

# CUSTOMISED **COMFORT**

*A design marvel with perfect styling and layout, the Feadship SL39 Villa designed by Ashish Gupta of Beyondesign, is the best way to enjoy a cruise in the ocean and that too with personalised touch*

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► TRUE TO ITS NAME, THE FEADSHIP SL39 VILLA IS THE PERFECT QUINTESSENCE OF LUXURY AND COMFORT. EXPRESSING OPULENT VALUES, THIS CRUISER TAKES INSPIRATION FROM CLASSIC FEADSHIP DESIGNS AND OFFERS A WELL PROPORTIONED PROFILE THAT MERGES TRADITIONAL AESTHETICS WITH SOPHISTICATED CONTEMPORARY ELEMENTS.

The SL39 base concept is a 39-metre semi-custom Feadship with the parameters of the construction infrastructure, technical systems and equipment predesigned. This new semi-custom platform provides the buyers a chance to own a new Feadship with the cost advantages and reduced delivery time that a semi-custom provides. Based on this, Ashish Gupta, Director, Beyondesign India and Feadship have created the SL39 Villa for those who want to enjoy luxury how they want it.

At the young age of 34, Ashish is India's most promising design talent and has already created a niche for himself in the world of yacht designs. His ideas got recognition in the international yacht market and turned fruitful too. Ashish has been selected by design et al to receive their 'Commended' award for his Feadship design. "Feadship boss Sir Henk De Vries and Mr Bas Nederpelt believed in my design ideas and then asked me to innovate a Feadship design on the SL39 design platform. Feadship's history and Indo-Asian design legacy is what inspired me to design the SL39 Villa for the company," he said.

"Feadship SL39 Villa is a semi custom yacht with a lot of volume compared to its size with other yacht brands and the buyer can expect a 2012 end delivery if he orders the yacht in 2011. So it is a win-win situation for the owner who gets a Dutch quality, volumes yacht, easy to charter, low in maintenance and great resale value," says Gupta.

The unique synergies of the SL39 platform mixed with Asian architecture are clearly visible in the design of the SL39 Villa. Its arched styled window openings and balconies make it stand out among its peers and elucidate a unique facet of yacht designs. "The space planning is immaculate with innovative ideas, which is suitable for complete family-owned yacht for pleasure and business. You are connected to the sea all the time whether you are in the master cabin or main salon or dining or doing business. The vertical classic windows make it unique," said Ashish. The liner is perfect for private family use with a perfect balance of indoor spaces and the equivalent outdoors. The design offers a wide range of options, from cocktail parties for large number of guests to business meetings on the go. The use of open spaces is such that the owners and their guests are always in touch with the sea, all thanks to the inclusion of balcony/terrace/outdoor spaces.

Clients can opt for the key lifestyle aspects of the yacht according to their interest and need. Each yacht based on the SL39 design platform will be genuinely unique in terms of its layout, interior design and styling. Clients will be entirely free in their choice of materials and preferred use of onboard space. Commenting on what kind of consumers will be interested in the SL39 Villa, Ashish said, "Target buyers would definitely be HNIs and industrialists who would want to upgrade their yachting experience to an ocean going yacht made by Dutch from a cabin cruiser or a speed boat used between Gateway and Alibaug." He added that "people who value quality and longevity would definitely be interested in this Feadship yacht, for which they will get a great resale value and also would not have to wait for 5 years or so, as is the case with all other yards."

Apart from Feadship SL39 Villa, Ashish is also working on a 60 metre yacht for the Dutch-based yacht-makers. Other than that, he is also designing a 41 metre yacht for an Indian Entrepreneur besides working for a bunch of international projects including, a 90 metre yacht with Oceanco, a 40 metre yacht interiors with Heesen, Holland and a 125 metre yacht with Lurssen, Germany.

Ashish believes that the "Indian yacht industry is at the tip of the iceberg and will grow rapidly like a Turkey." He said, "The shipyards need to believe in the yacht industry and take things seriously as I am confident of building a competitive yacht in India. We have so many advantages, like labour etc. I have an entire team and the design ready to build a 35 metre yacht in India for a start. I have been in this industry since 2003 and I am determined that I am at the right place at the right time." □ □ □

**TECHNICAL SPECIFICATIONS OF A FEADSHIP:**

Length overall	39.00m - 128'0"
Beam overall	9.10m - 29'1"
Draft	2.75m - 9'0"
Max. speed	14 knots
Fuel capacity	40,000 liter - 10,500 US Gall
Fresh water capacity	12,000 liter - 3,200 US Gall
Main engines	2x MTU 12V2000 M70 - 2x 788kW/2,100 rpm
Range	Translanti