



MEDIA KIT



ABOUT US

By synthesizing functionality and elegance, DADO breathes vibrance and utility in to each and every location it's designers take on. A vision for cruise ship and hospitality design brought the four founders of Studio DADO together; their personal adventures set them apart. Established in November 2016, this Miami-based boutique design studio brings decades of passion and experience to your unique space.

Studio DADO has ranked #58 out of 200 hospitality design firms in Interior Design's 2018 Hospitality Giants.

OUR VALUES

To awaken the senses through hospitality design that infuses celebration with functionality. The firm's uncomplicated, yet collaborative boutique-like design approach translates into flexibility, adaptability and agility, which are not commonly offered by traditional firms. The most important part of our process is implementation. We are obsessive about details and the end result. From complete contract documents, to site visits and post design surveys. Studio DADO remains engaged well after the guests have come and gone.

OUR FOUNDING PARTNERS



*From Left to Right:
Greg Walton,
Yohandel Ruiz,
Javier Calle,
Jorge L. Mesa*

PORTFOLIO

With 60+ combined years of hospitality design experience between the four founding partners, the Studio DADO design team of fourteen is responsible for transforming some of the most impressive spaces on board cruise ships.

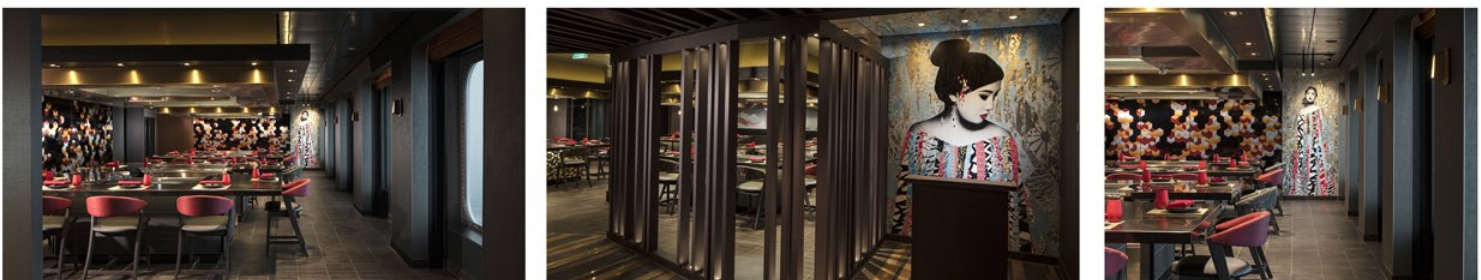
The firm's uncomplicated, yet collaborative boutique-like approach translates into flexibility, adaptability and agility, which are not commonly offered by traditional design firms. Initial projects as a new company included the redesign of Norwegian Bliss' seafood restaurant, Ocean Blue, as well as Teppanyaki, their Japanese hibachi restaurant, and the chocolatier for Norwegian's dessert nirvana, Coco's.

OCEAN BLUE



Inspired by the Pacific Northwest, Ocean Blue seafood restaurant aboard Norwegian Bliss invokes sentiments of freshness, of adventure, and of authenticity.

