

# Reimagining space

Vertti Kivi, CEO and head of design at dSign, tells Sean Dudley how his company is reimagining the use of lighting and space onboard marine vessels

**S**ince establishing dSign in 1993, CEO and head of design Vertti Kivi has overseen more than a thousand interior design projects across a range of industries.

Headquartered in Helsinki, Finland, the company is comprised of a number of young, energetic new talents that are helping to keep dSign's work fresh and modern.

"Our aim is to deliver the top level of interior design," Kivi says. "The most important thing is to have a good idea and deliver it in the correct style."

Having spoken to a number of cruise ship owners and managing directors, Kivi came to the conclusion that the main demands from clients today are around the experiential elements of their time onboard.

"Customers are not satisfied with just one restaurant that is the same in the morning, during the day and in the evening," says Kivi. "We came to the conclusion that clients are demanding something new."

To address this, Kivi and his team sat down and discussed how best to create a multi-function space for passengers that would offer something different to the norm.

"We came up with a concept called 'space alive', which means we can have several different moods for the same area at different times of day," Kivi says. "People are demanding more – they want new and stylish experiences. The way we play



Vertti Kivi believes that lighting plays a key role in creating a particular mood for a space



with light is helping to deliver this. 50% of the mood is down to the lighting in my opinion. A lot of interior designers don't do anything with lighting, but we couldn't do anything without it."

In the cruise industry, dSign has recently worked with Viking Line on the Viking Grace, and has projects with Royal Caribbean Cruises Ltd. and TUI Cruises in the offing.

When it comes to meeting the needs of its customers, Kivi says that three things are always front of mind – client needs, functionality, and cost.

"What are the clients' needs? What experience can we create? How can we create an experience that takes people's breath away?" Kivi explains. "We then think about different functionalities. We start to draw up our designs, and look to find the best idea from hundreds of potential options for each space. Then we think about the cost of implementations, because we need to prove to the client that our solution can really change the future of their cruise ship, but in an affordable way." **C&FI**

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