



Company Name and Address

SMC Design
8 Lamb Walk
London
SE1 3GL

Rottet Studio
555 S. Flower Street
7th Floor
Los Angeles
CA 90071

Category

Design Studio Team of the Year (sponsored by Eumar Design)

Project Name

Viking Polar (Viking Octantis)

Principal Contact for Entry

Alan Stewart, alan@smc-design.com

Date the project was completed

November 2021

Shipyard/Contractor

VARD, Romania/Norway

Client

Viking Cruises, Basel, Switzerland

Web address for the project

<https://www.vikingcruises.co.uk/expeditions/ships/viking-expedition-ships.html>

Social media handles

Twitter - @SMCDesignUK



Instagram - @smc_design_london
LinkedIn – @smc-design

Twitter - @RottetStudio
Instagram - @rottetstudio
LinkedIn – @RottetStudio

#vikingcruises
#smcdesign
#rottetstudio
#vikingoctantis

Video Links

<https://www.vikingcruises.co.uk/expeditions/video/all/play.html?id=158232>

<https://www.vikingcruises.co.uk/expeditions/video/ships/play.html?id=147009#>

<https://www.vikingcruises.co.uk/expeditions/video/ships/play.html?id=158231#>

A brief description as to why you are nominating them:

Following on from their successful collaboration for Viking Cruises first ocean-class vessel, Viking Star, SMC Design of London and Rottet Studio of Los Angeles have again joined forces in this transatlantic design relationship to create a first Expedition vessel for this prestigious cruise client. Debuting in November 2021, Viking Octantis, followed shortly by her sister Viking Polaris, has been specifically designed to explore the world's most remote destinations.

For over 30 years, both design studios have provided integrated design solutions to some of the most illustrious hospitality projects in the world on both land and sea. For Viking Octantis, from concept to completion both studios have shown a great dedication to the collaborative design required on a prototype vessel.

Provide as much information as possible and include examples of what makes them a fantastic team:

Beginning in 2018, designers on both sides of the Atlantic came together to create everything from accommodation design to signature public spaces such as The Living Room and Explorers' Lounge. Expanding Viking's cultural



enrichment programme, new innovative spaces were created such as the Aula Auditorium & the Expedition Hangar.

As with any new prototype project, communication and coordination was key to ensuring that the design briefs set out by the client were not just reached, but had their boundaries pushed further to improve the guest experience onboard. Through a shared production of visuals and design presentations, this was executed with efficiency and professionalism whilst also ensuring the operational coordination was taken into consideration.

SMC Designs vast portfolio in maritime ship design, in collaboration with Rottet Studios expertise in some of the worlds leading hospitality interiors has resulted in a complementary partnership which has evolved the Viking brand to what it has become today.

During mid-design phase for Octantis, the first pandemic lockdown in the UK occurred, and was subsequently shortly followed by the US. This however did not deter the spirit shown by both studios. Team meetings became virtual, couriered FF&E packages commonly made flights across the ocean to be coordinated between both studios, and Yard meetings took place from the comfort of our own homes.

As restrictions eased, so did the virtual constraints slightly as the production phase began. Mock-ups took place in Europe, with some of the team in-situ able to broadcast live back to their colleagues in the UK and US. Whilst not typical, it showed a willingness in the face of adversity to still attain that a quality product and design for the client was being achieved by the Yard and their outfitters.

In November the design teams from both SMC Design and Rottet Studio were able to visit Viking Octantis and appreciate the completion of this remarkable vessel, after such an unprecedented, unique and challenging design experience in the production of what will be a fantastic addition to the Viking Cruises fleet.

(Director (SMC Design), Alan Stewart)

Quote:

With the design of Viking Octantis, both design studios have collaborated in the creation of an exceptionally beautiful ship. Such design innovation has only become possible due to the fact that both companies have continually pushed each other to adopt new boundaries of hotel and leisure on the ocean.



Octantis' interiors are designed with a strong narrative throughout, and this has resulted in giving interiors depth, authenticity and a profound reasoning for architectural intent.

Spaces on Octantis are simple, authentic, and feel like they have naturally grown out of a story. This seems to have been very successful in eliciting an emotional response from our guests. From such good architecture there is a sense of cultural enrichment by the way guests relate to our design.