

Source: Yachts - Middle East Author:
Country: United Arab Emirates Date: 2023/05/01
Media: Periodics Pages: 1 - 1

### Media Evaluation:

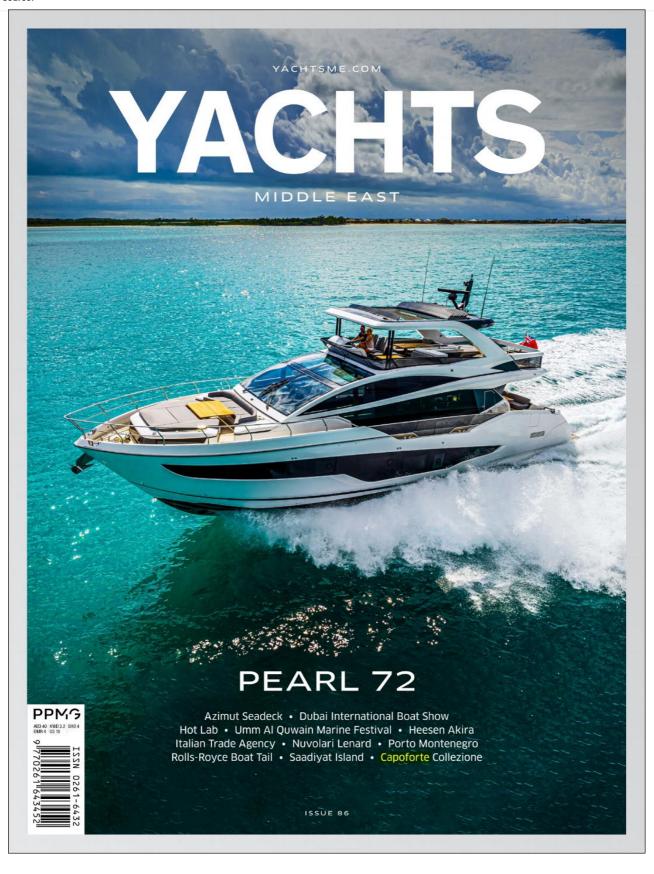
 Reach:
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 Pr Value:
 €8.250

 Pages Occuped
 1.0



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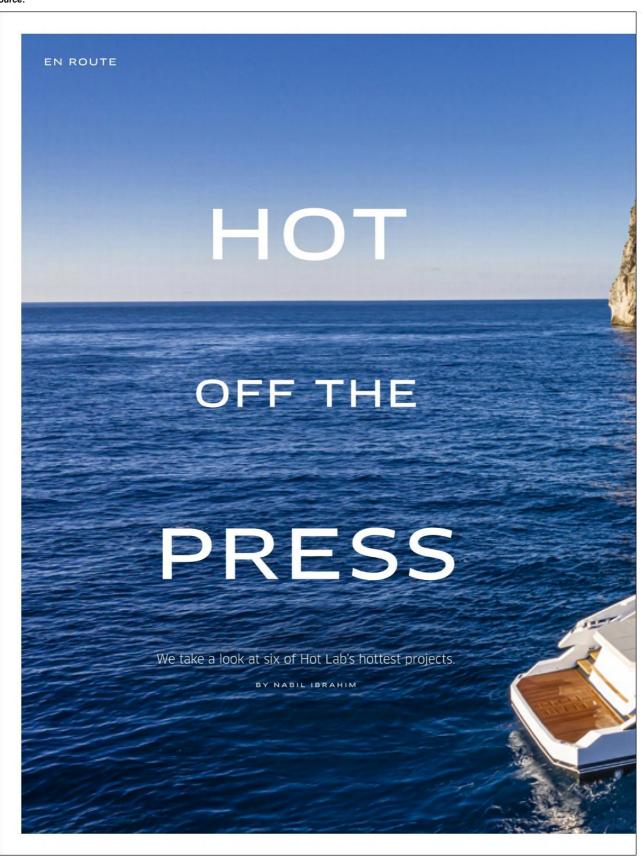
Source: Yachts - Middle East Author:
Country: United Arab Emirates Date: 2023/05/01
Media: Periodics Pages: 34 - 39

### Media Evaluation:

Reach: 196.000
Pr Value: €49.500
Pages Occuped 6.0



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### **EN ROUTE**

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Founded in 2004 by the marketing and design duo of Antonio Romano and Enrico Lumini, Hot Lab has been developing refined and elegant yacht projects ever since. With the studio being based in the creative hub of Milan

and with the support of the Viken Group behind it, Hot Lab has established itself as one of the leading studios, working with the most prestigious shipyards and high profile owners, which have led to several international awards.

