

YACHTS - EXPERTISE

While almost every other detail is customized on yachts, lighting is frequently ignored. When the sun sets and the lights are turned on, one discovers the most generic illumination, often provided by outdated lighting technologies. On most modern yachts, very little stands out at nighttime. They are undefined masses looking like 'black-holes' from shore when moored in a bay. The hours that exterior stylists spend on creating signature shapes disappear into darkness and are not represented at all. Private residences and restaurants often have more unique lighting than multi-million dollar yachts.

Emotional and unique approaches to yacht lighting create subtle moods and add both pleasure and value to a yacht by reflecting an owner's personality. These lighting techniques put a signature stamp on form and function, adding sophistication to luxury.

I3D sees the untapped potential for stunning new lighting designs for luxury yachts. Beatrice Witzgall's passion for performance sailing, combined with her lighting expertise, allows her to understand the opportunities that lie beyond the traditional lighting approaches. This combination leads to a deeper understanding of the practical challenges and requirements of yachts as far as realizing their design potential and opportunities.

At this point, I3D has worked on numerous yachts ranging from some of the most high-profile and prominent superyacht launches to high performance catamarans. I3D involvement ranges from full lighting design services, to technical consultancies, to support in architectural design aspects and development of graphics.

I3D has worked extensively with many acclaimed designers such as Bannenberg-Rowell, Reymond Langton, German Frers and shipyards such as Luerksen, Abeking & Rasmussen, Nobiskrug, Hodgden and Gunboat.



YACHTS - 85M M/Y 'PACIFIC'

- **PROJECT TEAM "JOSI":**

Delivery: **November 2010**
Interior: **Bannenberg Rowell**
Exterior: **German Frers**
Shipyard: **Luerssen, Germany**
Awards: **Finalist for Superyacht Awards 2011** (decision pending)

LIGHTING STATEMENT:

For PACIFIC, the owner's brief was clear: "impress & surprise us showing something that hasn't been done before on any yacht." Therefore, we had the amazing opportunity to implement many of our unique design visions into this outstanding project. All spaces were defined by different light settings for the various user scenarios. Integrated lighting accentuated the multitude of complex materials and textures; and the complex and outstanding architectural design details. A mood-altering color scheme linked interior with exterior spaces and created a fluent spatial experience.

Together, these and other innovative lighting features created PACIFIC's unique signature look, pushing the envelope for innovative lighting design and setting a new industry standard.



FROM CONCEPT RENDERING TO REALIZATION



YACHTS - 85M M/Y 'PACIFIC'



YACHTS - 66' GUNBOAT CATAMARAN 'PHAEDO'

- **PROJECT DETAILS "6604":**

Delivery: **October 2010**
Shipyard: **Gunboat, South Africa**
Project Manager: **Paul Hand**
Architectural Layout / Graphic / Lighting: **I3D, inc.**
Client: **Lloyd Thornburg**
Awards: **2011 Best Boats: Flagship Multihull**



This catamaran truly pushed the envelope and redefined what a fully equipped "performance cruising boat" nowadays can mean. Not only did it apply race boat technology, pushing weight and performance to the limit without compromising or sacrificing luxury life-style elements in a highly designed loft-type space, but it also rethought every system, detail, and technological addition. The result is a custom, modern, cleanly-designed, stylish and open penthouse space that has every feature of a fast, light-weight performance racing yacht. This 66' Gunboat catamaran is equal in many aspects to an over 100' Super Yacht in terms of space, speed, performance, and quality of finishes. However, it is optimized in terms of crew, maintenance costs, fuel, and energy savings. It sets new standards for catamarans, bringing the possibilities to a new level.

This project represents I3D as truly an interdisciplinary firm with scope ranging from architectural layout to the styling and branding including graphics and the lighting design.



YACHTS - OTHER DESIGN SERVICES: ARCHITECTURAL DESIGN & GRAPHICS

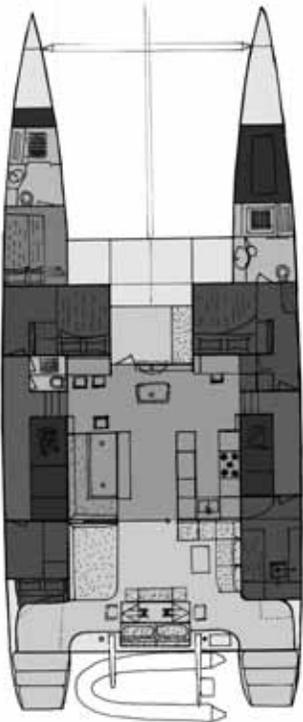
- ARCHITECTURAL DESIGN

We are a strong believer in an integrated design approach that combines backgrounds and bridges disciplines, using a comprehensive understanding of a situation in order to create new insights and see new potentials.

