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SPRING | SUMMER 2016



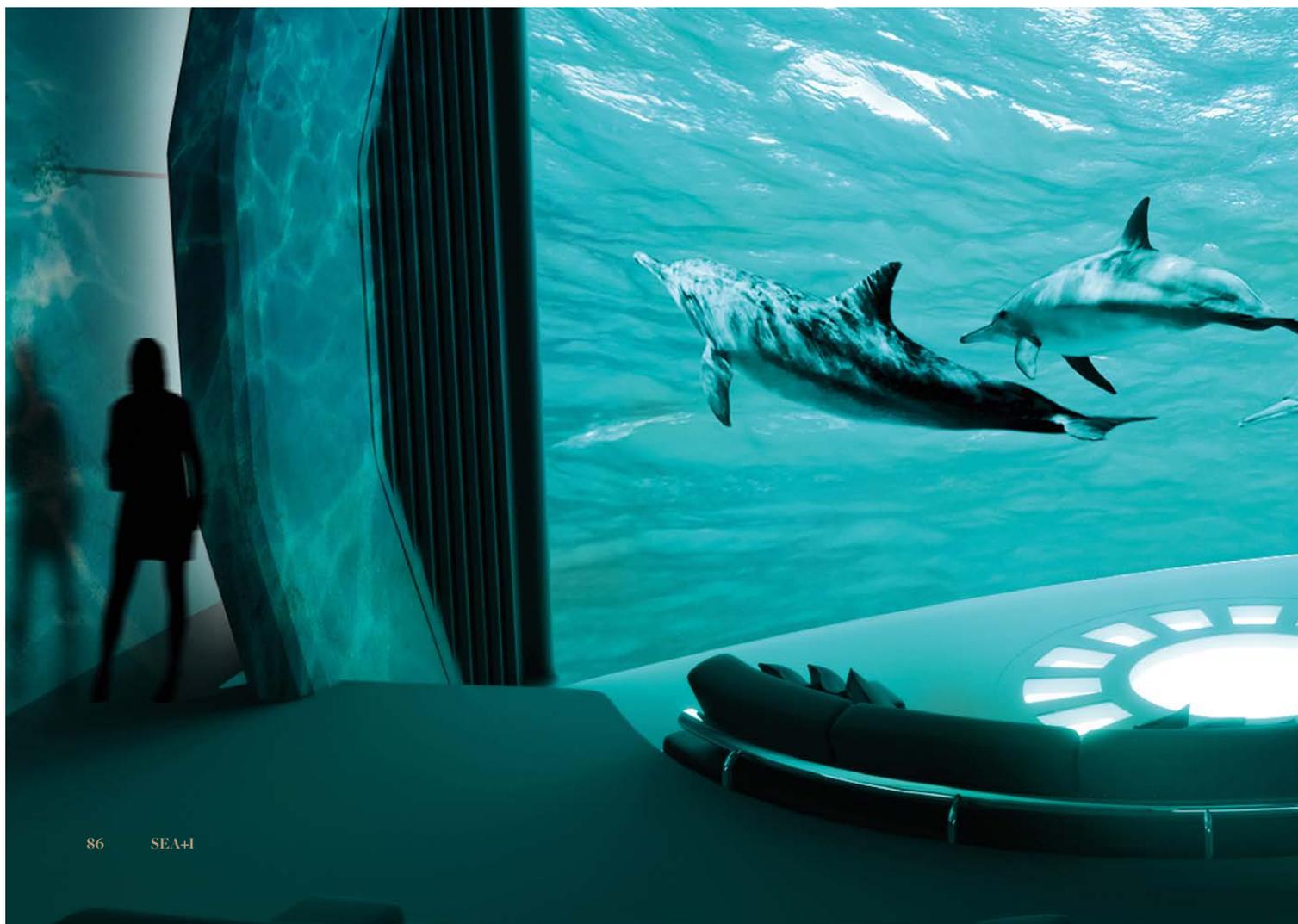
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LEISURE

The entertainment factor

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Entertainment systems have always played an important role in the overall yachting experience. But now, a new generation of superyachts are pushing the boundaries with an *impressive array of cutting edge equipment*. From on board IMAX theatres and immersive entertainment, SEA+I turns the spotlight on the latest developments in yachting audiovisual technology.



Technology advances almost daily and with it the expectations of superyacht owners. As audiovisual (AV) innovations reach new heights, the entertainment factor on board yachts is entering the realms of the extra-ordinary.

“Enhanced features and internet connectivity have meant that market leaders have had to up their game to create diverse and user friendly products that really work,” says Alan Bernardi, Director of specialist marine entertainment system company, Yacht Intelligence.

It’s all about sharper video quality, clearer, purer sound played throughout the yacht on impressive speaker systems, and entertainment systems that have evolved beyond the standard TV to allow for full cinematic experiences. The 67.1m (220’) *Vertigo* is a great example of the lengths owners are going to in order to achieve new levels of precision. On *Vertigo* the sound systems in the owner’s cabin are perfectly configured and tuned so that the optimum sound is delivered to where the owner’s head will be, whether lying in bed or on the sofa. »

IMAGE The Nemo Room concept, brainchild of designer Ken Freivokh and Yacht Intelligence; a full IMAX screen, built into the hull of a 150m superyacht and accommodating up to 20 guests. If built, it would be the first IMAX screen ever installed on a yacht.



