

Holger Kahl and Susanne Wiegand – Nobiskrug (Managing Directors)

Design

With reference to the larger-yacht market – for us this means >60m LOA – the design and manufacturing process needs to become more accessible and more comprehensible for clients. We focus on one-off business and not semi-custom or series yacht building. It is not uncommon for clients to be lost when they are daunted by the overwhelming demands that a custom project would put on their time. Our task in the superyacht business is to make the entire ownership experience an enjoyable and rewarding process. If we lose customers because they are afraid of becoming too involved in the process, then we are missing something important. Currently, clients get too much pressure from self-interested parties to ‘design your own boat’. This task equates to asking a client with no previous experience to be deeply involved in the design of their high-performance car, transatlantic private jet or luxury mansion. Certainly adventurous clients ready to become immersed in the process exist, but as society becomes more and more emphatic in its consumerist attitudes even the very large-yacht-building industry needs to address this. We feel the client needs one or two people at his side in whom he has full confidence. We offer to create a joint management situation with the client and the yard’s project team in order to manage the whole process of engineering and construction. As a further tool to create, and throughout guarantee transparency and trust, we open our books. The client can rely on optimal solutions with fair costs for his personal dream.

Clients

Statistics have shown constant growth to date. Will the credit crunch bring a change or are lists with



names of potential clients just to be reviewed? We do not have a crystal ball allowing us a prediction. However, as we know shipbuilding with its cycles; we (can say) we will have changes. Therefore we can continue to provide our individual philosophy: stay reasonable – do not grow too fast – and remain a steadfast partner.

Technology

Token green technologies within the next five years (will come into existence). In terms of fuel, systems, natural materials etc. used, significant green technologies within the next 10 years will be produced. Security might become one of the top requirements and even more highly sophisticated AV is more than likely. Further ‘remote’ involvement of owners through webcams and online connections to their yacht etc is possible too.

Luigi L – Italistyle Yacht Design & Naval Architecture

Design

To help the market grow, it is necessary to follow the taste of clients and the style of the time. However, during the preliminary

phase of study the architect has to think about the construction process, so as to let the construction system be simpler. The exterior design of the yacht has to meet the taste of client, but we have to consider that the shapes have to be realised in an easy way. So the filler, the selection of the colour, is really very important. At this moment,

the help of the architect and designer can make the difference in the construction timing process and the final yard cost of the yacht, as well as the number of yachts that the yard can build in a year – not only the selection of materials and shapes, but also the process of construction and the sequence of assembly have to be part of the design studio. The