

# Oceania Cruises® Vista

DESIGN BRIEF

MARCH 2023



STUDIO DADO INC.



# VISTA BY THE NUMBERS



**1,200**  
Passengers



**800**  
Crew



**591**  
Cabins With  
Verandas



**147**  
Suites



Length  
**791FT**



**2:3**  
Crew-to-  
Guest Ratio



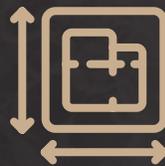
**GIADA**  
**DE LAURENTIIS**  
Vista Godmother



**MAY 2023**  
Maiden Voyage from  
Rome to Venice



**607**  
Outside Cabins



**290 SF**  
The Most Spacious  
Standard Stateroom  
On The High Seas



**11**  
Culinary Venues,  
All Designed by  
Studio DADO



Tonnage  
**67,000 TONS**





## A SHARED VISION

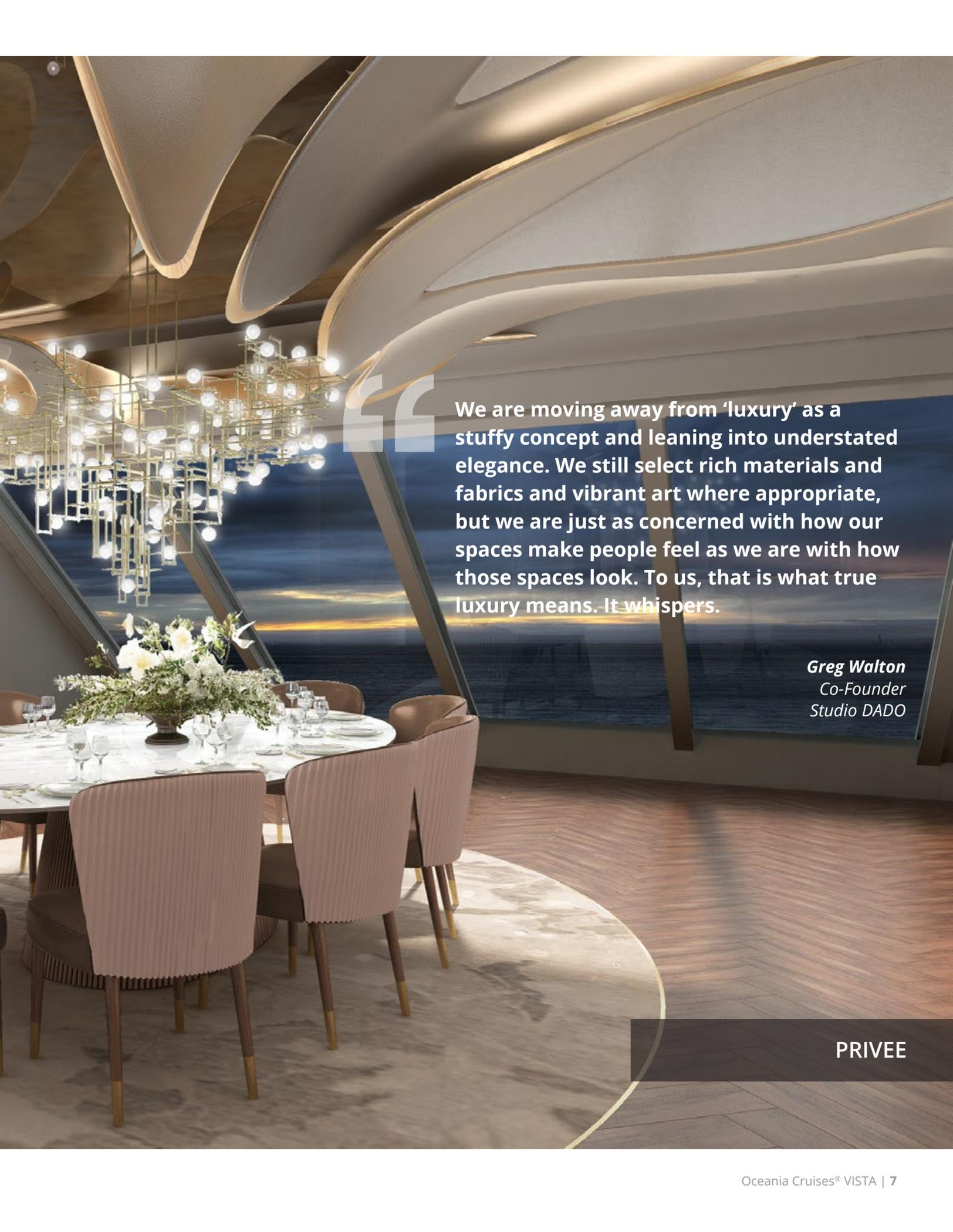
Studio DADO and Oceania Cruises share a vision for a new approach to luxury based on a well-honed understanding of what sophisticated travelers look for in a cruise experience. Materials, of course, are an important part of this picture—from the finest linens to curated artwork to high-touch details. But the deeper sense of luxury and comfort comes from a sense of place. The feeling of airiness, function and flow in every room and venue aboard Vista is the root of the ship's elegant appeal.

