Italian renovation for Azamara Quest and Journey

The current trend of the companies – and particularly fostered by the top luxury brands of the cruise lines – is to offer longer stays in the most renowned ports, providing passengers a more authentic experience of the place being visited. This has become the major focus of Azamara’s “Destination Immersion” project.

The plan was conceived to increase the ships’ offerings to appeal millennials, also thanks to a wide variety of extra-offers – concerts, night guided tours also enjoying local nightlife – whose most remarkable milestone was the renovation of Azamara Journey and Quest.

“We were asked by the company to give a more contemporary look to these ships, which seemed a bit old fashioned, having both being built in 2000”, illustrates Francesca Bucci, whose BG Studio covered 90% of the refurbishment, even ‘following’ the ships dry docks (respectively to Freeport, Bahamas, last January, the Journey, and to Singapore, last March, the Quest).

“Our goal was to create a modern, sophisticated, luxurious and comfortable feel; for this reason we particularly focused on precious materials, blending them with neutral tones, such as beige and cream. As reported by the company, the renovation was a rather ‘substantial’ project, although they didn’t disclose the value. The project didn’t cover the whole ship: “Some public areas – like the Grand Staircase were left unchanged, although, in this particular case, revitalization balanced former elements with modern details. Other areas, like the Club Spa Suites, were totally redesigned.”

“In accordance with Azamara Club Cruises’ brand, we always aimed to provide a private and exclusive design: this project is a major step forward for our company”, concludes Francesca Bucci, who is confident that the new ships will be a success in the market.

F.M.

SafetY

Italy’s MIT reports on maritime casualties: the country achieved better results

The absolute value of the number of accidents compared to sailing fleet remains stable (except a growth recorded in recent years on some types of ships)

Pursuant to “Year 2015 report on maritime casualties” released by the Ministry of Transport and Infrastructure supervising Port Authorities, insurance companies can finally breathe (a little) easier: maritime transport in Italy has allegedly become slightly safer.

According to reported data, statistics, analyses of critical issues and advice related to maritime casualties in domestic or adjacent waters between 2007 and 2015: the number of recorded accidents dropped from 439 recorded in 2007 to 232 occurred in 2015, going -33.52% down versus 2007.

In parallel, the number of accident related deaths decreased (25 out of 100 accidents in 2007-15) and so did casualties-related injuries.

“Such decrease – as shown on the report – appears much less significant if comparing the absolute value with the reported fleet size: in fact casualties index shows a stable trend, except a slight increase on specific type of ships occurred in recent years”. In essence, latest data shows: 232 accidents in 2015 (versus 349 in 2007, -33,52%, overall 25,64% decrease versus 2014, less maritime casualties-related deaths (64% in 2015 versus 2007) and so 25 deaths out of 100 accidents in between 2007 and 2015.

Finally, the number of ships which suffered accidents dropped (-33,45% in 2015 versus 2007), while the most common type of maritime casualties are: sinking (21,13%), collision (20,61%) and crash (17,41%).

N.C.