"The last four years were very profitable for us and the studio increased in terms of style, the quality of its works and the self-confidence of the team. This is due to the hard work done day by day (and sometime by night), and thanks to our customers that believed in our firm," said co-founder and business directo r Antonio Romano. "More recently we moved Hot Lab under the umbrella of the Viken Group. It has been a major change of gear and already in 2023, we have signed four new contracts. We are exceedingly pleased."

The structural changes have been mirrored by a change in the design process, overseen by design manager Enrico Lumini. He explained: "That's when we crystallised our motto of 'architecture for voyagers'. The idea was to simplify exterior design to become more essential, pure, clean. We wanted to give more importance to the volumetric, architectural aspects of design. It has struck an immediate chord with our clients."

Currently, Hot Lab is working on six projects, all

of which feature the studio's signature interior and exterior design elegance and refinement...

### **BILGIN 50M (INTERIOR)**

This 50m project marks the beginning of a new relationship with Turkish yacht builder, Bilgin. While Unique Yacht Design has taken care of the exterior, Hot Lab has concentrated on the interior, using natural light to stunning effect. The studio has also incorporated a broad staircase, allowing light from the sundeck to flow down to the lower deck, enhanced by mirrored strips. With over 60 natural finishes, including 14 different types of marble, this project is an intricate and complex undertaking.

# COLUMBUS YACHTS ATLANTIQUE 43M (INTERIOR AND EXTERIOR)

Hot Lab's signature styling can be seen clearly on Columbus' Atlantique 43m project. Here, elegantly curved lines contrast with a dramatically cut-away aft deck, while the deck's focal point is the pool. The first hull of this yacht was bought by a keen owner who simply loved the interior and exterior design.

# 42M FULLY CUSTOM (INTERIOR)

The pressure was on with this 42 metre project, as one of the Owners is an established architect and requested a seamlessly fluid and organic interior. Hot Lab used light wooden panelled walls that provide a striking contrast against the darker wood floors and grey carpets, with curves adorning every aspect of the yacht.

# NUMARINE 37XP

Numarine's semi-custom explorer offers Hot Lab's interior as an optional upgrade package, with hull number four being the latest to go for the option. The package features an expanded range of high-quality finishing materials and unique loose furniture. Hot Lab's version also boasts a wider entrance to the main saloon, tapered bulkheads, and a bar to port, culminating in a more sophisticated ambience.

# AES 35M (INTERIOR AND EXTERIOR)

Turkey's AES Yachts invited Hot Lab on board to create a highly masculine.





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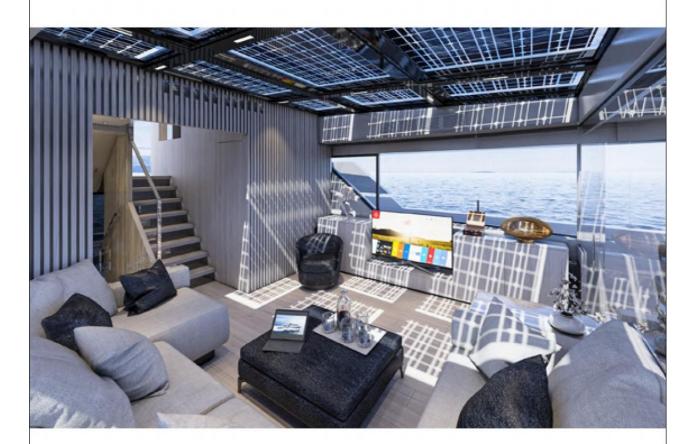
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HOT LAB



35

Fresh approach: Hot Lab are designing yachts with a new approach and a renewed balance between style and luxury. They call it "Architecture for Voyagers".





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Working together: In little more than a decade, the studio has emerged at the front of a very complex and competitive sector, giving life to the shared objective of the partnership: to work for clients who are proud to own a Hot Lab designed product.



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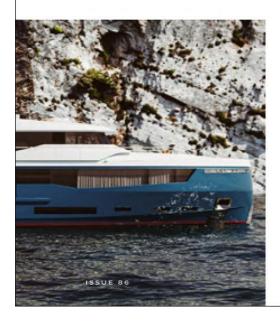


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HOT LAB



There was no need to go crazy, so the studio made small, simple improvements that Lumini terms as 'incremental design'.



▶ aesthetic for its explorer's exterior, while creating a interior is characterised by a clean and slightly reflective design, featuring a dark palette. The surfaces are predominantly three-dimensional, with the vertical wood showcasing a textured relief and the glass boasting a slightly distorted finish.

# ARCADIA SHERPA 80 (INTERIOR)

Hot Lab had already designed the original Sherpa 80's interior, so being invited back to tweak the styling of hulls five and six, was no problem at all for the studio. There was no need to go crazy, so the studio made small, simple improvements that Lumini terms as 'incremental design', which can be seen in the subtle addition of space and storage in the salon as well as an improved layout.