In addition to selecting bespoke textiles, fixtures and furniture, Studio DADO choreographed a guest journey that is all-encompassing, from the space around the ensuite dining areas and the spa-like bathrooms to the walk-in dressing areas filled with storage. This attention to detail extends to the atmosphere and details in the nine dining experiences, the atrium and other communal areas. Truly, Vista's design is just as much about how guests feel in each environment as what they see and touch.

Vista is the latest vessel by Oceania Cruises, the luxury subsidiary of Norwegian Cruise Line Holdings. Studio DADO is the main architect for this first-in-class ship, which is currently under construction in the Sestri Ponente (Genoa) shipyard by Fincantieri, one of the largest and oldest shipbuilding groups in the world. The ship's inaugural sail is scheduled for May 2023.

Vista will welcome approximately 1,200 travelers on board eleven dedicated guest decks. This boutique ship features a staff-to-guest ratio of 2:3 and appeals to the most discerning culinary- and destination-savvy travelers. Studio DADO designed the majority of the suites and staterooms and all of the ship's dining venues, lounges, bars, pool decks, corridors and public areas.





“ We are moving away from ‘luxury’ as a stuffy concept and leaning into understated elegance. We still select rich materials and fabrics and vibrant art where appropriate, but we are just as concerned with how our spaces make people feel as we are with how those spaces look. To us, that is what true luxury means. It whispers.

**Greg Walton**  
Co-Founder  
Studio DADO

**PRIVEE**



## SMOKING LOUNGE



With each new project, and with space at an absolute premium, we challenge ourselves to manipulate perception in new ways. Vista is exceptional in that regard. Our team considered every square millimeter and every touchpoint in the guest journey. We chose textures, patterns and materials that make the spaces feel airy, open and comfortable. And we made sure to consider 'negative space' as well, including the areas around chairs, beds and in corridors, to offer everyone a sense of luxury and comfort.

**Yohandel Ruiz**  
Co-Founder  
Studio DADO



## SPACES DESIGNED BY STUDIO DADO

- Atrium
- Suites and Staterooms
- Red Ginger, Asian Restaurant
- The Grand Lounge
- Ember, American Restaurant
- Grand Dining Room
- Horizons Observation Lounge
- Martinis
- Aquamar Spa & Fitness
- Aquamar Kitchen
- Lift Lobbies
- Stairs
- Pool Decks
- Polo Grille Steakhouse
- Private Restaurant Privée
- Waves Grill
- Terrace Café
- Toscana Restaurant
- Boardroom
- Casino and Casino Bar
- Artist Loft
- Culinary Center
- Passenger Corridors



GRAND STAIR



## THE ATRIUM

As the first space guests see when boarding Vista, the Atrium introduces a sense of calm and spaciousness through an expansive, uncluttered layout inspired by the organic lines of a nautilus shell. The feature staircase spirals downward and combines with sectioned wall paneling to suggest the chambers of a shell, creating a unique processional element that puts guests at the center of the grand entrance.

