

project virgin voyages – scarlet lady
including a second ship; valiant lady & a third ship (name not revealed yet)
client virgin voyages

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project information

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website virginvoyages.com

architect ship GEM - Design for Cruise Ships
contractor Fincantieri
specialist joinery Spencer, marine interiors, Paolo Castelli S.p.A
special features biggest Jacuzzi on sea, largest daybed at sea, elevated jogging track
lighting consultant l'observatoire NYC, LIQ London

photography virgin voyages
concrete designed area 6280 m2 + 380m2 razzle dazzle + 410m2 test kitchen
capacity scarlet lady 60.000 gross tons 2.700 passengers 1.150 crew members
duration construction 5 years - ships 2 & 3 are under construction

DESIGN STORY / NARRATIVE

Virgin Voyages reveal their first-ever cruise ship; the Scarlet Lady. concrete designed the architecture and interiors of the upper decks (15,16 & 17) including the following areas: the Runway Jogging Track, the Athletic Club, the Cabanas, the Perch, the Gym & Tonic, the Aquatic Club, the Gyms and the crew deck. Additionally concrete designed two outstanding restaurants on the lower decks: the Test Kitchen on deck 8 and Razzle Dazzle on deck 6.

Concrete changed the blueprint of traditional cruise ships instantly, by adding an actual running track and a two-storey F&B pavilion as the heart of the Aquatic Club. The red running track elegantly floats over the upper deck and functions not just as a promenade, it visually connects the Perch at the very top of the ship, with the Athletic & Aquatic Club on the decks below; making it the perfect spot to see and be seen.

At the upper decks of the ship, relaxation, leisure, activity and yachting glamour merge. Expanding across the rear of the ship The Athletic Club covers both sides as an active outdoor lounge and adult playground, whereas the front of the ship is home to the yacht inspired Aquatic Club. Attached to that you can enjoy Gym&Tonic to challenge your muscles and relax your mind. The red runway floats above all the upper decks and gives access to the Perch on the very top of the ship.

The Razzle Dazzle restaurant on deck 6 will instantly capture you with its bold graphic pattern, which functions as a strong backbone for its interior design. This dazzling pattern, once used as marine camouflage during WWI, and its original purpose of hiding by standing out is what inspired concrete in the design concept.

The Test Kitchen restaurant on deck 5 is designed as a laboratory, challenging guests to dissect the molecular compounds that turn food from basic into brilliant. The inviting entryway features a foodie's interpretation of the periodic

table, once inside you will find 6 laboratories to expand your horizons and challenge your taste range on different foods, wine, beer, tea, coffee and patisserie.

The crew deck has a prominent yet hidden location on the upper deck, specifically designed to be a special spot with a unique atmosphere. A place for the ship's crew to unwind from their duties and simultaneously a desirable spot to be for guests onboard.

Whilst first Virgin Voyages ship the 'Scarlet Lady' and second ship the 'Valiant Lady' are ready to set sail, a third ship is already being developed.

SHOWSTOPPERS

- The Athletic Club features the largest daybed at sea, stretching out an impressive 2100 m2 over the rear of the ship. The circular lounge is the perfect spot on board for sunbathing and stargazing. An outdoor lounge that celebrates traditional nautical elements with a catamaran inspired net floating freely above the ocean
- The Trophy bar is for everyone who loves to see and be seen
- The Aquatic Club celebrates yachting glamour
- The Gym & Tonic features the biggest jacuzzi at sea
- The B-complex Gym to awaken your active side or connect to your inner calm
- The elevated running track offers 360 degrees views and visually connects the Perch with decks below
- The Cabanas offer the perfect view overlooking the ocean, with the adjacent bar serving drinks.
- The test kitchen, a laboratory for food where guests are part of the experimental cooking experience.
- The quirky pattern of the Razzle Dazzle restaurant plays with your sight, whilst the delicious food will shake up your tastebuds.

ABOUT VIRGIN VOYAGES ~ *the Modern Romance of Sailing*

Virgin Voyages design concept is titled 'the Modern Romance of Sailing', building on the company's mission to redefine what those expect from a sea vacation and thus create an Epic Sea Change For All. Concrete is part of the 'Creative Collective' carefully curated by Virgin Voyages: featuring some of the world's leading interior design firms, none of whom have ever designed for the cruise industry before. Across the ship, next to Concrete, Virgin Voyages has partnered with Tom Dixon's Design Research Studio in London, Roman and Williams in New York, Softroom in London and WorkAC in New York.

