

# *Super Yacht* i n d u s t r y

## *Anastasia*

LUXURIOUS & SPECTACULAR

## *The Netherlands*

DISTINCTIVE YACHT BUILDERS

## *Rule Britannia*

BRITISH YACHT DESIGNERS

## *Propulsion Power*

PROPELLER TECHNOLOGY

# Ashish Gupta

## New Kid In Town

Born in Mumbai, India, in 1975, Ashish Gupta graduated in 1997 with a Bachelor's degree in architecture. As a student, he won many design awards. As he had a passion for cars, he wanted to pursue his career in automotive engineering. In 2001 he founded Beyond Design. He focused on lifestyle architecture (high-end projects) but his own personal landscape changed in terms of scale and the range of projects. Looking at it as a body of work, of course, the highlight is the yacht and having built it, everything else is put into perspective.

### Learning Curve

Traveling to Dubai and London in the year 2002 was a great learning curve towards exposure to lifestyle architecture and a wish to design cars. For him designing yachts fulfils the desires of both automotive engineering and lifestyle architecture. Prominent architect Nozer Wadia introduced him to the yachting industry and believed in him to design and build the first yacht project Ashena together with him. Ashish Gupta has never studied naval architecture or designing. However, he was selected by Instituto Europeo di Design (IED) in 2007 to study



*Mumbai based designer Ashish Gupta is one of India's first innovative yacht designers. In close cooperation with Netherlands based Stolk Marimecs, who is responsible for naval architectural support, he created the revolutionary Maharaja 150 concept. There's a new kid in town that the industry should sit up and notice.*

yacht design and went for an interview to Venice. There they were very impressed when they saw his portfolio with the built yacht project. Finally he didn't study yacht design as it wasn't viable for him to leave his ongoing practice and study for 15 months out of India.

### Breaking Traditions

The 46m Ashena was built in teak and babul by traditional craftsmen. Ashish Gupta associated with principal architect Nozer Wadia throughout the design and construction of the project from 2003 to 2006. In March 2008, he worked with Mr. Wadia again, redesigning the main deck lounge and three other lounges of the 95m Indian Empress in just one month. On the 55m Kalizma, Gupta is the principal architect himself. With Beyond Design he is responsible for refitting select exterior and interior areas.

"In 2006, I visited the Dubai Boat show where Ashena was displayed for the first time. In 2007, I visited the Dubai Boat show, the Monaco Yacht Show and the Genoa Boat Show. After visiting a few large superyachts at the boat shows and carefully listening to the owners of the previous yachts I designed, I envisioned Maharaja 150 late in the year 2007. The concept was finalized sitting on the aft deck of Indian Empress. The very unconventional and futuristic designs of Wally and XSMG have really inspired me. I went one step ahead and tried to break into some more conventional thoughts."

### What Others Say

"After designing, I realized that the project had to be engineered, so I fixed up various meetings in the Netherlands, like with Stolk Marimecs. They were responsible for the technical naval architectural support. First the credit has to go to Mr. Willem Stolk for believing in the project and also sharing the display stand at the 2008 Monaco Yacht Show. Overall, I got a very positive response from clients, owners as well as yacht brokers."

- Derektor:** "Revolutionary concept"
- Feadship:** "Something the world hasn't seen yet"
- Fincantieri:** "Out of the box thinking"
- Thyssenkrupp:** "Exotic design which a superyacht owner is always looking for"
- Lürssen:** "Unconventional striking design, which should also be translated into the 75m-90m range for a wider share of market"
- YCO:** "Intriguing and exciting project"
- Edmiston:** "It is great to see a fresh concept"
- Burgess:** "Phenomenal and very promising"

### Stop and Stare

"What I would like to create is something that is never seen before. The foundation/core concept behind the gigayacht





Maharaja is that she was designed from inside out, derived from the simple desires of the owners from their previously designed yachts to create panoramic vistas. The 150m Maharaja is designed to the ultimate degree of owner's desires ready for creative investment with the evolutionary idea demanding a combination of simplicity and intelligence to deliver an awe-inspiring example of yacht design into an even more interesting creative stratosphere. The gigayacht is an inventive concept with individuality and style that unquestionably will build up to think beyond one of the world's most extraordinary yachts. A unique shaped hull and a translucent glass superstructure create both wider decks and a sleeker profile with series of aft and foredecks adjusted to the whims of both the sea and guests. On board Maharaja light meets elegance. Her guests are sure to enjoy a new spirit of openness.

### Not Design But Architecture

The swimming platform enhances unique possibilities of extendable water sports activities equipped with an open air bar to refresh guests before a meeting aboard the corporate deck. The corporate deck welcomes you to the stand alone



### What's in a Name?

The word Maharaja is Hindi as well as ancient Sanskrit for 'high king' (a karmadharaya from maha 'great' and rajan 'king'). Its use is primarily for Hindu potentates (ruler or sovereign). The female equivalent to Maharaja is Maharani (or Maharanee), a title used either by the wife of a Maharaja or, in the few states where that is possible, by a woman ruling in her own right. In Hindi, the suffix 'a' is silent so it is pronounced Maharaj.

breakfast island where one can start up day long activities. The corporate deck then leads you to the business glass lounge to enter the next level of the art golf course, 30 m in length in the middle of the sea. The deck then opens to an 18m diameter open air beach lounge providing an unobstructed vista with 15m long infinity-edge pool. A continuous wall of windows of sky entertainment lounge runs for nearly 45 m amid 4.5 m ceiling height with 360 degree panoramic glass. The owner's deck ensures family privacy featuring a flexible sky lit stateroom, sky bath, sky gym and a continuous wall of glass with balconies, private terrace and pool. Maharaja is equipped with four lifts of which two transform into glass lifts elevating you to the observation tower and stand alone helipad. Even crew and guests can enjoy the panoramic glass cabins with view decks. According to Gupta this is not yacht design, but yacht architecture.

**i.** [www.beyondesign.co.in](http://www.beyondesign.co.in)

