

THE WORLD'S LEADING
DESIGN NAMES
2018

LUXE ET AL



ANDREW WINCH
WINCH DESIGN



“CELEBRATING THIRTY-ONE YEARS
IN BUSINESS, I HAVE ESTABLISHED
AN UNRIVALLED REPUTATION
WITHIN THE INDUSTRY.”

Winch Design is a leading International design studio, with a focus on extremely high-end bespoke, dynamic design for a worldwide client base specialising in the exterior and interior design of yachts, aircraft and architecture. Over the years, Winch Design has established itself as the go-to design studio for individuals who expect not only the highest levels of design excellence but also a totally bespoke, integrated approach, individually tailored to their lifestyle.

Please tell us a little about your background...

Having started the company in 1986 with my wife Jane, I have successfully nurtured and developed the business over the last 30 years. Recognised as one of the world's leading superyacht designers, my vision, unerring attention to detail and quest to push design and technical boundaries has successfully taken the business into the wider areas of aviation, architecture and interior design.

Tell us about your company and what you do...

The team comprises of over seventy-five designers, naval architects, 3D visualizers, merchandisers and support staff whose holistic approach and creative ingenuity drive the business forward. Having scoured the globe to find highly skilled artisans, the rarest materials and the finest elements of design, the end result is always unique and most certainly breath-taking.

Unlike many design studios, Winch Design will not only create both the exterior and interior of a project but will also design and source the items housed within – down to the linen, glassware, artwork, carpets and wall coverings. This really does allow clients to know that their environment is totally unique, from initial concept to the smallest detail, and this originality, combined with a turn-key approach is increasingly in demand.

Celebrating thirty-one years in business, I have established an unrivalled reputation within the industry. The ethos of the company is based on trust, respect and an extremely strong work ethic. This, combined with an unerring sense of great design and a singular attention to detail, is what my reputation has been built upon and is still at the heart of the business.

Tell us a bit about recent and current projects that you have been working on, along with any favourite design elements from these schemes.

I was very proud to see that we were by far the leading designer of both delivered WD yachts and future projects at Monaco Yacht Show this year. WD Interior designed M/Y New Secret, M/Y Cloud 9 and WD Exterior and Interior designed M/Y Areti and the future projects were Nobiskrug, Wally and Heesen. We are heading down the path of continued excellence in creative design.

Do you have any upcoming projects that, if able, you are willing to talk about?

We have lots of exciting projects going on in all three departments which we will be able to talk about further in 2018.

What do you feel, as a designer, are the three most important qualities to adhere to/strive towards as we move into 2018?

One: Push the design and technical boundaries
Two: Listen to what your clients want and their dreams
Three: Inspiring the team to excel

What would you name as the main factor that separates you as a designer/company from your peers?

We are a team of talented individuals who continue to inspire me every day. One of the most important qualities is that we listen to our clients and design their dreams. We do not have an in-house style.

You must work with such a wide array of key suppliers in your field; do you have any favourite materials and products that you prefer to work with?

We work with some incredible materials and products with some of our most valued suppliers. From a traditional interior such as Areti to a contemporary interior such as Cloud 9, I love the different textures materials create. Cloud 9 interior was created based around the senses and for the family so for example the entrance includes a bespoke teak and holly design with wave details carved into it to give a sense of relaxation.

What do you feel, as an industry expert, are the biggest challenges the superyacht and private aviation industries are both currently facing and will face in the years to come?

With the changing attitude towards the environment and ever-evolving technology, eco-friendly superyachts and aircraft will have to be designed. We will face the challenge of minimising their environmental impact.

**And now a little about you:
The car you drive:**

Bentley

Your favourite restaurant:

Lucio's restaurant

The place that gives you inspiration:

Being by or on the water. Sailing my Jeanneau 64 around the Balearic Islands.

Ideal holiday destination:

As a keen advocate of the Blue Marine Foundation, sailing around marine protected areas such as the Ascension Islands is such an experience.