"Ranging from gritty to glamorous, we've collaborated with a collection of brilliant interior designers and architects to create a variety of spaces that our sailors will love," said Dee Cooper, Senior Vice President of Product Design for Virgin Voyages. "With careful thought, humour and attention to detail the Creative Collective has designed a ship that's designed for those thirsty for a wonderfully modern holiday at sea."

ABOUT THE PERCH ~ deck 17

The perch is located on deck 17, the highest on the ship. Enjoy 360-degree views over the ocean, whilst an extensive red, translucent sunshade protects you from the Caribbean sun and golden bucket showers are available to cool you down quickly with a refreshing splash. The place for yoga, meditation and stretching, or simply to escape the crowds and treat yourself to the most gorgeous ocean backdrop.

You reach the Perch via one of the two staircases from the Athletic club or via the runway. The deck is held in ships deck boldt mimicking the wooden decks used on yachts. At the rim of the Perch sunbeds are placed for all those who wants to worship the sun. The centre of the Perch, kept in shade by the giant, red, translucent sunshield, is kept free for yoga or meditation classes.

ABOUT THE RUNWAY ~ deck 17

The signature, Virgin-red running track floats over the upper decks of the ship inviting passengers to sprint, skate or stroll whilst enjoying the best view over the ocean and the ship alike. It is an iconic and unique showstopper, worth changing the blueprint of the ship to make it happen. The runway is completely held in virgin red. Luminous graphics will guide your athletic self day and night, and you might catch a glimpse of the all-night party on the crew deck.

ABOUT ATHLETIC CLUB ~ deck 16

Designed with the aesthetic of the original athletic social clubs of the past, the club incorporates not just an active Training Camp room and outdoor boxing ring— but a basketball court and an adult playground featuring outside gym equipment and a giant chessboard.

Once your inner-child has played enough, meet your friends at the Trophy bar to indulge your competitive side, while sipping your favourite drink on the largest sunbed at sea. The long white and red striped semi-circular lounge is the

perfect spot for sunbathing or star gazing. It is surrounded by a field of white artificial turf with colourful lounge pebbles floating in it. The circular trophy bar is completely held in black and gold. Golden mosaic tiles cover the back walls and front of the bar whereas the top of the bar counter and the bar stools are held in black natural stone and steel. The ceiling is covered with an abundance of dimmable small lights, which, together with the DJ booth integrated in the bar, transform the bar into a dance floor at night.

Haven't played enough? Lay down on the catamaran inspired net, floating above the ocean you get to dream of the incredible underwater world. The Athletic Club expands across both sides of the aft of the ship, where you will find 10 cabanas overlooking the ocean with beverage service from the adjacent bar.

ABOUT AQUATIC CLUB ~ deck 15

Smooth curves and nautical details in shades of navy to purple, this pool deck features the sophisticated glam of a contemporary yacht. Whether you're looking for mornings spent sunbathing on one of the daybeds, or letting last night's choices melt away as you glide through the water — the pool club is a serene space for ultimate relaxation. At night the pool can be closed to become a stage for artists or an elevated dance floor, the DJ is prominently located on one of the balconies on deck 16. The pool is slightly elevated. Its rim is widened up so you can not only sit on it but also lay on the multiple waterproof cushions placed on top. It is located in the very centre of the aquatic club, being seen from all sides including the balconies above. The custom made sun loungers placed around the pool are inspired by the seating of sportive yachts with integrated champagne holders.

The bar provides cool drinks and small bites 24/7, set in the central pavilion it separates the Aquatic Club and the Gym&Tonic.

ABOUT GYM & TONIC ~ deck 15

After working up a sweat, restore yourself by hopping into the biggest jacuzzi at sea or lay down on one of the surrounding sunbeds. Wave at all your old and new friends passing by on the running track, whilst you sip cold-pressed juice served at the Gym and Tonic bar.

The Jacuzzi is held in shades of turquoise and white. Its rim is designed to serve as a bench with attached tables which naturally connects the Jacuzzi with the bar. The pattern of the deck floor reacts on its round shape. The surrounding walls separating the Gym&Tonic from the B-complex gym are made of perforated, curling stainless steelplates, which makes them appear as light as a curtain. At night the walls are backlit which enhances this effect. These walls stretch along all the sidelines of the deck up to the end of the Aquatic Club. All showers are 'wrapped' in them aswell.

ABOUT B-COMPLEX GYM ~ deck 15

The Gym is divided into two parts of the Gym &Tonic area.

The starboard side is wrapped in cool navy and black shades and is theatrical lit. Making it the perfect backdrop for all those, who are a work-out fanatics and into speed. The portside part offers all you need to connect to your inner peace, light spaces are held in shades of off-white, featuring stunning ocean views.