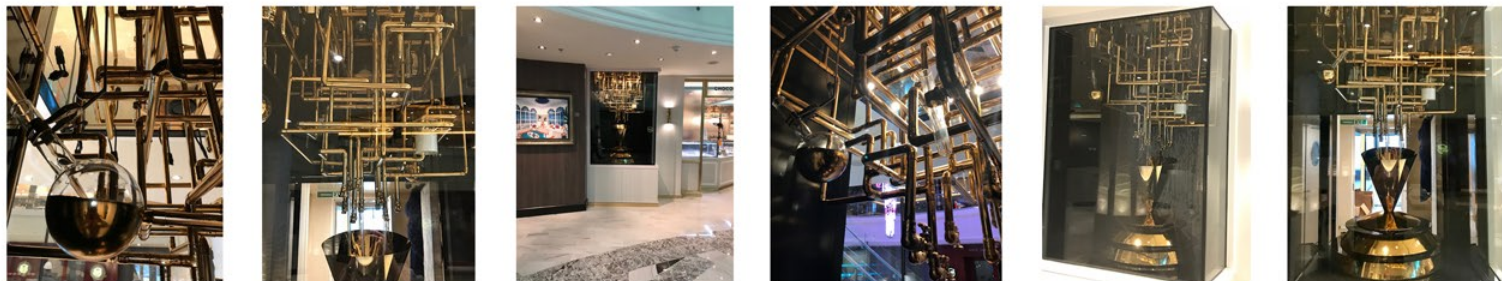
TEPPANYAKI



Flying shrimp. Onion volcanoes. Twirling knives. An authentic Japanese hibachi restaurant onboard Norwegian Bliss.

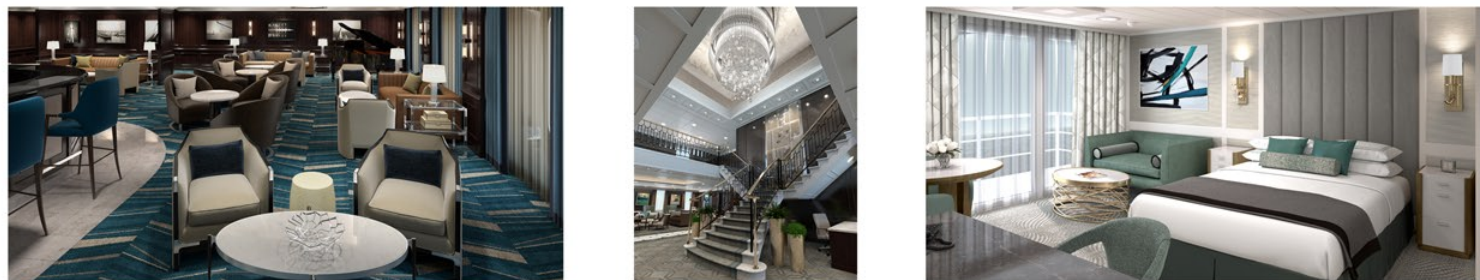
PORTFOLIO

COCO'S CHOCOLATIER



The Chocolatier display at Cocos onboard Norwegian Bliss serves as the focal point of the space.

OCEANIA INSIGNIA



First of four ships from the reimagination of Oceania Cruises' Regatta Class Ships, dubbed as OceaniaNEXT, a \$100 million investment.

CLIENTS



FOUNDERS

GREG WALTON



Greg Walton, AIA, NCARB, LEED AP. FIU Mentor. Dad to Enzo the Italian Greyhound. Greg defines success as living with passion and purpose - and his passion and purpose happen to intersect at cruise ship interior design. A celebration of his professional and personal accomplishments, Greg established Studio DADO as a home base and gateway through which he could combine his love for travel, art, and creation.

Greg has always had an eye for beauty and an appreciation for functional ity. His knack for purposeful design made his transition into hospitality and cruise ships a seamless one, stemming from work in 1989 on the original Crown Princess to more recent projects like the Seven Seas Explorer for Regent Seven Seas Cruises, otherwise known as "most luxurious cruise ship ever built."

The son of a US Navy Officer and President Cruise Lines document coordinator, Greg credits his bloodline with his instinctive affinity for cruise design and the high seas. Through journeying everywhere from The Himalayas in Tibet to Carnival in Rio de Janeiro, Greg has been able to harness a delicate and thorough cultural literacy that is clearly marked in his work. To date, Greg's favorite project is dining room he designed for a private residence in Lyford Cay, Bahamas that he says is "akin to walking inside of a musical jewelry box."

FOUNDERS

JAVIER CALLE



Javier Calle, USGBC LEED, is a recently reincarnated design professional. After 24 years in the retail design world, Javier followed his instincts, “cut the cord,” and took the plunge into the entrepreneurial world, as a founding partner of Studio DADO, a Miami-based design firm that specializes in creating memorable interior spaces on cruise lines and in the hospitality industry.

