

**Queen Anne: design factsheet**

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6. **Adam Tihany**

Adam D. Tihany is regarded as one of the world’s preeminent hospitality designers, whose work can be experienced in some of the most iconic hotels and restaurants around the globe. The Beverly Hills Hotel, The Breakers, The Oberoi New Delhi, and Four Seasons Dubai DIFC, to name a few. Tihany has become a key figure in the cruise industry, and as a leading expert, Tihany frequently lectures and has several published books of his work. He was recently appointed Founding Executive Professor-in-residence at FIU (Florida International University), where he’s heading the creation of a Master’s Degree programme in Hospitality Design. Tihany, in partnership with his wife Marnie, has licensed products and collections under Tihany Product Design, for companies such as Christofle, Kartell, Roda, Poltrona Frau, Giorgetti, and Bernardaud.

Adam Tihany said: *“The Creative Director’s role is not dissimilar from that of a film director. From writing the ‘script’ – in our case Queen Anne’s founding concepts – to finding and hiring the ‘actors’ – in our case the designers, my role has been an overarching one. I have studied the history of the evolution of each of the Cunard ships, while being true to the brand’s unique identity and historical character. Each ship was infused with innovations in design, technology, and purpose. Each new ship not only pays homage to nostalgia, but rather, takes the fleet to the next level. This was the guiding principle behind the design of Queen Anne.”*

1. **Sybille de Margerie**

Founded in 1989, the studio is renowned for the elegance and rigorous approach recognisable in all its international hospitality projects including the Mandarin Oriental Paris and the first Baccarat hotel in Florence, and luxurious residences all over the world.

Her studio is responsible for the retail spaces, the spa, and the flagship event space – the Queens Room – aboard Queen Anne. This will also be Sybille de Margerie’s first ship interior.

Sybille de Margerie said: *“This was my first cruise ship project and I strived to bring a sense of creativity and luxury to Queen Anne’s design, leveraging my hotel design expertise to elevate the on board experience. I am very proud to be an ambassador of French elegance, and I really enjoyed immersing myself into Cunard's strong heritage, drawing inspiration from my own travels. I focused on striking a balance between tradition and modernity, crafting interiors infused with emotions. My favourite venue is the Queens Room, which is such a radiant space; the heart of the ship, reminiscent of memories brought back from distant journeys. It embodies luxury with a meticulous attention to detail. Refined textures and colour harmonies exude sophistication – it is the symbol of elegance onboard.”*

1. **David Collins Studio**

Founded in 1985, David Collins Studio is an award-winning interior design, architecture, and product Studio, creating renowned hospitality, residential and retail destinations across the globe.

Led by Creative Director Simon Rawlings, the studio’s credits include The Wolseley restaurant in London, Gleneagles resort hotel in Scotland, as well as Claridge’s, Nobu Hospitality, and Harrods Fresh Market Hall.

This will be Simon Rawlings and his team’s very first interior afloat, and they are working on a show-stopping atrium, the Grand Lobby, the Queens Grill Suites, as well as Queen Anne’s main dining room.

Lewis Taylor, Design Director at David Collins Studio, said: *“Designing interiors for Queen Anne has been a journey of passion and precision for David Collins Studio, merging elegance with functionality to create a new era of luxury at sea. The Grand Lobby, with its art deco-inspired opulence, epitomises the essence of the Cunard brand, offering a space for both connection and relaxation within show-stopping surrounds that seamlessly blend the classic and contemporary. Queen Anne is a testament to Cunard’s dedication to redefining cruise interiors. Each detail, from reimagined signature spaces to brand-new offers, reflects the commitment to crafting unforgettable experiences for guests. It has been a privilege to contribute to a project that sets new standards in maritime design.”*

1. **Richmond International**

An illustrious name in hospitality design since 1966, Richmond International’s prize-winning work can be seen in some of the world’s most prestigious hotels, including the Beaumont Hotel in London’s Mayfair, the Waldorf Astoria Trianon Palace Versailles, and the legendary Sandy Lane in Barbados.

Richmond International has been responsible for the theatre, new and exciting entertainment spaces, and the outside deck space.

Fiona Thompson, Principal at Richmond International, said: *“With over 20 years’ architecture and design experience including super yachts, it is exciting to work with a brand like Cunard that represents the most famous luxury cruise operator in the UK. Queen Anne’s interior design is tailored, luxury and elevated and working closely with the design team at Cunard has been a fascinating journey to end up with something we are all proud of. All areas have been interesting to work on, but the Royal Court Theatre is one of my favourite spaces on Queen Anne. Entering the contemporary, glamorous theatre evokes an excitement similar to the first West End theatres at sea. For Richmond Designs it was a great honour designing some of the signature spaces of the first new Cunard ship since 2010. It was thrilling to create that new design language for the next generation of Cunard vessels, inspired by rich history of the brand.”*

Through Fiona’s exceptional leadership, Richmond has established itself as one of the world’s leading hospitality design consultancies. Her ability to nurture, challenge and inspire has resulted in an award-winning practice that has set the benchmark for international five-star design. Fiona has travelled extensively from an early age which has provided her with a deep-rooted understanding of global cultures. This understanding allows Fiona to effortlessly articulate clients’ desires and translate them into world-renowned destinations. Highly regarded within the industry, Richmond has benefited from Fiona’s remarkable talent for over 25 years.

1. **forpeople**

As an agency, forpeople have played a pivotal role in crafting Cunard's brand experiences on board Queen Anne. The agency have meticulously curated everything from the livery design to the many venue identities, imbuing each aspect with Cunard’s heritage, storytelling, and forward vision. The crew's uniforms also reflect this ethos, with a new pattern design mirroring the ship's wake. Each space boasts its unique name and ambiance, with the Queens Room taking centre stage with bespoke backdrop films for every occasion. This is all encased in the newly designed livery of the ship, where the elevated paintwork, refined crest and poised name stand ready to bring Queen Anne into a new era of luxury travel.

James Addison, Creative Director at forpeople, said: *“We feel incredibly privileged to help shape the next chapter for Cunard. As we’ve been engaged with them from the very beginning of Queen Anne’s conception, we see ourselves alongside the Cunard team as custodians of the brand. This is why we searched through their archives to ensure every detail was grounded in their heritage, yet refined and reinvented for future generations. Queen Anne has been a brilliant means of bringing this all to life, as each space has a story in which guests can immerse themselves.”*

**ENDS**