Cruises UK. “Textures of limestone,

granite, glass and natural woods work with accents of handmade textiles, reindeer pelts and soft woollen throws to create comfortable, relaxing areas. Scandi-fresh colours take their inspiration from the sea, the sky and the earth.”

In 20 years working with SMC, Alan Stewart says they have never been busier and that working in partnership with Riveire has brought a new dimension to ship design. “We were the lead architects but everything went through Richard for his approval to proceed. We learned a lot working with him because he’s the hotel guru. He adds the finesse.

“Designing ships is completely different from land-based projects because we are so restricted with the materials and regulations,” Stewart continues. “At our library in London, all our materials are IMO-rated ready to go. Richard would select a fabric or material and we would find an alternative. He genuinely cares about every detail, every button.”

Happily, this is not the end of the story, as Viking, Rottet Studio and SMC Design are taking their teamwork into new territory and with new classes of ship. “There are some incredible new design that we are working on with Richard,” Stewart says. “Revolutionary.” This is one Viking invasion we look forward to.



Warisan

VIKING ORION

Bali-based furniture manufacturer Warisan has continued its work with Viking Cruises, supplying custom pieces for Viking Orion – the first in a series of five vessels scheduled for delivery by 2023. Under the supervision of Italian shipbuilders Fincantieri, Warisan has produced furniture for a number of Viking ocean ships since 2015, when it announced the launch of its five-strong fleet with Viking Star, Sea, Sky, Sun and Jupiter. Founded by two sailors, Warisan understands the moving environment and harsh conditions of the marine sector, and has used quality craftsmanship to provide durable, timeless pieces for both indoor and outdoor settings.

www.warisan.com



AC Hospitality

THE BRISTOL

AC Hospitality has been selected to supply the furniture for the new Bristol Hotel, a 100-room hotel located in the heart of London. The hotel is part of a larger development that includes a 150,000 sq ft office space and a 10,000 sq ft retail space. The hotel is expected to open in 2023. AC Hospitality has been working with the hotel's owner, a private equity firm, to provide a high-quality, modern furniture solution for the hotel. The furniture will be sourced from AC Hospitality's extensive catalog of products, which includes a wide range of styles and materials. The hotel's owner is looking for a furniture solution that is both functional and stylish, and AC Hospitality's expertise in the marine sector has been a key factor in their selection.

www.ac-hospitality.com

Geometric Fabrics

THE BRISTOL

Geometric Fabrics has been selected to supply the furniture for the new Bristol Hotel, a 100-room hotel located in the heart of London. The hotel is part of a larger development that includes a 150,000 sq ft office space and a 10,000 sq ft retail space. The hotel is expected to open in 2023. Geometric Fabrics has been working with the hotel's owner, a private equity firm, to provide a high-quality, modern furniture solution for the hotel. The furniture will be sourced from Geometric Fabrics' extensive catalog of products, which includes a wide range of styles and materials. The hotel's owner is looking for a furniture solution that is both functional and stylish, and Geometric Fabrics' expertise in the marine sector has been a key factor in their selection.

www.geometricfabrics.com

