



September 2015

CUNARD APPOINTS INTERIOR DESIGNER FOR QUEEN MARY 2

Major 2016 refit being developed in collaboration with British design company SMC and thousands of Cunard guests

Cunard has appointed SMC Design to lead the development of **Queen Mary 2's** interior spaces in preparation for her forthcoming major refit in 2016. The Cunard flagship will undergo a multi-million 25-day (27 May – 21 June) extensive refurbishment that will see new interior designs and new guest experiences introduced on the most iconic ship in the world as she begins the next chapter in what has already been an illustrious career.

This announcement follows on from the recent well-received news that **Queen Mary 2** will gain 15 new single cabins and an additional 30 Britannia Club cabins during the refit and that the very popular kennels will be expanded to cater for the high demand this unique facility already attracts. Today's announcement about the appointment of SMC Design will be the first of several unveilings the company has planned underlining the importance of the work to be undertaken on **Queen Mary 2**. SMC Design was founded in 1994 and is a London-based design consultancy that specialises in the maritime sector.

The design team has worked on many ships from small luxury yachts to some of the largest ships ever built. The company also has a history of working with Cunard ships past and present, leading previous refit projects of **QE2**, **Cunard Countess** and **Cunard Princess** while also being involved in the designs for its current fleet: **Queen Mary 2**, **Queen Victoria** and **Queen Elizabeth**. SMC's Managing Director Andy Collier was in fact part of **Queen Mary 2's** launch design team at the beginning of the Century when she was the first Atlantic liner to be built for over 35 years.

The new **Queen Mary 2** designs will introduce completely new areas and venues to the ship, from staterooms to dining, as well as exciting refreshes to existing areas.



Throughout the development process, three principles have been key: ensuring the designs give each area a distinct and confident look and feel, that the areas are intuitive to use with layouts optimised for guest use and that they harness the iconic heritage of Cunard.

The original art-deco masterpiece and Cunard legend **Queen Mary** has been one of the sources of inspiration for the new interior designs thus bringing Cunard's decorative and glamorous past into the 21st Century.

With new designs featuring signature colour schemes, new carpets, new furniture as well as more decorative fixtures and fittings installed throughout the biggest liner in the world, the design approach is set to impress guests and ensure the flagship retains her leading position.

And it's not just design experts who are helping to shape the future of **Queen Mary 2**. Over the last eighteen months Cunard has been consulting and testing different ideas with thousands of past and future guests across the world. These ongoing consultations are an important element of the work being undertaken in preparation for refit and the valuable opinions from the people who know Cunard and **Queen Mary 2** better than anyone is actively being incorporated into the exciting and extensive development plans that will be revealed over the coming months.



Angus Struthers, Cunard Director, says:

“As well as being the most famous ship in the world **Queen Mary 2** is the most important and iconic so it is essential to keep her in excellent condition and ensure that what she offers is continually ahead of the rest. The work undertaken so far has been an impressive collaboration between ourselves, SMC and thousands of Cunard guests to ensure we are taking the right approach with our flagship. SMC Design has an unrivalled reputation and, having worked with them on several prestigious Cunard projects in the past, we have every confidence in their ability to produce a revitalised and stunning flagship in 2016. What is already a magnificent ship will become even more magnificent”.

Andrew Collier, SMC Managing Director, says:

“Cunard has a unique rich heritage in both the nautical and design fields and we have researched into these and looked to incorporate aspects of pattern and design into our plans. Particular attention has been paid to taking inspiration from the original **Queen Mary** and our aim is to enhance existing designs as well as implement a decorative overhaul, looking to emphasise the feeling of understated elegance. Clean lines and simple designs will instill a sense of glamour and relaxation. We are very excited to be part of the project to bring a new look and style for the world’s most famous ship!”

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