



Photography by Celebrity Cruises

Celebrity Cruises introduces cutting-edge new ship

Celebrity Edge is the first in Celebrity Cruises' cutting-edge new class of ships, and marks a significant turning point in its approach.

From initial sketches, to experiencing the designs in a virtual reality setting, each and every aspect of Celebrity Edge has been created, reviewed and finetuned in 3D.

The ship's refined, outward-facing design has been conceived in collaboration with a team of world-class designers – including Kelly Hoppen MBE and Tom Wright of WKK – and stems from a desire to make the destination experience more immersive for guests.

This focus is evident throughout the ship's extensive accommodation options, but in particular within its 918 'Edge Staterooms with Infinite Verandas'. These revolutionary rooms blur the boundaries between indoors and outdoors so that the entire living space becomes the veranda, letting guests walk right out to the water's edge.

Within the new Edge-exclusive Iconic Suite, meanwhile, 82 linear feet of panoramic glass envelops the sprawling dining room, living room and bedroom to create the most breathtaking vista. A veranda, which adds 700ft² to the grand total space of the suite, features a hot tub, a shaded private, resort-style cabana, and sweeping views of the ocean.

Handcrafted cashmere mattresses, sophisticated in-room technology, bespoke lighting from Chelsom and plentiful storage space combine with a contemporary, harmonious palette throughout the accommodation – capturing Kelly Hoppen's

flair for clean lines and sumptuous opulence.

Celebrity Edge's wealth of warm, inviting public spaces are an extension of this chic scheme, from The Retreat Sundeck with its plush stylish furniture, full-sized pool and hot tub, to the adults-only Solarium, a covered pool area with a cafe and juice bar.

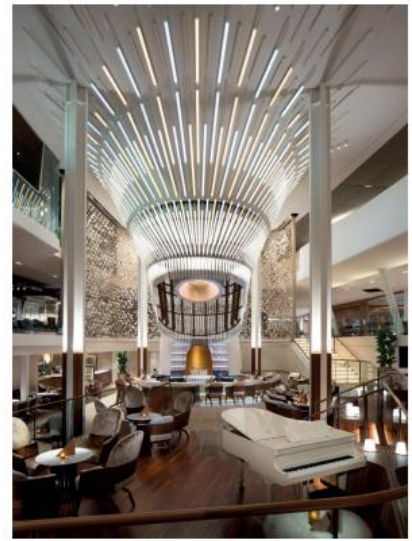
Tom Wright of WKK has applied his wealth of experience – including five years spent as design director for the Jumeirah Beach Resort Development – to create a series of serene, outward-facing sanctuaries that showcase endless ocean views and the extraordinary places the brand visits.

The Resort Deck is perhaps the centrepiece of these spaces, incorporating the main pool area, rooftop garden, jogging track, Solarium and more. Revolutionary in its vision, the space is encompassed by an outward-facing, untraditionally asymmetrical terraced pool deck nearly 22 feet high that makes the ocean views and landscapes the focal point.

Shimmering at one end of the pool is a larger-than-life artistic mirror installation designed by Tom, while the pool deck is full of oversized sculptural pieces.

Tom Wright was also the mastermind behind 'the Magic Carpet', a cantilevered venue spanning 13 stories perched on the starboard side of the ship. This spectacular space, which is the size of a tennis court, has been designed with a yacht-like, casual vibe.

On Deck 16, Magic Carpet becomes the ultimate speciality restaurant, serving up a series of culinary experiences – such as 'Dinner



on the Edge' for a select number of guests. Down on Deck 14, it becomes an extension of the already-expansive main pool area, offering drinks and live music, while on Deck 5 it extends the ship's restaurants into an al fresco dining space for 100 guests.

On Deck 2, Magic Carpet is poised just above the ocean surface and becomes an extension of Destination Gateway – a luxury embarkation station from which guests will be whisked ashore via the newly-redefined Edge LaunchesSM.

www.celebritycruises.co.uk



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Marine expertise from Chelsom

As a specialist marine lighting supplier, Chelsom has a wealth of experience and technical know-how to share. Here, the brand discusses the unique challenges posed by cruise ship design, how to create a luxurious and inviting ambience with energy-saving light sources, and how to execute a seamless installation, on time.



Sailing the world's oceans on one of today's state-of-the-art cruise ships is just as luxurious and flamboyant as it was on one of the great liners from a hundred years ago.

The boundaries of marine interior design are constantly being expanded by the world's top design practices and the scope of things to do on board surpasses most land-based hotels and resorts. It's no wonder the whole cruise industry is booming with millions of satisfied passengers returning year after year.

However, in terms of decorative products which contribute to such amazing interiors, there could hardly be a harsher environment with its pitching seas, salt air and constant motion. It takes a certain kind of design, a certain range of skills, an amount of specialist technical knowledge and a lot of commitment to successfully service such a demanding industry.

Product design

The interior designers who create the spectacular interiors of today's ships are real specialists in their field. They have an overall brief to be extravagant, breath-taking, original and awe-inspiring and in the case of public areas they can work on a massive scale within the huge spaces which can sometimes transcend three or four decks. Subtle and understated are rarely the design watchwords so there is often the need for sparkle, drama and statement.

The product designer must embrace these interior concepts and interpret them so that they function perfectly within the marine environment. Nothing must be allowed to sway about in rough seas, components must not vibrate, everything must be bolted down so it never falls over, weight restrictions must be considered and installation or maintenance must be as simple as possible.

For cabins, space is often a driving feature so scaling down individual components whilst

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still maintaining perfect ambient light levels is important. Switching and dimming options are also usually essential.

Team work

As a specialist marine lighting supplier, we respect our role as just one of the huge teams of contractors ensuring that a cruise ship has stunning interiors with product that functions perfectly over a long period in a challenging environment.

Our teamwork extends to collaborating with interior designers, lighting designers, shipyards, outfitters and cruise operators all around the world. Whereas a hotel stays where it is, there is a date on which a ship sails away and everybody in the team focuses 100% on that date which is final!

Technical

Some of the manufacturing and structural technicalities of marine lighting are testing to say the least, but lighting technology itself plays an ever-increasing role in cruise interiors.

Energy-saving light sources are of course mandatory but colour rendering, colour changing, easily controlled dimming and remote switching are all increasingly important and indeed successful.

Mostly it's about creating the most luxurious and inviting ambience but it's also about ease of lighting control and ease of maintenance.

We work as part of the team of marine experts

to bring all the lighting requirements to fruition.

Installation

There can be literally thousands of contractors on a ship at any one time when it is in build. Every one of them is working diligently to complete their own task whilst co-operating with all those around them so nothing gets in the way or delays some other part of the process.

We have our own specialist and qualified marine installation team who will be on board at the right time to take delivery of our lighting products, assemble on site, install and commission. This on-board presence not only allows successful installation but also allows any last minute adjustment or changes which can occur due to the sheer scale and complexity of the working environment.

Chelsom is a 70-year old company with vast experience in the cruise ship sector. Our knowledge of and close relationship with the industry's specialist interior design practices, shipyards and operators gives us the closest possible understanding of the industry's needs.

Our own in-house marine specialists in product design, manufacture and installation ensure we meet those needs. We feel proud to be one of the world's leading manufacturers of marine lighting today.

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www.Chelsom.co.uk