

HBD Studios

Press release - Superyacht concept L'AMAGE 190

L'AMAGE, one of the largest luxury superyacht projects in the world, is the latest work of the visionary designer H. Bekradi founder of HBD Studios Yacht Styling. In September 2016, the project was premiered at the Monaco Yacht Show.

The inspiration behind this project was to design a "Futuristic Superyacht Style" that goes beyond a mere concept and yet stays within the borders of "Concept Plausibility" and "Technical Feasibility" based on today's technology and manufacturing techniques. Hence the project was developed in close collaboration with naval architects. Christoph Kuhnert from the Yacht Naval Architects (YNA) in Hamburg has consulted HBD Studios on the general feasibility of the concept and the hull shape since the beginning of the project. According to its designer, Hamid Bekradi, *"This project was a challenge to see how far we can take the exterior styling of a superyacht towards a modern and futuristic look, which is still feasible based on today's available technologies."* He describes his approach as: *"My background is in car design, so in this project I applied a similar approach to that of the "show cars" whereby lowering the concerns over the budget, designers will be given more freedom to envision ideas and solutions that normally could not be obtained in a project with tight budget limits."*

L'Amage measures 190 meters of overall length (LOA) and a beam of 28.6 meters. Passenger capacity of 30 guests, 14 staterooms plus a private apartment for the owner, and 70 crew members.

Cruising in Speed and Style...

Using one of the most advanced propulsion technologies available in the maritime industry called CODAG (combination of diesel engines and gas turbines) together with controllable-pitch propellers this superyacht can reach a max speed of 32 knots thanks to the 95000hp generated by its 2 diesel engines running together with 2 gas turbines. This propulsion system is mostly used for warships, where a speed faster than their cruising speed is required. The fuel capacity of 1500 tons enables this vessel an approx. 6000 nautical miles of independence.

No Domes... Flat Panel Satellite antennas replace the unsightly satellite domes...

L'Amage is the first new build superyacht project to that is incorporating the flat panel satellite technology by KYMETA®. The Kymeta solution can entirely replace the unsightly satellite domes on top of the yacht, which has been an industry standard for decades. The Kymeta solution is a further future proofing of the yacht as it is designed to work with today's as well as future satellite constellations providing future proof communications. The flat satellite panels can be easily installed anywhere behind the exterior walls of the superstructure of the yacht and as a result a much lighter and slimmer antenna mast can be designed, freeing up a significant amount of space in the sundeck area of the superyacht, which In the case of L'Amage, that extra space is used to create a rooftop lounge area with a bar and sitting area, a dancefloor and an infinity swimming pool.

Futuristic look of tomorrow

The exterior styling of L'Amage, represents a minimalist style with clean lines. The hull design represents an inverted bow, an inclined character line running through the whole length of the hull creates a strong dynamic and sleek shape.

One of the iconic elements in the exterior design of L'Amage is a disk-shaped helideck, located at the bow area with two wings protruding on either side highlighting the futuristic style by fusing a spaceship-aeronautical look with yacht design elements. The wings accommodate a set of flat panel satellites and navigation lights.

The main deck in the aft area offers the proper space for an outdoor lifestyle, with a stunning infinity swimming pool suspended outside of the main deck. Below this, in the mezzanine lower deck, a cozy balcony area faces the sea with an embedded fireplace for lounging outside, even during colder seasons.

In the aft side of the superstructure, on the third floor, two parallel walkways converge into a circular balcony suspended in the air, forming the yacht's signature observation deck, for guests to enjoy uninterrupted sea views.

Coming soon...

HBD Studios is currently working on a 75 meter, explorer-version derivative of the L'Amage for a client. It will carry the same exterior styling elements of the L'Amage 190 with a modern and minimalist style interiors.

- HBD Studios

HBD Studios is a Milan based yacht design and styling firm, founded in 2014 by H. Bekradi. The company specializes in the exterior and interior design of the yachts, and special design projects for in the field of luxury products.

Website: <http://www.hbd-studios.com/>

Project's link: <http://www.hbd-studios.com/portfolios/lamage/>

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- Kymeta Corporation

Kymeta delivers on what connectivity is meant to be – secure, available, universal and global. Kymeta is removing barriers by providing an innovative means of leveraging satellite network capacity for high bandwidth communication access while on the move. The company's first product, a software-enabled metamaterials-based electronic beamforming antenna for satellite communications, will keep boats, planes, cars, and more connected. The company has been awarded the 2016 Seattle Business Silver Tech Impact Award for Emerging Technology, the 2016 AHEAD Innovators Award, which were closely preceded by the Frost and Sullivan 2016 New Product Innovation Award. The company has also been recognized as a CNBC Disruptor for two consecutive years, a FiReStarter by Strategic News Network and a top 50 MIT Technology Review Disruptive Company. Kymeta has formed significant partnerships with industry leaders including Toyota, Intelsat, Panasonic, Inmarsat, Airbus Defence and Space, Sharp, Intellian, O3b, and more. If it moves, Kymeta will keep it connected. Anywhere. The company is based in Redmond, Washington and operates on a worldwide basis.

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- YNA (Yacht Naval Architects)

Experts in Naval Architecture, the company provides naval architectural knowledge for Owner's Representatives, Build Teams, Yacht Crews and Managers.

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