ABOUT RESTAURANT TEST KITCHEN ~ deck 8

Inspired by Escoffier's Ma Cuisine, this laboratory-like restaurant is educational, experiential and social. Hosting cooking classes and evolving tasting menus, this place is for the curious boundary-pushing foodies on board, one part cooking school and one part restaurant.

The Test Kitchen restaurant has an eye-catching entryway with a light fixture showing images of herbs and spices that mimic the periodic table. The laboratory-like environment is accented by metallic furniture with greenish leather upholstery, sleek clean lines, custom made metallic open cupboards and custom made fridges stocked up with storage and a finishing touch of beakers, test tubes and volumetric flasks in them. The heart of the space form the 2 live kitchens with bar seatings all around them. The chefs are the heros and guests can enjoy there multiple course meal in direct eye contact with them, being able to watch the spectacle and precision of cooking.

Around the two island kitchens the other laboratory elements are located as the coffee and tea laboratory at the entrance of the restaurant followed by the beer and wine laboratory and the patisserie laboratory nurturing the sweet side in all of us.

ABOUT RAZZLE DAZZLE ~ deck 5

This restaurant offers creative surprises inspired by classic comfort foods.

The bold interior is based on dazzle camouflage -a type of ship camouflage used extensively in World War I- based on the ability to blend in by standing out. The disruptive pattern is literally covering everything: at the walls and floors it is brought back in diagonally layouts black and white rubber stripes, in the room dividers the pattern is build up in black powdered

steel structures, and even the wooden tables in the centre of the restaurant follow the diagonal pattern. The loose furniture is held in black with happy colourful disturbers in bold red, yellow and blue.

Hidden in the very back of the restaurant, dipped in iconic Virgin red, the all-night Red Bar is the place to lose track of time enjoying your favourite cocktails. The bar is build up in iconic red tiles with grouts in the same colour. The ceiling, the walls, the floor and the lamps follow this monochromatic colour scheme topped up with reflective mirror dots at the walls and the ceiling which makes the razzle and dazzle complete.

VIRGIN – APPENDIX FURNITURE, LIGHTS & MATERIALS

RAZZLE DAZZLE ~ deck 5

off-the-shelf furniture;

revolt chair	ahrend - not used due to VE; replacement unknown
biarritz barstool	isimare

bespoke furniture;

low tables: black powder coated base and oak wooden top
high tables: white powder coated base with white marble top
bench: oak wood structure with various colour seating cushion

lighting;

copycat	flos
find me 2 mono point spotlight	flos – not used due to VE; ialux replacement
prop light	mooodi – not used due to VE; frandsen replacement
hydra linear rgb	lyra
mushroom pendants	frandsen
GIO 500+ downlight	acdc lighting – not used due to VE; ialux replacement

floors/walls/ceilings;

vinyl flooring in bespoke black and white razzle dazzle pattern, black round studded vinyl, red round studded vinyl

black and white wall laminate in bespoke razzle dazzle pattern, black dip-printed dots on brushed aluminium wall panels, silver dip-printed dots on red powder coated wall panels, brushed aluminium laminate.

brushed perforated aluminium c-channels in bespoke ceiling pattern, black dip-printed dots on brushed aluminium ceiling panels, silver dip-printed dots on red powder coated aluminium ceiling panels

bar: matt red tiles, wooden bar top covered with red epoxy
bespoke metal screens with razzle dazzle pattern in black powder coated finish

vestibule: red round studded floor vinyl, red and white wall laminate in bespoke razzle dazzle pattern, white and red powder coated aluminium ceiling panels in bespoke razzle dazzle pattern

RESTAURANT TEST KITCHEN ~ deck 8

off-the-shelf furniture;

cobra barstool	johanson
classic barstool	johanson
navy counter stool	emeco
navy chair	emeco

bespoke furniture;

banquettes: stainless steel skirting with mint green leather upholstered seating

tables: brushed stainless steel base, white washed ash wood table tops

cabinets: brushed stainless steel, glass shelves

shelving: brushed stainless steel vertical blades, glass shelves

lighting;

bespoke ceiling pendants	frandsen
bespoke surgery lamp	frandsen
spotlights	frandsen
find me 2 mono point spotlight	flos – not used due to VE; ialux replacement
back-lit panels	ialux
GIO 500+ downlight	acdc lighting – not used due to VE; ialux replacement

floors/walls/ceilings;

pistachio green resin floor with bespoke zebra cross pattern in silver glitter

brushed stainless steel wall panels, mirror wall panels, stainless steel mosaic tiles, white powder coated aluminium channels, mirror with lighting detail

diamond plate stainless steel ceiling panel, white powder coated diamond plate stainless steel ceiling panel, white powder coated stretched stainless steel ceiling panel, back-lit ceiling.

