



STUDIO DADO

Media Contact:
Juliana Ruiz
954.361.5236
jruiz@bryte-box.com

OCEANIA CRUISES COMMISSIONS WORLD-CLASS DESIGN FIRM FOR \$100 MILLION RE-INSPIRATION OF FOUR SHIPS

Miami-Based Studio DADO Lead Design Architects for OceaniaNEXT Campaign

Coral Gables, FL, August 14, 2018 – Studio DADO, a Miami-based hospitality design firm, is announcing its partnership with Oceania Cruises' OceaniaNEXT initiative, a \$100 million re-inspiration of the line's four 684-guest ships, *Insignia*, *Sirena*, *Regatta* and *Nautica*. Beginning with *Insignia*, the OceaniaNEXT campaign is a sweeping initiative that includes a dramatic, comprehensive redesign of staterooms and suites, as well as a luxurious renewal of public spaces.

The DADO design team led by Yohandel Ruiz, June Cuadra, and Jonathan DaCruz have used the line's 450 ports of call as inspiration to reinvent the majority of *Insignia's* public spaces, including the Reception Hall, Upper Hall, Grand Dining Room, as well as lounges and bars, including Martini's, Toscana, Polo and Horizons.



Designed by Studio DADO, Insignia's 322-square-foot Penthouse Suites have been completely transformed with custom finishes and furnishings in serene shades of the sea and sky, and enhanced lighting throughout.

Studio DADO is the exclusive architect of the redesign and re-inspiration of Oceania's remaining Regatta-Class ships, scheduled to be completed by 2020. As a relative newcomer to the industry, DADO is the only cruise ship design firm in Miami that is helping to create the total transformation of an entire line of luxury ships.

Bob Binder, President and CEO of Oceania Cruises, states, "The Studio DADO team was initially commissioned to completely redesign just the public rooms onboard the Oceania *Insignia*. They blew us away during our first meeting. Experiencing their energy and passion was delightful, and exactly what we needed for OceaniaNEXT. We immediately enlisted them to also design 342 staterooms and suites that were stripped down to the steel. They nailed the designs within the first shot, and in only two weeks."

Yohandel Ruiz, founding partner of DADO, and project design lead says, "We're really proud of the design our studio has created for Oceania *Insignia*. The ships are a smaller scale, giving us the opportunity to explore design in a more intimate way. Our approach started with highlighting the exquisite architectural elements found throughout the ship and using them as our backdrop to introduce a more contemporary language in the furnishings and finishes. We envisioned a residential environment for the guests with the ship being an extension of their lifestyle, filled with all the luxuries they have come to expect from Oceania. Guests will never want to leave the ship."

Insignia will debut on December 17, 2018 followed by *Sirena* in May 2019, *Regatta* in September 2019, and *Nautica* in June 2020.

About Studio DADO

Established in 2016, Studio DADO is a Miami-based boutique cruise ship and hospitality design studio with over 60 years of cumulative design experience. By synthesizing functionality and elegance, DADO breathes vibrancy and utility into every location its designers take on. DADO impossibly blends approachability with glamour, culture with confidence, free-thinking fun with structure, and their growing portfolio reflects their out-of-the-box approach. Both passionate and purposeful, designers of DADO have transformed some of the most impressive spaces on board ships for Norwegian Cruise Line, Regent Seven Seas Cruises, and Carnival Cruise Lines and Princess Cruises into livable art. Memorable aesthetics, appreciation of culture, and a firm understanding of both client and patron needs have cemented Studio DADO as a world-class, upscale design studio since its inception in 2016. Get in touch with them at www.studiodado.com. Learn more about the team, their culture and current projects by following them on Instagram @studiodado.