Continuing the marine life motif, the custom floor-to-ceiling chandelier suggests a vortex of water or a school of fish swimming to the top of the atrium while herringbone tilework with gold accents mimic the shimmer on the inside of a shell. Although the space is truly grand, the transitional furniture gives the atrium a comfortable, residential feel as well. Organic stone slabs denote the reception and guest service areas, while a nautically inspired mural styled with a custom screen sits behind the desk. The Studio DADO team designed the lighting and carpet exclusively for Vista, making every step of the guest journey that much more special.



OCEANIA SUITE



## SUITES AND STATEROOMS

The accommodations aboard Vista are designed with the understated elegance of a fine home. Instead of gilded walls and bejeweled fixtures, guests find spacious, airy oases with buttery, comfortable linens, classic materials, and all the small touches that make Vista feel like a better version of home.



## VISTA SUITE

The Vista suites feature true contemporary design that would suit an exclusive residential tower in a world-class city. The 1,450-1,850-SF suites are spacious by any standard, but it is the way that Studio DADO planned and designed every gesture that elevates them above the rest. The entry vestibule provides a special moment of arrival with sleek architecture that sets the tone for the rest of the space. No expense was spared in the living area with marble wrapping the walls and a floating bar with custom-designed shelving and drawers. Natural light floods the suite and brings out the inner glow of the real wood floors. The bespoke furniture highlights the way the design team thought through every detail of the guest's path through the suite.

In the bedroom, unique forms meet optimal functionality. The spaces are fully integrated but with clear visual separation to help them feel even larger than they are. An experiential dressing area (rather than a walk-in closet), bespoke furniture and exquisite millwork combine for a supreme efficiency of space that enriches the experience—everything has its place. Wood slats, an upholstered headboard, patterned shower glass and mood lighting are among the architectural details that add personality. And in the bathroom, the rich materiality and contrast are only heightened by the amenities. A grand soaking tub with marble surrounds is balanced with a generous vanity that provides the storage guests need on Vista's longer itineraries.



## OCEANIA SUITE

The two-bedroom Oceania suites rely on a warm color palette with accents of raspberry, wine and blush with cool grays for contrast. Glass doors and diaphanous drapery separate the multi-functional day room from the rest of the space, offering privacy without sacrificing natural light. Rich finishes, from the natural wood floors to custom glass patterns and custom fixtures, elevate the entire suite. The marble has an unique pattern that feels more like art than stone and offsets the reveal and paneling system throughout the living area. The dining area is larger than expected, offering the luxury of space. In the main bedroom, a double-sided vanity separates the sleeping and dressing areas; and in the bathroom, the spacious layout allows for ample storage and privacy.



## PENTHOUSE SUITE

In the Penthouse Suite, Studio DADO was inspired by the idea of creating a space that would impress even the most sophisticated world traveler and make them feel immediately at ease in their home away from home. The soothing tone-on-tone color palette—neutral with an undercurrent of slate blue—plays up the abundant natural light. A built-in refreshment area serves a dual purpose: it is fitted with a refrigerator and glassware for drinks, but it can also act as a mini office for in-room work. The headboard wall is an architectural focal point, and the living area is more than spacious enough to comfortably share conversations. The bathroom features spacious showers with inlaid mosaic Italian tiles, a double vanity with plenty of storage, and back-illuminated mirrors.







