



A look at the unique Sky Suite aboard the new Sky Princess

DADO's Brand-Specific Strategy

Storytelling designs are less about what is in a space than how that space makes a guest feel, said designers from Miami-based Studio DADO. Rather than designing for a pool or a garden, design for what the person in the pool or a garden will get from it.

Anticipating that experience means intimately understanding the cruise brand, its customer, and where both are heading.

“We try to design from a deeper place where we’re asking, what do we want the guests onboard to experience in this particular space. We really try to take them on a journey and it starts from a high-level concept of what do we want the guests to feel,” said DADO’s Yohandel Ruiz, partner. “How do we want them to perceive this space? What’s the lighting quality of the space? How long do we want them to stay engaged with this space? When they leave this space what do we want them to remember from that

experience? We really choreograph the experience for the guest. We never put ourselves in the position of, it has to be better than or it has to be different from. Every space is really unique. It’s really about telling that story.”

Encore

Norwegian Cruise Line’s Encore is the last of the Breakaway-Plus class and, like many finales, features new spins on class favorites. Most of the architectural kinks have been worked out between the first and second ship in a class, said DADO’s Greg Walton, and by the third and fourth ship it’s all about amping up the wow.

“Many times with the last of the class of a ship we find that the owners want to introduce venues that haven’t been on previous ships. And mainly the reason for that is they want to go out with a bang,” Walton said.

DADO’s work on the Encore includes Q, Coco’s, Social Comedy and the Night Club, and several other venues. The Ital-

ian-themed Onda by Scarpetta is a space they said will have a dramatically different feel from sister-ship versions.

Sky Princess

Where DADO is putting an exclamation point at the end of a Norwegian story, they are helping Princess Cruises tell a different tale through the Sky Suites on the new Sky Princess.

Princess is looking for a subtle brand update that keeps pace with their customer demographic as well as the line’s recent technological leaps, said DADO’s Javier Calle.

“They wanted us to create a design that was kind of a springboard for the evolution of that brand,” Calle said.

“The Sky Suites are definitely where the brand is going,” Calle said. “The floor plan is a little bit more angular, a little bit more edgy, more sexy – if you want to use the word. It’s more of an open plan where the space feels more grand.” – *Mat Probasco*