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## **Cruising to the Top: Studio DADO Debuts on the 2019 'Rising Giants' List** *Strengthens industry stakes by rising to 52nd place on Interior Design Magazine's annual Giants in Hospitality rankings*

**Coral Gables, FL, November 5, 2019** – Miami-based, boutique design firm Studio DADO debuts on Interior Design magazine's '100 Rising Giants' list for 2019, while also moving up from last year's 58th place to 52nd, on the 'Giants in Hospitality' survey rankings. This recognition on a global platform—based on the prestigious magazine's annual survey that ranks the largest hospitality design firms by design fees for a 12-month period—firmly establishes Studio DADO as the vanguard of hospitality design within the cruise ship industry.

The brainchild of partners Greg Walton, Javier Calle, Jorge Mesa, and Yohandel Ruiz, Studio DADO reflects their vast array of design skills and 60 years of cumulative experience in the cruise industry. Their magic—which sets them apart within the crowded design market—lies in their ability to create functional, luxurious spaces that leave a joyful imprint on people's minds, while anchoring cruise ships brands to standards of unparalleled excellence and value.

"We've been blessed to have a strong community of people that have believed in us from day one," says Studio DADO Founding Partner Jorge Mesa. "We were already on the Giants in Hospitality list but debuting on the 100 Rising Giants is a further validation of our creative designs and entrepreneurial spirit. Besides recognizing our work product and ethos, it allows our relatively small firm to continue on a path less trodden."

As part of the research conducted for the Hospitality Giants ranking, Interior Design reports cruise ship business is booming with 30% of firms expecting work in this industry. Fees have skyrocketed from prior years from approximately \$11 million in fees to \$38 million, noting "Firms are bullish: 18 percent say they're doing more work in this space than two years ago (half that amount said so last year) and 27 percent expect more work in 2020, double from previous years." (Source: ID Magazine) Making Studio DADO perfectly poised to take advantage of this industry trends.

While explosive creativity is at the core of their emblematic designs, the partners are also experts at deciphering operational and revenue implications. From on-board restaurants and spas, to beautifully appointed staterooms, cabins, and lounges, the

Studio DADO touch is cutting a wide swathe in the cruise industry. With noteworthy projects like the forthcoming debut of the Sky Suites on the all-new Sky Princess, Studio DADO works closely with their clients to create industry leading designs that create a unique experience for travelers.

Their success is reflected in their ever-increasing roster of upcoming projects, including Norwegian Cruise Line's new build, *Encore*; Carnival's *Mardi Gras*, for which they're designing the spa and fitness spaces, as well as the staterooms and suites; and Regent Seven Seas Cruises' 2020 luxurious new build, *Seven Seas Splendor*.

For more information on Interior Design magazine's 100 Rising Giants list, please visit <https://www.interiordesign.net/rising-giants/2019/>

### **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, freethinking 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](http://www.studiodado.com), and learn more about current projects by following them on Instagram @studiodado.

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