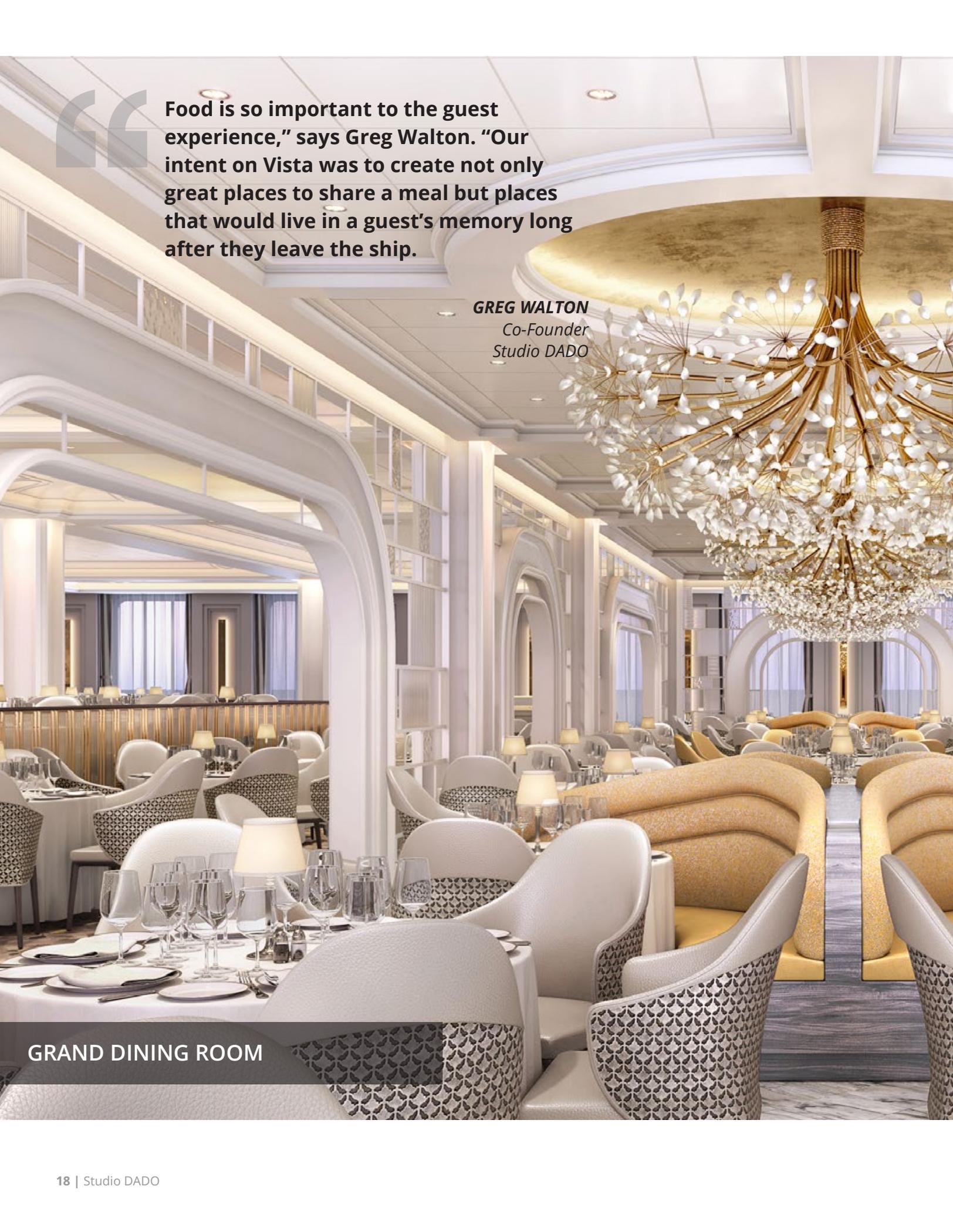
## CONCIERGE-LEVEL VERANDA STATEROOM

The Concierge-level Veranda Suite feels more like a well-appointed residence than a cruise ship stateroom. Custom murals and curated art strike the perfect balance between home and a romantic getaway. The neutral color palette is offset with blush and pink accents. Sconces flank the bed, which features a paneled headboard, and the top drawer of the nightstand extends to double the surface area for reading materials or a water glass. The soft (but durable) linens and textiles were carefully chosen to feel like something one might find in a luxury home. In designing the suite's closet, the design team made sure the storage felt like a piece of purpose-built furniture.