kitchen / coffee bar: brushed stainless steel bulkhead, mint green kerrock countertops

vestibule: large brushed stainless steel floor and wall tiles, back-lit panels with bespoke graphical sticker in stainless steel framing at wall and ceiling.

host station: solid white washed ash structure with mirror inlays

B-COMPLEX GYM ~ deck 15

off-the-shelf furniture;

poufs yang

blue marble, stainless steel skirting - not used due to VE; replacement unknown

poufs yin

pink marble, stainless steel skirting - not used due to VE; replacement unknown

bespoke furniture;

lockers; white powder coated steel structure and perforated door panels, orange laminate / black powder coated steel structure and perforated door panels, bleu laminate

skippy ball tower: powder coated white perforated steel plate, stainless steel tubes

low bench: satin stainless steel base structure with beige upholstered cushion

lighting;

supernova

delta light

linear RGB led fixtures

ialux

floors/walls/ceilings;

white washed oak parquet, black oak parquet, beige resin, black resin with bleu speckles

polished chrome around columns and scuppers, matt black and matt beige mosaic tiles, rippled aluminium laminate, matt black laminate, matt beige laminate, mirror, black mirror

stretched metal ceiling panels powder coated in white and black, back-lit panel

AQUATIC CLUB ~ deck 15

off-the-shelf furniture;

branch lounge	tribu
flat circular chill bed	gandiablasco
virus picnic table	extremis

bespoke furniture;

large triangular loungers: polished chrome plinth, beige corian platform and backrest, stainless steel drink rail, cushions upholstered in purple fabrics from vyva fabrics
barstools: polished stainless steel
pool side tables: stainless steel leg, beige corian top with speckles
large pool cushions: upholstered in various shades of purple fabrics from vyva fabrics

lighting;

down lights	ialux
linear led fixtures	ialux
programmable linear RGB	martin

floors/walls/ceilings;

oak resin floor with bespoke deck pattern

perforated corrugated steel panels with metallic finish and integrated RGB lighting, white powder coated steel, polished chrome

stretched canvas panels with white powder coated tube framing

bar: white mosaic tiles, iroko wooden counter, brushed stainless steel wall laminate, purple mosaic tiles, diamond plate stainless steel ceiling panels

pool: light grey resin pool border with polished chrome plinth, blue resin with bespoke stripe pattern at pool beach, white resin inside deep pool

iconic staircase – towel station: virgin red painted walls, teak wooden steps, iroko wooden shelves and handrail

shower: perforated corrugated steel panels with metallic finish on brushed stainless steel base

sub-base speakers: polished chrome, perforated polished chrome panel, brushed stainless steel drinkrail

GYM & TONIC ~ deck 15

off-the-shelf furniture;

branch lounge	tribu
mybeast gym installation	my equilibria
wellness stone	my equilibria

lighting;

down lights	ialux
linear led fixtures	ialux

floors/walls/ceilings;

oak resin floor with bespoke deck pattern, soft grey resin (around my beast)

perforated corrugated steel panels with metallic finish, white powder coated steel

stretched canvas panels with white powder coated tube framing

bar: white mosaic tiles, iroko wooden counter, brushed stainless steel laminate, yellow mosaic tiles, diamond plate stainless steel ceiling panels

whirlpool: light grey resin pool border with polished chrome plinth, mint colour mosaic tiles inside whirlpool

jacuzzi: mint colour mosaic tiles, brushed stainless steel handrail

shower: perforated corrugated steel panels with metallic finish on brushed stainless steel base

ATHLETIC CLUB ~ deck 16

off-the-shelf furniture;

virus picnic table	extremis – not used due to VE; replacement unknown
picnic chair	gandiablasco
harp 350 barstool	roda - not used due to VE; replacement unknown
boxing ring	supplier unknown
fixed giant binocular	supplier unknown
giant chess pieces	supplier unknown
giant jenga pieces	supplier unknown

myequilibria accessories my equilibria

bespoke furniture;