In his previous life, Javier worked as a senior associate at RTKL Associates, Washington, D.C., during which time he travelled the world, practicing and perfecting his craft.

A graduate of Southern Polytechnic State University, Marietta, Georgia, Javier started as a retail specialist, and cut his teeth on many large-scale, highly visible projects, such as the exclusive Mexico City-based departmental store, El Palacio de Hierro. In another challenging project, he was a part of the designing team behind Royal Caribbean's behemoth vessel, The Oasis of the Seas.

Javier's drive for excellence is strongly marked by his passion for achieving the right balance between his love for classic, timeless design that has the fluidity to adapt to the demands of the present and the need for being anchored in functionality and industry standards.

The same passion shapes his life outside work. Javier takes great pride in providing a wonderful life for his children, and is a generous mentor for young designers. An avid outdoorsman, Javier is a huge soccer fan and an avid bicyclist.

FOUNDERS

JORGE L. MESA



Jorge L. Mesa, IIDA, LEED Green Associate, loves showstoppers! Colors that pop, shoes that demand compliments and sublimely created spaces that beckon and seduce, Jorge is drawn to vibrancy and beauty in design. A founding partner of Miami-based design firm, Studio DADO, Jorge encapsulates the raw energy and constant innovation that are the hallmark of award-winning design. For him, Studio DADO is a space of aesthetic freedom, where every day is an exercise in adventure and out-of-the-box design solutions.

In his 12 years as a designer, Jorge has assembled an impressive portfolio of work within the cruise line and hospitality industries. While working as an associate at CallisonRTKL, Miami, FL, he worked on expansive projects such as the Royal Caribbean's Harmony of the Seas and the Oasis class ships, where he configured and refined everything from the stunning staterooms and state-of-the-art spa, the on-board art gallery and casino, to the Asian-inspired Izumi restaurant.

A Miami native, Jorge graduated with a degree in interior architecture from Florida International University, Miami. His vibrant upbringing in a large Latin family fostered his vivacious personality and creative talents. Everything Jorge does, he does with his own brand of enthusiasm and infectious charm. Whether he is designing a space, traveling to unusual places, or styling his hair, Jorge does it with style and panache.

YOHANDEL RUIZ



For Yohandel Ruiz, LEED AP, IIDA, NCIDQ, an empty space is not a scary thing. Instead, Yohandel, a founding partner of Miami-based design firm, Studio Dado, revels in the idea of creating a story that gives the space meaning and a unique, functional allure.

With an undergraduate degree in interior architecture from Florida International University, Miami, Yohandel is a skilled designer with outstanding research and conceptualizing abilities. His designs are labors of love, and reflect the energy, sense of creativity and joy he brings to each of them.

In his more than 20 years of experience, Yohandel's penchant for design has seen him travel to China for the Midea VIP & Golf Clubhouse in Foshan, Guangdong, create an exclusive furniture line for Cumberland Furniture, lead hospitality-based projects like the Regent Explorer Pacific Rim Restaurant, from start to finish, and finally, establish his own partnered firm, Studio Dado.

A seasoned designer, Yohandel considers himself a creative conduit through whom his clients express their design requirements, and Studio Dado as the space where he has the freedom, support and resources to finesse concepts and designs that meet their demands.

A native Miamian, Yohandel speaks fluent Spanish; has inherited a love for all things Latin from his family, from food to music; enjoys photography, foreign films, and gardening; and is an ardent supporter of local arts and artisans.

OceaniaNEXT

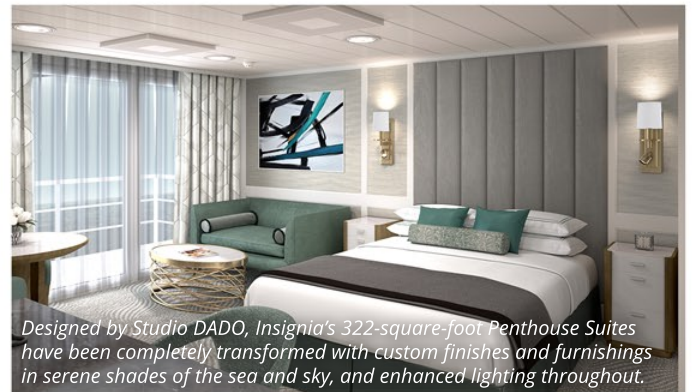
OCEANIA CRUISES COMMISSIONS WORLD-CLASS DESIGN FIRM FOR \$100 MILLION RE-INSPIRATION OF FOUR SHIPS

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.

