

THE BUSINESS OF WEALTH

FAMILY OFFICE MAGAZINE

WINTER ISSUE 2018

ART & MUSEUM MAGAZINE INCLUDED



PHILANTHROPY
SUZANNE HAMMER

FAMILY OFFICES - UHNWI - WEALTH MANAGEMENT - PHILANTHROPY - LUXURY - LIFESTYLE

Subscription €99 per year

www.familyofficemag.com

WINCH DESIGN

CREATING HOMES ON LAND, AT SEA AND IN THE SKY

Images © Winch Media and Breed Media



The trends in ultra-luxurious, fully bespoke design are continually evolving and until recently, there have been individual differences in the interior design of yachts, planes and properties, as well as the way they have been used and enjoyed. We are seeing a shift in the desires of UHNWIs as they look to spend more time on their yachts, (some even making it their primary residence), and are viewing their private jets as less of a way to get from A to B, and more of a space to enjoy whilst in the sky. This gradual evolution of mindset has begun to blur the lines between yachting, aviation and architectural interior design, as clients are looking to create homes to live in and make the most of, whether it be on land, at sea or in the sky. Here at Winch Design, with our dedicated Architecture, Yachts and Aviation studios, we wanted to shed some light on the synergy between the three and how each department benefits daily from one another.

Regarding design possibilities, architectural projects will always have the upper hand due to the freedom that land offers and the lack of constraints that one has to adhere to when designing a yacht or a plane. However the more time people are spending at sea and in the air, the more residential design elements we are trying to incorporate on them. Now more than ever, clients favour having a private jet with an environment that comes as close as possible to the comfort and style available in homes or hotels. Aircraft shouldn't merely be seen as a means of

transportation, but rather a sophisticated home to enjoy and to be inspired by. Owners are looking for a seamless transition between the house, the office and the aircraft. They want consistency of design quality and elegance throughout their fleet, to maintain a luxurious experience for the duration of their journey. As a result, we see spaces that offer vast amounts of customisation compared to older, more formulaic business focused designs that have been the norm for years. Furniture that appears free-standing, more creative surface textures and the use of mood lighting are all relatively new design trends that help develop a residential feel. "By creating a bespoke interior rather than using the standard 'private jet' model, and by using a colour palette and materials normally found in residence rather than in the sky, we can fulfil these 'home from home' dreams." – Jim Dixon, Director, Yachts & Aviation at Winch Design.

One client came to Winch seeking an ACJ319 interior that would provide "a space in which to feel comfortable and experience travel, not as a chore but a fine art," says Dixon. When faced with a task such as this, we often take a look at what works well in our architectural projects and see how this can be adapted and incorporated to fit with this interior. For this project, a leather floor with contrast stitching, soft lighting and a sofa that transforms into a large daybed were introduced to invite the client to relax on the journey. To make their dream a reality, the Winch

Aviation studio designed a space that's not only functional but also creates its own aura of peace and tranquillity. It entices you to pull up an armchair, pour yourself a drink, and delve into your favourite book. A faux bookshelf that doubles as concealed doors separates the living area from the master suite and makes you feel as though you are sitting in a grand library instead of a wide-body aircraft.

In much the same way that our architectural interiors increasingly influence these aircraft projects, our superyachts have also followed suit. This is mainly due to the amount of time we are seeing our clients spend on their yachts, resulting in design decisions that are based on long-term plans to spend months on board. Where owners once used their vessels intermittently for short holidays, some are now even using them as their primary home.

Family rooms, offices, study rooms, beauty and wellness areas are all being developed and adapted to offer our clients everything they will need to live there for months on end! The inspiration for our 74m Amels yacht Plvs Ultra came from the famous hotels of the south of France, whose light and architecturally classic interiors became the foundation for her design. The client wanted a comfortable transition when travelling from hotel to yacht, and the experience of our architectural interiors team was drawn upon to make the spaces feel as residentially comfortable as

possible, planning each room with a view of the sea in mind, much like an ocean suite in one of the luxurious hotels along the French coast.

This architectural influence isn't always one-sided, however, and our clients will often want us to recreate a feature from their yacht in their property. These usually revolve around the idea of opening up spaces to bring the outside inside, much like what beach clubs on yachts do so well.

A Cliffside residence in South Africa that we are building at the moment has floor-to-ceiling glass walls in the bedrooms overlooking the ocean, mimicking the feeling of waking up in the owner's suite on a yacht out at sea. Simon Tomlinson, Director of Architecture at Winch Design states that "land-based developers increasingly want to align their brand with ours and tap into our marine legacy for land-based projects. In part, I think that is because we don't just look at things aesthetically, but really engage with their environments."

It is this cross-pollination of design influences and the opportunity to draw inspiration from another department that puts Winch Design in a unique position, allowing for the ability to truly fulfil our clients' dreams, and creating the ultimate sense of home for them wherever they may be.

www.winchdesign.com