

## CaseStories/ MSC Cruises

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### **Dansk Wilton is proud to be a part of 2017's hottest new cruise ship**

MSC Cruises is the world's largest cruise line, with a fleet of fourteen ultramodern ships (as of 1 January 2018) and an ambitious growth strategy. The plan is to build eleven new ships in just ten years up to 2026.

Just in 2017, the company launched two brand new ships, MSC Meraviglia and MSC Seaside. MSC Seaview will already be following them in summer 2018. Dansk Wilton is proud to be on board all three!

### **Quality from keel to sundeck**

In recent years, MSC Cruises has been setting cruise market standards, focusing on quality and exclusive sea voyages. That is why MSC Seaside was nominated as "2017's Hottest New Cruise Ship" by Cruise Fever and "2017 Best New Ship" by CruiseCritic.

MSC Cruises describe the vessel as "the ship that follows the sun," offering one of the highest ratios of outdoor space at sea and featuring three outdoor catwalks that extend beyond the edge of the ship.

With a glass floor and glass railings, passengers will have the feeling that they are walking on water. This is what MSC Cruises say about their new flagship: "MSC Seaside rewrites the rule book for cruise ship design, blending indoor and outdoor areas to connect you with the sea like never before."

Another example of their high standards is the dome on the promenade deck on the MSC Meraviglia - which is a single huge LED screen with an area no less than 480 m<sup>2</sup>. It is a digital sky, under which guests can enjoy the fabulous view, or take part in various events, see sunrises, sunsets or a clear, starry night sky.

### **Close dialogues on designs**

Dansk Wilton has supplied all the carpet designs for the public areas on MSC Meraviglia and MSC Seaside, and deliveries for MSC Seaview are well under way. The greatest part of the design work has been done in close collaboration with the Studio De Jorio, who wanted a series of large, striking graphic patterns in several areas. Especially the stringent and simple graphics made extra demands on the design and technical execution to ensure that the carpets fitted precisely together.

"The finished results are always an impressive sight. Especially in this setting, we have succeeded very well in creating a stylish balance. The simple designs emanate a calm strength in relation to the magnificent opulence of the surroundings. In some areas the graphical two-coloured designs create a very dynamic impression and support the character of the area. In other places - in several of the lounges and restaurants - solid colour carpets help to create a fantastic calm that "grounds" the glitter and radiates exclusivity and luxury."

- Anne Mette Grove and Ane Murphy, Designers, Dansk Wilton

### **Carpet Facts**

#### **Project:**

MSC Meraviglia, MSC Seaside and MSC Seaview, newbuilds.

#### **Carpet solution:**

Dansk Wilton delivered custom design Axminster carpets for all public areas.

#### **Carpet specifications:**

DW Contract Axminster 1700 g/m<sup>2</sup>