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.



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.

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

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, Oceania Cruises, Regent Seven Seas Cruises, Carnival Cruise Line, 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 and learn more about current projects by following them on Instagram @studiodado.

ANNIVERSARY PARTY

STUDIO DADO MARKS TWO-YEAR ANNIVERSARY WITH CELEBRATORY SOIREE AT NEW CORAL GABLES OFFICES

*Historic Douglas Entrance Is Fitting Location to Celebrate Studio DADO's
Continued Growth and Success*

Coral Gables, FL, October 21, 2018 – Since opening its doors in November 2016, Studio DADO has made a splash in the hospitality design industry, providing design expertise to cruise ships restaurants, staterooms, suites, and other public spaces. The bustling firm is in demand: It has tripled in size in the past two years, and now includes a team of 14 at their new studio in iconic Coral Gables. This is stuff worth celebrating. Studio DADO will hold their 2nd anniversary party on November 2, 2018. Clients, vendors, friends and family of the design studio will be in attendance.

With 60+ combined years of hospitality design experience, DADO founding partners Greg Walton, Javier Calle, Jorge Mesa and Yohandel Ruiz knew what they were doing when they set up shop in South Florida, home of several major cruise lines and world-renown ports of call. Studio DADO attributes its success to a growing industry, the firm's solid reputation and a penchant for problem-solving that looks beyond design and considers operations and revenue implications. The firm's uncomplicated, yet collaborative boutique-like approach translates into flexibility, adaptability and agility, which are not commonly offered by traditional design firms. Initial projects as a new company included the redesign of Norwegian Bliss' seafood restaurant, Ocean Blue, as well as Teppanyaki, their Japanese hibachi restaurant, and the chocolatier for Norwegian's dessert nirvana, Coco's.



Entry way to DADO's studio in the historic Douglas Entrance located in Coral Gables.

Studio DADO has recently garnered international attention with their pivotal role as the design architects in the reimagination of Oceania's four Regatta Class Ships, dubbed as OceaniaNEXT, and their role in Princess Cruises' Sky Suites design; the benchmark of the new suite design style moving forward.

Studio DADO is also designing the public spaces for Norwegian Cruise Line's 2019 new build, The Norwegian Encore, the staterooms and several public spaces for Norwegian's next-generation new build, Project Leonardo and Carnival's XL Class new builds, for which they're designing the spa & fitness spaces, staterooms and suites. Other recent projects include Regent Seven Seas Cruise's 2020 new build, Seven Seas Splendor, and private island, Norwegian Great Stirrup Cay for which they're designing and planning the exclusive lagoon retreat, spa, beachfront luxury villas and public areas.

Their new office location has been both inspirational and functional: it leaves room for accommodating new designers, while the space itself, in fact, mirrors a theme of Studio DADO: unique design inspiration you can only find in Coral Gables. Javier Calle, founding partner of Studio DADO, admits that architectural influence had a lot to do with choosing their office location. He says, "Architecture is definitely the biggest informer of my design aesthetic. When I see an inspiring space, I immediately ask how I can manipulate the lines and volumes to give the user an experience that is memorable. When we were looking for a new office space, we wanted something that spoke to our culture as a firm, we wanted a space that was unique and had character, a place where our clients and colleagues would feel welcomed. The space had to feel elegant and casual at the same time. I think our office at Douglas Entrance checks all those boxes."

Continued on page 10.

