



*Brigadoon, Moonen's new delivery in the mountains*

# New Horizons at Moonen

Appointed Moonen's new CEO nearly a year ago, Johan Dubbelman has been busy strengthening the yard's business strategy, investing in a new sales and marketing team and overseeing the successful delivery of the yard's latest superyacht, *Brigadoon*. An exciting time for the Dutch shipyard, here we catch up with Dubbelman a year into his new role.

MOONEN

**You took over the helm at Moonen as CEO nearly a year ago - tell us about your business strategy for the yard.**

I've been part of the Moonen team since I graduated from my studies in naval architecture and mechanical engineering - which was more than 15 years ago now! I like to say that this is the start of Moonen 2.0 - we are shaping the next generation of the yard. Moonen went through a difficult period in the past, when the shipyard was taken over by its majority shareholder at the time. But we pulled through and when I was asked to take over as CEO, I could not say no. Now we have a new sales and marketing team, which consists of young, fresh and enthusiastic employees and make good combination with the loyal workers we already have. The new team is focusing on strengthening our customer service, so we can address our clients' wishes before, during and after the build.

**Moonen recently delivered the 36.3-metre *Brigadoon*, the first in the Martinique line. Tell us about the inaugural vessel.**

When the current shareholder took over Moonen he wanted to start speculative building in order to reduce delivery times. We were given a brief for a nautical, timeless design, with a shallow draft. As the shareholder also owns a steel company, he wanted us to start using special steels. So *Brigadoon's* hull is constructed using high tensile steel, which reduces the weight of the steel construction by 12%. The owner of *Brigadoon* did not come into the picture until earlier this year, when she was almost ready.

But he was a very enthusiastic client, who noticed the changes within Moonen and really appreciated our craftsmanship and Dutch quality.

**Following the success of *Brigadoon*, Moonen is working on her sistership - how closely will they resemble each other?**

*Brigadoon's* sistership will be ready for delivery in 2020. Following the overwhelming positive replies we received on the interior decoration and styling of *Brigadoon*, we decided to work with London-based design firm Studio Indigo to create her interior design from scratch.

**Looking to the future, what is your vision for Moonen for the next 3 to 5 years?**

We aim to stay within our market bracket of 30 to 50-metre superyachts. I am confident that we will be back in the top three yards in our size range soon. At a certain point in time, I would like to start building three to four yachts a year again.

However, I also want to ensure that Moonen is able to fully service their clients, which is also why I want to extend our services into refit in the future. Our service network does not believe in dealerships and we prefer having the same people servicing the yacht who build it in the first place to guarantee the best quality.

**MIKE FISHER, OWNER OF *BRIGADOON*, CREATIVE DIRECTOR OF STUDIO INDIGO**

**"Working with Moonen on *Brigadoon* was fantastic! They have a history, they've had some hard times, but they are very passionate about what they do. The thing that sealed the deal for me was the feeling of family among Moonen owners. Every time we met another owner it felt like family - you felt like you wanted to go up and introduce yourself. If owners still have that type of connection to the yard, then it really says something about the company and its values."**



## Pendennis Invests in Vilanova Grand Marina - Barcelona

British shipyard Pendennis has made a major investment in Vilanova Grand Marina - Barcelona as it seeks to expand its services abroad.

The custom new build and refit yard in Barcelona will use the investment to construct a refit facility alongside the marina in order to enhance its current services in the area. "Besides already being a first-class marina close to Barcelona, we plan to build a refit facility alongside from where we will be able to enhance our offering to the superyacht fleet in the Mediterranean region," says Mike Carr, Joint Managing Director at Pendennis. "This will complement our already successful international business operation in Palma, as well as our main base in Falmouth."

The marina is exclusively developed to cater to superyachts and currently offers a number of specialised facilities and services to visiting vessels and their crew. The new investment comes as Pendennis celebrates its 30th anniversary and recently marked its 30th new-build project.

## Lateral Naval Architects: Taking a 21st Century Approach to Business

Following the launch of Lateral Naval Architects earlier this year, the British naval architecture and engineering company has become one of the most discussed business developments in the world of yachting. Developed as part of a strategic partnership between naval architecture and engineering giant, BMT and Dutch shipyard, Oceanco, the longtime associates teamed up to work more collaboratively and efficiently on some of the most innovative superyacht projects. In order to learn more about Lateral's work, we spoke with Managing Director, James Roy, and the Lateral team at their offices in Southampton, UK.

**What was the industry reaction to the launch of Lateral Naval Architects and what are you busy working on at this moment?**

The reaction has been very positive! Our business is a continuation of the yachting division of BMT Nigel Gee, so we've always had a lot going on. Right now we're busy preparing for the launch of a 109-metre, plus concurrently engineering three other yachts of over 100 metres. Alongside this, we are developing a number of innovations based on our theme of asking new questions.

**Tell us more about some of these innovations?**

The focus of much of our recent research and development work is

on energy generation, management and propulsion system architecture. We are investigating all electric (large) yachts, electric hybrids and exploring near, medium and far-term battery and alternative fuel technology to enable those. Alongside that, we have developed a Technology Readiness Level (TRL) system. The system assigns a Technology Readiness Level (TRL) score and positions this against a diffusion of the innovation curve. In this way, innovative ideas can be benchmarked by technical maturity and risk.

All our work starts with a clear technical narrative, we think it is too often the case that engineering ideas are researched because they are technically interesting, and then post-rationalised into why they offer an

advantage within a design. We like to start with a narrative, a question; it's the question that drives us.

**What new superyacht projects are set to feature these new innovations?**

We have undertaken further technical development of the 115-metre Lobanov designed *Tuhura* that we launched at the Dubai show in late February. That work focuses on an electric hybrid architecture. In addition, the new 102-metre Sinot design incorporates a number of innovations to leverage a better utilisation of technical space and enable more luxury areas on board. The ideas and innovations embedded in that project will be seen in the market very soon with our 109-metre launch.