

A GENERATION OF BIG BABIES? READ THIS ARTICLE AND YOU'LL THINK AGAIN.



When luxury and detail become a mania

The new generations of the future, they are tomorrow, and it'll certainly be a flourishing and winning tomorrow when you talk to two young people like the designers who founded the English studio SquaredMK. Oscar Mayr and Stefano Andreas Koukas have all Italian hearts, minds and entrepreneurship, but they live and work in London, where in 2015 they set up the SquaredMK studio and since then have worked unceasingly to create concepts for yachts from 16 to 45 m, and more besides. They offer consultancy and design specialising in made-to-measure services in the luxury sector. They are young, enthusiastic and have great ability. They guide and work together with the team in a constant search for innovative solutions for the luxury market, with particular attention to meeting even the most particular requirements of their clients. Despite their youth, they have more than 10 years of experience in design and offer solutions for the development and handling of products,

from concept to production. Although their main area is yacht design, where they handle both interior and exterior design, they are also open to product design; recently at the Superyacht Gallery in London was a preview of their storage solution Florence (see www.florencebespoke.com). Fully customisable, it was carefully made by the expert hands of Italian craftsmen, a decision Stefano and Oscar took to support the excellence of Made in Italy and keep alive the Italian spirit that is intrinsic to all their projects.

Currently they are collaborating with shipyards in Great Britain and Europe, developing products with a unique and particular design that fully embraces the philosophy. The mission of the studio is to transform the dreams of clients into objects of art, creating products that embrace not just the desires of the client, but also the spirit of dedication in developing the project and attention to detail which make these objects unique. Thanks to the experience they have built up in the various companies and yards with which they have worked, Oscar and



S A Koukas next to prints of his two projects Volante (left) and Dynamo (right) during an exhibition dedicated to them.

Stefano offer their customers a service of “agile, high performance design” that can guarantee excellent results.

Luxury

This is a world that demands competence, in-depth research and impeccable quality. Characteristics that are indispensable for exploring in depth all the requirements for the creation of such a complex and customised product as superyacht.

For this reason the two designers entered the luxury market putting in first place their perfectionism and their desire to reach the highest standards in creating unique designs that offer made-to-measure solutions that would be otherwise unattainable.

So each new project is for them a stimulating challenge, where everything is studied in detail and every single aspect is handled to perfection.

Stefano asks: “what is design if not a form of art?”

He explains: “Art makes it possible for us to transmit our knowledge through the years and so become eternal; so when what is being designed transcends time, our creations acquire a more important and deeper value, becoming a source of inspiration for later generations. But to master this profession you need, as in no other, awareness and experience, but also natural sensitivity and innate creativity. Only those who persist down the road of continuous improvement in search of perfection will be able to transform the aircraft into an art. Luxury in this sense thus becomes design and obsession in studying and gradually defining a project in every detail. For this reason I think the design and art share the same principles, but up to the point in which design has to transform itself into something real and functional, while art can remain pure and intact. So design will undergo the deformation imposed by the limits of construction and creation, while art can exist and changed in space and time, guaranteeing free expression to its forms. So my creations and aim to be a celebration of style and beauty expressed in the purist of ways, without limits and constraints.”