ANNIVERSARY PARTY *continued*

DADO attributes its success to a growing industry, and the firm's solid reputation for problemsolving that looks beyond design by considering operations and revenue implications. Each project is uniquely orchestrated with direct hands-on involvement from DADO's founding partners. Yet, somehow Studio DADO also finds time to give back. Partner Jorge L. Mesa teaches a Cruise Ship and Super Yacht Certification program at Florida International University, and partner Greg Walton serves on the Advisory Board for the Cruise Ship Interiors Expo.

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RANKED #58 TOP HOSPITALITY DESIGN FIRM

MIAMI-BASED STUDIO DADO NAMED 'GIANT' IN DESIGN

DEBUTS AT #58 ON INTERIOR DESIGN MAGAZINE'S ANNUAL RANKING OF
TOP HOSPITALITY DESIGN FIRMS IN THE WORLD

One To Watch -- Studio DADO Is The Only Florida Firm Included on Hospitality List

Coral Gables, FL, November 7, 2018 – In just two short years since opening their doors, boutique design firm Studio DADO has established themselves as a leader in hospitality design by landing on Interior Design Magazine's annual ranking of Giants in Hospitality -- the best of the best in design firms and billings -- at #58. This prestigious annual survey ranks the largest hospitality design firms by design fees for the 12-month period. Studio DADO is the only firm based in Florida to be included in top 75 Giants in Hospitality.

Studio DADO is the first creative hospitality design firm to launch within the cruise vessel industry in the last few decades. Since launching the firm in 2016, partners Greg Walton, Javier Calle, Jorge Mesa and Yohandel Ruiz, have brought their combined 60 years in the cruise industry to earn a reputation as stand-out firm helping cruise ship brands rebuild their luxury standards. Setting themselves apart from legacy firms by enhancing the human experience through functional, memorable design.

"We've been blessed to have a strong community of people that have believed in us from day one." Said Studio DADO founding partner, Greg Walton. "Our being ranked among Interior Design's Hospitality Giants is a validation of their support, and our work product. For such a young and relatively small firm, we've been entrusted with significant projects and opportunities, including the total transformation of an entire line of luxury ships, as we've done with OceanNEXT."



Studio DADO Founding Partners from Left to Right: Jorge L. Mesa, Greg Walton, Javier Calle, Yohandel Ruiz.

Studio DADO has recently garnered international attention with their pivotal role as the design architects in the reimagination of Oceania's four Regatta Class Ships, dubbed as OceaniaNEXT and their role in Princess Cruises' Sky Suites design. Other noteworthy projects include the design of Norwegian Bliss' seafood restaurant, Ocean Blue, as well as Teppanyaki, their Japanese hibachi restaurant, and the chocolatier fountain for Norwegian's dessert nirvana, Coco's.

Studio DADO's growth continues with upcoming projects including: Norwegian Cruise Line's new build, Norwegian Encore and the staterooms and public venues for Norwegian's nextgeneration new build, Project Leonardo. Studio DADO is also working with Carnival's Reflection new build, for which they're designing the spa & fitness spaces, staterooms and suites. Other projects the Studio has been commissioned for include Regent Seven Seas Cruise's 2020 new build, Seven Seas Splendor, and Norwegian Cruise Line's private island, Great Stirrup Cay for which they're designing and planning their exclusive lagoon retreat, spa, beachfront luxury villas and public areas.

Hospitality design is big business. With hospitality fees as a percentage of total revenue rising by 73% in the past 15 years - it is one of the largest drivers of the growth in the design industry, according to research from Interior Design Magazine. Studio DADO's success is reflective of a growing industry, the firm's solid reputation and a penchant for problem-solving that looks beyond design and considers operations and revenue implications. For more information on Interior Design Magazine's Hospitality Giants and industry research please visit: <https://www.interiordesign.net/hospitality-giants/2018/>

Continued on page 12.

RANKED #58 TOP HOSPITALITY DESIGN FIRM *continued*

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EARNED MEDIA

ARTICLES

Forbes

1,000 HOURS | AUG 16, 2016, 37,000

OceanianNEXT: The Next Chapter for Oceania Cruises

By Anne S. Levine Contributor @TheLevine

TWEET THIS

Forbes.com gets the scoop on new changes on the horizon for Oceania's four Regatta-class ships.



