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An *Encore* Presentation: Bringing High Style to the High Seas

Studio DADO creates memorable spaces, from experiential dining options to interactive social areas on Norwegian Cruise Line's newest ship, Encore



Coral Gables, FL, November 22, 2019 – Norwegian Cruise Line's newest ship, *The NCL Encore*, launches November 2019, with designs from South Florida-based, boutique interior design firm Studio DADO. Studio DADO is responsible for the design of two brand-new concepts on board *Encore*; **Q**, a Texas Roadhouse-style barbeque joint and **Onda by Scarpetta**, which brings the iconic New York City restaurant to the high seas through an adaptation of their brand. Other new designs include **The Social Comedy Club**, **Teppanyaki** and the **Galaxy Pavilion**.

Leading the project are two of Studio DADO's founding partners, Yohandel Ruiz and Javier Calle. The award-winning firm, which recently debuted on *Interior Design* magazine's '100 Rising Giants' list for 2019, brings their uncomplicated and collaborative design approach to *Encore* to create these transformative spaces. Having worked with NCL on several previous vessels, DADO understood that as the last ship in the class, *Encore* needed to provide guests with an unparalleled experience.

"Understanding client expectations and their desire for the traveler experience, is key to successful design. This is especially so when we have nuanced projects that require a great deal of thought as to not only how guests will use the space, but how they *feel* in the space," says Yohandel Ruiz. "When design is done right, the guests are transported into another time and place."

Studio DADO's philosophy is exemplified by their interpretation of a Texas roadhouse-style barbeque joint, **Q**--an authentic experience, with its time-worn, textured look. The use of raw, distressed materials purposefully create a space that feels as if it just came together over time. While DADO's work on **The Social Comedy Club** takes guests on a journey through the evolution of comedy with a black and white palette evoking an old Hollywood feel to whimsical touches that pay homage to iconic sitcoms for the 50's and 60's.

For the **Onda by Scarpetta** reinterpretation, lead by Javier Calle, has created an onboard aesthetic that combines elegant old-world charm with the sophistication of a Manhattan eatery. Utilizing their specific, customized approach, Studio DADO captured the ideal balance of high energy and effortless elegance while preserving a communal and comfortable atmosphere. DADO applied natural materials such as walnut and calacatta gold marble to a contemporary, minimalist Italian aesthetic. The result not only provides a memorable experience for guests, but represents the pinnacle of chic and effortless modern design while staying true to the aura that is 'Scarpetta'.

"Working with Studio DADO has been one of the most efficient design processes I've ever been a part of. We had instant chemistry and spoke the same language," says John Meadow, founder and president of LDV Hospitality. "Our visual aesthetics were in line since day one. They listened and executed immaculately."

About Studio DADO

Studio DADO is a Miami-based boutique cruise ship and hospitality design studio with over 60 years of cumulative design experience. DADO blends approachability with glamour, culture with confidence, freethinking fun with structure, and their growing portfolio reflects their out-of-the-box approach. Designers of DADO have transformed some of the most impressive spaces on board ships for Norwegian Cruise Line, Oceania Cruises, Regent Seven Seas Cruises, Carnival Cruise Line, and Princess Cruises into livable art. Memorable aesthetics, appreciation of culture, and a firm understanding of both client and patron needs have cemented Studio DADO as a world-class, upscale design studio since its inception in 2016. Get in touch with them at www.studiodado.com, and learn more about current projects by following them on Instagram @studiodado.

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