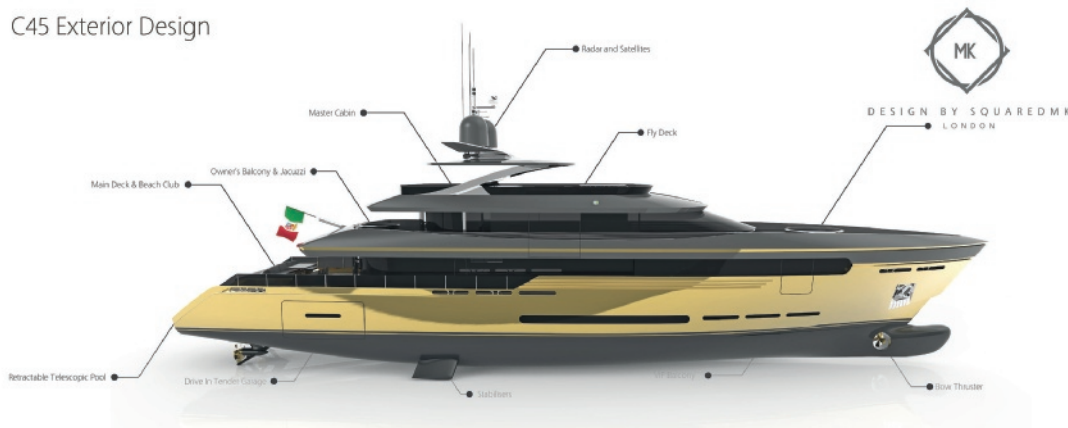


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C45 Exterior Design



Profile and working diagram of Mania, showing the composition of all parts and the positioning of the various areas.



Right, Oscar Mayr and left Stefano Andrea Koukas, the two founder partners of the London studio SquaredMK during a boat show event.

Rendering of the Mania concept, 45 m overall and 8.5 m in the beam. The colours and volumes of the exteriors create the overall image of a light and well-balanced composition in a very interesting piece of naval architecture.



Mania M/Y 45 mt

This is the latest concept unveiled by the British studio SquaredMK. The project for the 45 m superyacht Mania – in steel and aluminium – springs from the desire to combine elements coming from different design environments, but recognisable to those who love design and all its aspects. The con termination of different worlds, from architecture to car design and obviously yachting. The exteriors recall a GT car, while the interiors recall the roomy and comfortable spaces of a villa. Mania is 45 m overall and has a semi-displacement hull, which can take it to a top speed of 20 kn and a cruising speed of 12 kn. The yacht has two C3508 B Caterpillar engines of 1000 hp each,

two C4.4 generators of 40 kW each and two Azipod drives. Comfortable and relaxing when under way, it can carry up to 12 guests and nine crew. The project is inspired by modern lifestyles and in this sense creates a harmonious flow between the exterior and interior, with well calibrated volumes and a balanced integration of light, shadow and colours. The choices of colour for the exterior bring dynamism to the yacht, minimising its size and making it seem sleek and slim, despite its length, with four decks and a maximum beam of 8.5 m. When presenting the work, the studio added: “The Mania project is aimed at owners who are sporting yet elegant, whose lifestyles are dynamic, it allows them to welcome on board family and friends, but allows them

to undertake voyages with speed and comfort.”

On board Mania there is plenty of room for a car and two tenders (the main one of 6.5 m in the second of 3.85 m) and there is also room for fun, guaranteed by two jet skis and a stern beach club that can be transformed into a saltwater swimming pool.

It is this latter element that makes it possible to extend the comfort of those in the interior of Mania also to the exterior, extending out towards the sea in a continuum of pleasure and experiencing the yacht without limits. The owner has a private deck with a folding terrace, bar area and hydromassage bath. The VIP cabin also has its own folding terrace, and on the foredeck is a second heated swimming pool. Unlike many yachts in the same range, where the interiors are so modern and minimal they appear cold, Mania has very warm interiors, where the choice and combination of materials, such as metals, leathers and wood, guarantee an intimate and very welcoming atmosphere. The interiors have shapes with sinuous curves, spaces are roomy and livable and every cabin is studied in the tiniest detail to guarantee every passenger the same level of comfort. The shared spaces, for example the saloon, are defined by a succession of interconnected spaces that give visual and spatial continuity; the flows cross, creating dynamism between the horizontal extension of the decks and the vertical route defined by an important main stairway passing through all the decks. The Fly deck has a comfortable shared space in the open, with a dining area and solarium. But this is not the only external space to experience together; also forward on the main deck is a pool party area that can accommodate several guests for private parties far from indiscreet eyes when the yacht is moored in the most exclusive marinas.



Saloon on the main deck of the yacht Mania, showing the choice of colours and materials made during the design phase.



The Florence storage solution.

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