The challenge of AV equipment is threefold. As well as needing to work seamlessly at all times, it also has to be aesthetically pleasing, intuitive and enjoyable to use. Added to this, owners are increasingly requiring AV equipment to be both an unobtrusive and a complementary part of the overall yacht design. “We’ve seen an increase in demand for discrete products that can be stored out of sight when not in use,” says Bernardi.

Because of the advances in technology and the need for on board entertainment systems to fit so seamlessly within a yacht’s interior, it is now increasingly common to see AV specialists and yacht designers working closely together from the early stages of a build. Making sure that every element of the yacht comes together to create the optimum entertainment features is a collaborative effort. “Everything needs to be considered in the design and build, from the technology itself to the usability on the yacht and even which furnishings provide optimum acoustic performance,” says Bernardi.

In particular, cinema spaces for large scale viewing are becoming one of the most popular on board AV features. Providing perfect entertainment for rainy days, long passages and al fresco film nights under the stars, more and more yachts now have dedicated spaces, including cinema rooms and outdoor screen setups, for guests to enjoy. With advanced AV technology allowing for digital libraries with almost limitless movie choice and exceptional quality, it is not surprising that cinemas are now a must have for many owners.

Cinema spaces provide entertainment for rainy days, long passages and al fresco film nights under the stars

“Movie loving owners are requesting private on board theatres to enjoy feature films in true cinematic style,” says Michele Flandin, Marketing Manager at Oceanco. Bigger yachts in particular are able to spare the space for designers to create cinema spaces, set in inviting settings for guests to enjoy. “We are seeing a trend for dedicated cinemas on board larger yachts,” says Ronno Schouten, head of design at Feadship. “These are complete professional cinemas equipped with the newest technology in video and sound.”

Taking the idea of an on board cinema to a whole new level is The Nemo Room concept, the brainchild of designer Ken Freivokh and Yacht Intelligence. Essentially, this is a full IMAX screen, built into the hull of a 150m superyacht and accommodating up to 20 guests. If built, it would be the first IMAX screen ever installed on a yacht. “Access to the cinema is via sliding walls, rather than doors, such that, when closed again, guests will be fully surrounded by the projecting screens,” explains Freivokh. Designed to be a versatile space, the screen can also be used for conference calls, gaming and even streaming live cameras on the hull. “The intention [of the design] is to make the whole experience immersive – not just when a film is playing – we wanted to emulate the experience of being underwater. The room is entirely surrounded by screens that can display what underwater CCTV cameras capture immediately outside the hull,” says Freivokh.

This idea of immersive entertainment experiences on board looks like a trend that will gain momentum. In another demonstration of the possibilities of on board entertainment, Feadship incorporated a complete sensation movie theatre on their stand at the 2015 Monaco Yacht Show, creating a cinematic space that made use of visuals, scents and wind to create an unforgettable viewing experience for users.

There is no doubt that AV technology will continue to evolve and the challenge for yacht builders will always be the ongoing need to stay one step ahead of the newest technologies. »



TOP The sumptuous cinema room on board the 88.5m (290') *Nirvana* BOTTOM Cinema spaces for largescale viewing are becoming one of the most popular on board AV features



SEA+I Spotlight : The best on board cinemas

With so many beautiful on board cinemas, it is a difficult task to pick the best.

The 68m (223') *Lady Christine* features a dedicated cinema room for eight, decorated in Old Hollywood style and complete with inviting plush cinema type seating. The 65m (213') *Seanna's* main salon has been designed to convert into a full cinema with a concealed screen and projector. Meanwhile the 62m (203') *RoMa* has a cinema that incorporates a twinkling fibre optic starscape on the wall that mimics the night sky above.

Watching films outdoors has also proved popular with many yachts featuring cinema setups on their exterior decks for al fresco screenings. The 39.6m (130') *Lionsbare* has a newly fitted outdoor cinema and the 54.3m (178') *Tiara* an Arabian Nights themed cinema for guests to enjoy from the comfort of a Bedouin tent. The 56m (185') *My Seanna* has an outdoor screen with lounging area, while the 86m (282') *Seven Seas* boasts two major cinema settings including a cinema complete with raked seating in the main salon and a spectacular outdoor setting where the 4.5m wall of the infinity pool doubles as a movie screen allowing guests to enjoy films while they swim.



The 91.5m (300') *Equanimity* carries a 50sq metre waterproof screen that can be hoisted up the main mast with movies beamed on to it using a powerful projector.

This wide variety of styles in cinema set ups reflect the tastes of their owners and the way they prefer to use their yachts. The simple fact remains that, as with everything to do with superyachts, the look and feel of on board cinemas is limited only by one's imagination.



LEFT On board the 87.8m (288) Feadship *Musashi*, the aft saloon can be converted into a cinema, complete with a six metre wide screen, ultra high-end AV system and HD projector ABOVE TOP *My Seanna* has an outdoor screen with lounging area ABOVE BOTTOM The dedicated cinema room for eight on board the Feadship *Lady Christine*