

GUIDO DE GROOT DESIGN



Guido de Groot graduated with a Bachelor of Science degree with honors from the Art Centre College of Design in Pasadena (USA) and worked for more than seven years as a car designer in Paris for the French car manufacturer Citroën. He launched Guido de Groot Design in 1997, specializing in innovative interiors and exteriors for both luxury motor and sailing yachts. Much has happened since then...

Being a car designer gave him an excellent understanding of shapes and surfaces, and a keen sense for 3-D objects. Both cars and yachts are sold primarily on their aesthetics and the presentation of prototypes and drawings is equally crucial to owners of premium cars and super yachts. Designing cars provided him with a unique understanding of what quality is... That vital element of class.

Guido de Groot his love affair with yachts began back in 1986 when he saw the fourth

“Highlander” close to completion at the De Vries (Feadship) yard. Awestruck by the majesty of this 45-metre masterpiece, he started drawing yachts in parallel with his career in car design. The next decade was spent learning everything there was to know about luxury yachts.

Guido de Groot Design is based in Leiden, the oldest university town in Holland. The award-winning studio employs eight people of varying nationalities and specializes in interior and exterior design for luxury yachts. The office works with some of the most prestigious shipyards worldwide. The Guido de Groot philosophy is to create high-quality designs of purity and harmony. For all the designs, both the interior and exterior, the design studio tries to create designs that stand out by their quality. A design, even if it is not intended to show off, should be appreciated for its purity and harmony. This philosophy can be seen in many of the stunning yachts that glide out

The company not only works on yacht interiors, but many of the projects combine interior and exterior design. The sizes and types of yacht also range from a 20 meter sailing yacht through to a 65 meter exploration luxury yacht, and including fast motor cruisers and more sedate displacement yachts.

What is your design philosophy? For all our designs, both of the interior and exterior we try to create designs that stand out by their quality. A design, even if it is not intended to show of, should get appreciated by its purity and harmony.

What yacht or other design best embodies this philosophy and why? Two of our latest yachts the Jongert 39m Lucia M and Feadship Kathleen Anne embodies both regarding our exterior design philosophy. Both yachts have very clear and pure lines and stand out because of their very well sculptured shapes. Regarding our interior designs I reckon the 36m Espresso is a good sample of a yacht where the combination of lines, colors and materials are creating a very harmonious design. There is not one particular item that stands out by itself. It is the uniqueness of the whole design concept of the interior that stands out.

Are there any people, places or movements that have particularly influenced you? As a young boy I got my interest in car design because of the many Italian Showcars build in the Seventies and early Eighties. Especially the prototypes by Bertone, designed by Giorgetto Giugaro, Marcello Gandini and Marc Duchamps got my interest. The Alfa Romeo Carabo is still one of my favourite prototypes from that period.

Like so many yacht designers of my generation I got inspired by the late Jon Bannenberg who basically brought excitement to the yachting industry. Although I find a lot of his designs not very timeless he created a market for yachts that are "design statements".



Interior Lucia M



Lucia M—Jongert



Leadship Kathleen Anne

What projects this year have you found particularly exciting?

We have been able to work on a wide range of projects. I would say each project has its own story and they were all completely different from each other, ranging from, sailing yachts, refit projects, a 39m fast Aluminium Motor Yacht, to a 65m exploration yacht. Besides that we have set up some new yacht concepts together with some strong partners. One of those projects includes a very novel "green" motor yacht concept. The first reactions for this project were very positive.



Mulder

What projects in the diary are you particularly looking forward to?

Construction of a new Semi Displacement 50m motor yacht designed by our

company will be started in the coming months. Further more we have currently our first two yachts under construction in China and 2 in the Ukraine. We are also celebrating this year our 12 1/2 relationship with Shipyard Mulder in Holland for which we are designing all their yachts. Currently we have 8 yachts under construction at there yard including there largest project up to date, a 30m Semi Displacement Flybridge Yacht.

Where do you draw your ideas from? I do get influenced a lot by my clients themselves, there way of living, thinking. I had the change to work for some fantastic clients and I am proud that I have been creating the fulfillment of their dreams

Your work is being recognized worldwide. What, in your opinion, sets Guido de Groot Design apart from other design companies? We are very versatile in our projects and not afraid to take on new approaches. The variety and scope of the projects reflects the fact that our company is flexible; the projects range from the futuristic to the traditional, but behind all of the projects there is a cohesive and unifying style.

What are the main aspects taken into consideration during a yacht design process? Firstly you need to be aware that what you design also has to be built by the yard (so it needs understanding of the yards strengths and limitations) and secondly, you need to be able communicate your ideas and designs effectively to the client and yard. Our strong point in the development of the yacht is that we develop the yachts with 3d computer programs allowing us to make visuals for both the exterior and interior of the yacht. Like this we make it much easier for the client to get an idea of what the potential boat will look like, long before the vessel has begun construction.

Nowadays we see many futuristic yacht designs emerging from young designers. Do you see this trend becoming popular with the clients or do they still prefer a more down to earth, timeless design? You can not really talk about yachts as something being very general. There will always be several different types of yacht, ranging from fast yachts to large displacement yachts. Some with traditional looks and others will be futuristic. Those type of yacht styles evolve, but their function is to entertain their owners and guests. Yachts change as their users expectations and demands change. How yachts will look like in let say 20 years depends for a large part on this. At the

moment it is for instance important for people to be close to the water, which is achieved by folding out balconies and terraces. Also submarines on board are starting to become popular. Accommodating these "toys" and other items will affect the layouts and appearance of future yachts. No need to say that also a change in regulations will affect the designs of yachts.

Another important issue is the ecology and environment. Your latest projects include the 27m and the 34m hybrid propulsion superyacht concepts. Is there a large demand for 'environmentally friendly' superyachts amongst the owners? You could say that Green Design for superyachts as such is not necessarily important because of the small numbers of superyachts worldwide. But Green Design has to be seen as a global issue. A lot of ideas that can come out of the ideas gained for the super yachts can find their way in other green solutions for ships in general as well. Transport over sea is still a very polluting business. We also noticed that there is a group of superyacht owners that are very interested in "green technology" because of their background in being entrepreneurs in modern technology in general.