gymnastic bench elements: steel legs and seat structure painted in virgin red
square lounge: brushed stainless steel base, cushion upholstered in blue fabric, black powder coated backrest tube
lounge chair: solair chair with bespoke upholstered seat – different shades of grey fabric
dot loungers: polished chrome skirting, cushion upholstered in blue, orange and purple, back rest element in matching colour shade.
bar stools: black powder coated steel
various park bench seating items: blue powder coated steel slats
seating element at cabana: white powder coated structure and seating base, cushions upholstered in purple fabric

lighting;

globe outdoor light	moonlight-inc
lumenbeam large -basket court	lumenpulse - black
SP256 - spotlights below track	ialux
monza light high power	konstsmilde

floors/walls/ceilings;

future teak resin floor with bespoke deck pattern, soft grey resin at training area, grey astro turf around largest lounge

bar: satin gold laminate, black stained iroko counter, golden mosaic tiles, black mirror laminate, black powder coated ceiling panels at bar with bespoke cabochon lighting – cabochon not used due to VE; replacement unknown

largest lounge: light grey resin with polished chrome plinth at largest lounge, large upholstered cushions in red and white

floating net: thick red robes with invisible black safety net below

basket court: blue resin floor with bespoke coloured lines referring to different sports, black powder coated steel frame and steel net.

cabanas: white powder coated steel frame and louver panels, stretched canvas with white powder coated tube frame.

jacuzzi: red mosaic tiles, brushed stainless steel handrail

showers: perforated corrugated steel panels with metallic finish on brushed stainless steel base structure

SUNCLUB ~ deck 15

off-the-shelf furniture;

branch lounge	tribu
luxembourg chair	fermob

bespoke furniture;

extruded zigzag bench, white powder coated steel structure

umbrella structures: white powder coated steel, white fabric panels from Serge Ferrari

lighting;

down lights	ialux
linear led fixtures	ialux

floors/walls/ceilings

future teak resin floor with bespoke deck pattern, white resin below umbrella structures

niche: green mosaic tiles, green wall with neon artwork, diamond plate stainless steel ceiling panels.

central bars: white mosaic tiles, iroko wooden counter, brushed stainless steel wall laminate, white mosaic back wall, diamond plate stainless steel ceiling panels

fresh bar: white mosaic tiles, iroko wooden counter, brushed stainless steel wall laminate, diamond plate stainless steel ceiling panels

train - clubbing

off-the-shelf equipment;

monochrome TRX wall	supplier unknown
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lighting;

linear led fixtures	ialux
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floors/walls/ceilings;

black resin floor with white graphical lines

matt black laminate, matt white laminate, mirror, polished stainless steel wall laminate

white powder coated stretched metal ceiling panels

THE PERCH ~ deck 17

off-the-shelf furniture;

picnic chair	gandiablasco
branch lounge	tribu

bespoke furniture;

large lounge sofa: polished chrome plinth, beige resin platform, cushions upholstered in beige fabrics from vyva fabrics
storage / seating cabinets: white powdercoated steel structure with iroko wooden slats at seating area
bleacher: black powder coated steel framing with iroko wooded seating
storage huts: white powder coated hut structures with iroko wooden doors

floors/walls/ceilings;

oak resin floor with bespoke deck pattern

bespoke art painted on walls

red powder coated roof structure, red canvas ceiling panel

sub-base speakers: polished chrome, perforated polished chrome panel, brushed stainless steel drink rail
golden champagne buckets: brass pipes and bucket with virgin red rope
golden life rings: fiberglass in gold colour with integrated light detail

THE RUNWAY ~ deck 17

lighting;

bendable linear fixture	ialux
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floors/walls/ceilings;

red resin floor with white bespoke graphical lines

red powder coated stretched metal panel

THE CREWDECK ~ deck 17

off-the-shelf furniture;

branch lounge	tribu
luxembourg chair	fermob
picnic chair	gandiablasco
virus picnic table	extremis

bespoke furniture;

large bench element with integrated jacuzzi: white powder coated steel structure, brushed stainless steel handrails, cushions upholstered in red and white fabrics from vyva fabrics

floors/walls/ceilings;

grey resin deck

satin gold laminate behind bar

diamond plate stainless steel ceiling panels

bar: satin gold laminate bulkhead, black stained iroko counter

sub-base speakers: polished chrome, perforated polished chrome panel, brushed stainless steel drink rail
golden life rings: fiberglass in golden colour with integrated light effect.

toilets

lighting;

back-lit panels

ialux

downlights

ialux

floors/walls/ceilings;

matt black ceramic tiles, matt grey ceramic tiles

black laminate, dark iridescent mosaic, mirror with backlit effect, rippled aluminium laminate, krion washbasins

black powder coated aluminium c-channels, satin aluminium ceiling panels