

The importance of brand and product immersion

A team of experts from AD Associates explain how great design and operational performance can heighten the guest experience.

When Crystal Cruises decided to reimagine its two ocean going vessels as part of its 'Evolution of Crystal Luxury' renovation project, AD Associates was delighted to help. "The reimagining of both Crystal Symphony and Crystal Serenity heralds a significant investment in two much loved and award-winning vessels," said Chris Finch, partner and founder of AD Associates. "With our track record of working closely with the brand, we're confident these refurbishments will keep both vessels at the top of ocean-going luxury for years to come."

Reimagining one space in particular presented both opportunities and challenges. "As a casual seating area under a retractable roof, the Trident Grill was to be transformed into an interior space with a selection of new food and beverage concepts," explains David McCarthy, AD Associates' director of Marine Projects and Communications. "From the outset, there was strong collaboration between all parties involved including AD Associates, Crystal, the catering team, public area and lighting contractors, the Genting technical team and shipboard personnel."

Not only did they have to carefully consider the air conditioning requirements for guest comfort, but further technical challenges came with the addition of new catering facilities. "The decisions you make on the ergonomics and operational performance of a space can have lasting effects; for both guests and shipboard staff, as well as the important return on investment," McCarthy notes. "By immersing ourselves in the guest experience, we were able to curate an identity that



AD Associates has helped to reimagine Crystal Cruises' Crystal Symphony and Crystal Serenity

works both day and night and performed to Crystal's exact standards."

The successful layering of a space is an important part of AD Associates' approach. "Having control over such things as artwork and signage, as well as forging close partnerships with lighting specialists and the careful integration of entertainment equipment, ensures we create spaces that are thoughtful, well integrated and pleasing to

be in", says Nicola Preece, the company's design director.

Mark Santon, AD Associates' project leader for Interior Design, is rightly proud of the results. "It is really rewarding to see such a significant project through to a successful conclusion. Being able to support both operator and their appointed contractors, on site, right up to completion is an important part of what AD Associates has to offer." **C&F**