Relying on our strong background in architecture, we created for PHAEDO an open loft-style modern space for this usually cluttered platform yacht. We focused on creating clean lines, alignments, and a continuity of space that connects the inside to the outside in order to create a seamless spatial experience.

- BOAT GRAPHICS & LOGOS

With our strong understanding of the various design disciplines, we understand the underlying design principles, concepts and themes enabling us to develop a representative brand. The graphics should strengthen and accentuates the identity and have a unique, but specific character. Graphics should reflect the overall design principles of the project.



YACHTS - MISC. CONFIDENTIAL PROJECTS

LIGHTING DESIGN CONSULTANCY - UNDISCLOSED DETAILS:

We respect our clients wishes to keep project details confidential!

Yacht projects are a combination of high-end individualized residential spaces with a strong hospitality aspect. Yacht projects deal technically with very challenging conditions. Our involvement extends from interior to exterior lighting, in which we specifically focus on creating a strong signature look.

Due to the character of the industry, we unfortunately can't share or disclose further project details and images of our work despite having had the great opportunity to work on some outstanding and unique designs. Some, but not all, of our yacht projects, are listed below. References are available upon request.

DESIGN PROPOSALS:

- **EXTERIOR DESIGN FOR A VERY LARGE MEGAYACHT**

Designer / Shipyard: N/A - confidential

- **EXTERIOR DESIGN FOR A LARGE MEGAYACHT**

Designer / Shipyard: N/A - confidential

FULL DESIGN SCOPE:

- **24.5m M/Y EXTERIOR LIGHTING**

Designer / Shipyard: N/A - confidential / USA

Delivery: November 2010

- **78m A&R #6492** - Full Interior & Exterior

Designer: Reymond Langton Design

Shipyard: Abeking & Rasmussen, Germany

Delivery: Summer 2011

- **149' EXPLORER YACHT** - Interior & Exterior

Shipyard: N/A / USA

Delivery: 2011

TECHNICAL LIGHTING CONSULTANCY:

- **78m A&R TITAN**

Designer: Reymond Langton Design

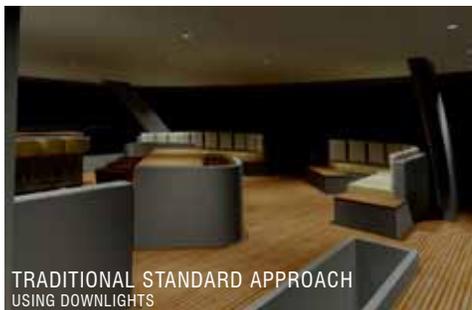
Shipyard: Abeking & Rasmussen, Germany

Delivery: Summer 2010

- **74m M/Y #783**

Designer: Reymond Langton Design

Shipyard: Nobiskrug



TRADITIONAL STANDARD APPROACH
USING DOWNLIGHTS



COCKTAIL RECEPTION MODE
CREATING BRIGHTNESS WITH INDIRECT & REFLECTIVE LIGHTING



PARTY / EVENT MODE
INCLUDING COLORS, THEATRICAL LIGHTING ELEMENTS



LATE NIGHT DINING MODE
WITH A REMOVABLE PENDANT FOCUSED TABLE LIGHTING



YACHTS - M/Y 60M HIGH SPEED CONCEPT YACHT

- **“TO SEE AND BE SEEN!” - A NEW WAY TO LIGHT THE SUPERYACHT**
Project: **60m high-speed M/Y**
Exterior styling: **DLBA - DONALD L. BLOUNT AND ASSOCIATES**
Published: **THE YACHT REPORT # 108, October 2009**

LIGHTING STATEMENT:

This innovative high-performance 30 knots fast 60m Motor Yacht integrated architectural lighting strategies into the early phases of the design process, creating solutions that enabled us to develop unique identities, perception and perspectives for the exterior.

We integrated a structural reveal, putting a linear resin-encased, high-power LED striplight fixture with narrow beam optics in a pocket housing on the exterior hull, grazing the hull surface and accentuating exterior characteristic shapes of the yacht to mark the yacht's presence and reveal its style and volume. We also considered a careful balance for the surface finishes: matte finishes carry the light further, accentuating design features and reducing reflective glare.

