



POST-CRISIS DESIGN

by Andrea Pezzini, CEO & Co-Founder Floating Life

***H**ow design is wielding increasing influence on construction in our post-crisis world.*

Demand for personalisation has been on the rise of late. This is all part of the current “process of architectural renewal”, something that has been stymied for a long time by the development of so many fibreglass-built production models.

But now new clients in general and young first-time owners in particular are pushing designers in the direction of increasingly futuristic forms and solutions. The materials produced by recent technological developments, such as glass tough enough to be a structural element and metals and alloys new to the sector, are adding impetus to the long-quashed creativity of designers all around the world.

New business models, such as multi-ownerships that reflect a new way of living yachts, are also driving designers and architects to follow the “personal dreams of each individual client” rather focusing on the cost-savings pursued by yards in developing production craft.

Today clients want to be involved in the design of their yacht right from the preliminary sketches, homing in on details that previously would have been left entirely up to the designer’s imagination. Increasingly, we’re hearing clients referring to “my yacht” from the moment they see the draft sketches of what will one day become their “floating dream.”



This time my cry against the wind is really more of a yell of encouragement to this change that can help our world to evolve and growth through new ideas, new materials...and ancient desires....