

## CaseStories/ **Dansk Wilton sets sail with Asia's most luxurious cruise ships**

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### **Dansk Wilton sets sail with Asia's most luxurious cruise ships**

Cruises in Asia are a growing market, and one of the most committed players is Dream Cruises, who have invested in their own shipyards to build new, specially designed ships to cruise in the

Asian region.

The first two of these ships, Genting Dream and World Dream, were both built at the Meyer shipyard in Germany, and designed for the rapidly developing Chinese cruise market. Embarking from Hong Kong, Singapore or Guangzhou, Genting Dream and World Dream cruise through spectacular regions in Asia.

Genting Dream was the first of the cruise ships ordered for the quickly expanding market, where customers want luxury and service - and they get what they want. Now, in November 2017, the next ship, World Dream, is off on its maiden voyage.

Everything on board both ships is in a class of its own, and only the best materials, such as luxury carpets from Dansk Wilton, were selected as part of the exclusive interior design.

Dansk Wilton has supplied all custom designed carpets for corridors, suites, passenger and crew areas on both ships. All carpet designs were done in close cooperation between SMC Design Ltd. in London and Dansk Wilton. Developing the designs was an exciting journey for Dansk Wilton, too:

"As designers, we always have to get to know the customer's style and taste, and take different cultures and traditions into account. So it was really fascinating to work with an Asian luxury brand like Dream Cruises, in close collaboration with the architect in London and the shipbuilders in Germany."

- Ane Murphy, Designer at Dansk Wilton.

The ships' interiors are not the only thing to be adapted to the Asian market. The choices of entertainment, sports activities, casinos, restaurants, wellness and shopping options are numerous and opulent, and specially tailored for the travellers. Guests can be served by butlers on board, for example, and can take part in wine-tasting sessions in the world's first floating wine cellar from the famous Penfolds'; or they can see the China's Got Talent show, theatre performances and concerts with well-known artists.

The World Dream is 335 metres long and 40 metres wide, and can reach a speed of more than 23 knots. It can accommodate about 3,300 passengers in 1,686 cabins. The ship has 35 restaurants and bars, various entertainment facilities such as theatres, a bowling alley and a climbing park, as well as plenty of space for other outdoor activities.

## **Carpet Facts**

**Customer:**  
Dream Cruises

**Architect:**  
SMC Design Ltd, London

**Project:**  
Genting Dream & World Dream, Newbuild.

**Carpet solution:**  
Dansk Wilton delivered custom designed carpets for corridors, suites, passenger and crew areas

**Carpet specifications:**

Suites & cabins: DW Contract Colortec 1400 g/m<sup>2</sup> with integrated felt backing

Corridors: DW Contract Colortec 1800 g/m<sup>2</sup> with integrated felt backing

Crew cabins: DW Contract Graffix 1300 g/m<sup>2</sup> with integrated felt backing

[Watch this video](#)

- a small tour on this amazing cruise ship.

[Watch this video](#)

- on the World Dream hull art work: "A Tale of Two Dreams".