Interior view of the Regatta-class ship.

With changes as sweeping as the cruise line calls it a "re-inspiration" rather than a renovation, Oceania Cruises will be making a \$500 million dollar investment over the next two years in its four Regatta-class ships—Regatta, Zuijinia, Nautica, and Zircona. These changes are part of an ambitious multi-year project that the line has named OceanianNEXT.

Guests seem to have a real soft spot for these vessels because they feel "right-sized." Each one holds a maximum of 654 guests, making them large enough to offer appealing amenities (e.g., gracious public spaces and four restaurants) but small enough to maintain a sense of intimacy and provide personalized service.

Cruise&Ferry

The global guide to passenger shipping



Oceania Cruises signs Studio DADO to redesign four ships

By Anne S. Levine
Forbes.com gets the scoop on new changes on the horizon for Oceania's four Regatta-class ships.



Interior view of the Regatta-class ship.

Cruise&Ferry

The global guide to passenger shipping

Exceptional spaces in the cruise industry

Studio DADO's founding partners tell Jacqui Griffiths how the firm combines ingenuity and insight to create unique interiors for cruise brands.



Interior view of the Regatta-class ship.

There's one place that's been the backbone of the cruise industry for decades: the ship's lounge. It's a place where guests can relax, socialize, and enjoy the view. Studio DADO's founding partners, Jacqui Griffiths and David Griffiths, tell us how they've transformed these spaces into exceptional environments for guests.

Cruise&Ferry

The global guide to passenger shipping

New cruise ship interior design firm opens in Miami

Studio DADO has officially opened its doors in Miami, FL.



Interior view of the Regatta-class ship.

Studio DADO is a new interior design firm that specializes in creating unique and inspiring spaces for cruise ships. The firm was founded by Jacqui Griffiths and David Griffiths, who have worked together for over 10 years.

Cruise Industry News

Number 1 in Industry Reporting

Studio DADO: 'More Boutique'

By Anne S. Levine



Interior view of the Regatta-class ship.

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Cruise Industry News

Number 1 in Industry Reporting

Oceania Announces 'Re-Inspiration' of R-Class Ships

By Anne S. Levine



Interior view of the Regatta-class ship.

Oceania Cruises has announced its OceanianNEXT initiative, described as a series of dramatic enhancements designed to elevate the guest experience.

The program includes a \$500 million investment in the line's four Regatta-class ships, Regatta, Zuijinia, Nautica, and Zircona. These changes are part of an ambitious multi-year project that the line has named OceanianNEXT.

Seatrade Cruise News

The global guide to passenger shipping

Seascope architects roll the dice and launch their own firm



Interior view of the Regatta-class ship.

Four architects with nearly 60 years of combined experience in cruise ship design have formed their own firm, Studio DADO, based in Miami Beach.

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Seatrade Cruise News

The global guide to passenger shipping

Studio DADO grows and heads to new Coral Gables offices



Interior view of the Regatta-class ship.

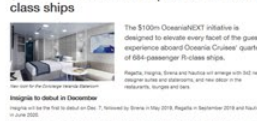
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Seatrade Cruise News

The global guide to passenger shipping

\$100m initiative to 're-inspire' Oceania's R-Class ships



Interior view of the Regatta-class ship.

The \$100m OceanianNEXT initiative is designed to elevate every facet of the guest experience aboard Oceania's R-class ships.

OceanianNEXT is a multi-million dollar investment in the line's four Regatta-class ships, Regatta, Zuijinia, Nautica, and Zircona. These changes are part of an ambitious multi-year project that the line has named OceanianNEXT.

cruise critic

The global guide to passenger shipping

OceanianNEXT Phase One



Interior view of the Regatta-class ship.

OceanianNEXT Phase One is the first step in the line's multi-year project to elevate the guest experience aboard Oceania's R-class ships.

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Caribbean Journal

TRAVEL PULSE

Seatrade Cruise News

INTERIOR DESIGN

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