## VERANDA STATEROOM

The Veranda Stateroom may be the most economical suite on board, but it does not lack Studio DADO's signature attention to design or detail. The palette of neutrals and grays expands the space, while orange accents add a pop of color. The bed sits at the center of a continuous headboard, and table lamps give the room a homey touch. Even the bathroom feels larger than it is, courtesy of carefully selected lighting, soft colors and creative space planning.



A large, ornate dining room with a chandelier and arched doorways. The room features a high ceiling with recessed lighting and a large, multi-tiered chandelier with a gold and white color scheme. The walls are white with arched doorways and decorative panels. The floor is a light-colored wood or stone. The tables are set with white linens, glassware, and silverware. The chairs are upholstered in a light color with a patterned backrest. The overall atmosphere is elegant and sophisticated.

Food is so important to the guest experience," says Greg Walton. "Our intent on Vista was to create not only great places to share a meal but places that would live in a guest's memory long after they leave the ship.

**GREG WALTON**  
Co-Founder  
Studio DADO

## GRAND DINING ROOM



## VISTA'S DINING VENUES

The dining venues on a ship are often among the most challenging aspect of the design. Studio DADO sees them as an opportunity for the space to literally “touch” the guest and enrich or elevate the overall experience. In designing the venues on Vista, the design goal was to create authentic, memorable dining places that reflect Oceania Cruises’ commitment to culinary excellence as much as they reflect DADO’s passion for great design.



EMBER



## RED GINGER, ASIAN RESTAURANT

Steeped in tradition, Red Ginger mixes the glamour of the French with the mystery of Asian theater, capturing the moment in history when the two cultures combined. The design concept relies on layers, textures and period pieces to strike the right chords. The restaurant is laid out to mimic a traditional home in Hong Kong or Shanghai with a single-level courtyard wrapped around a double-height dining space. The entrance is diffuse and moody, flanked by two birdcage chairs and appointed with chinoiserie pottery, pagoda-shaped lamps, and French colonial-style caning. In the lower-height space, hand-painted Chinese landscapes cover the walls surrounding 10-foot-wide chandeliers. Deeper into the restaurant, Studio DADO created an ethereal mood with a wall of handblown glass pieces set against an aged, mirrored wall, inspired by the hanging lanterns of Hoi An in Vietnam. The private dining area features a stunning banana leaf mural, linking the entire space to nature, culture and history.



## THE GRAND LOUNGE

Upscale relaxation underpins the design for the Grand Lounge. As a transitional space between Martinis, the main restaurants and the Casino, the Grand Lounge teems with ultra-comfortable furniture and stunning art pieces that make waiting for a dinner reservation or socializing with friends a true pleasure.

## EMBER

When classic American cuisine meets the fire of culinary masters in a setting reminiscent of a Napa or Sonoma tasting room, Ember is the glorious result. A celebration of influences—especially from Oceania Cruises' Executive Culinary Director Jacques Pépin—Ember is heartland innovation in relentless pursuit of a Michelin star rating. The design speaks the language of American craftsmanship, mixing rustic and industrial as well as mid-Century and historical elements to set a casual mood. The barrel-shaped ceiling gives the impression of dining inside a wine vault—a nod to the fresh, farm-to-table sensibility reflected in the menu—along with the central fireplace that suggests the restaurant's name.



MARTINIS



## THE GRAND DINING ROOM

On a ship as luxurious as Vista, The Grand Dining Room has to be grand indeed, and Studio DADO rose to the occasion with a regal design inspired by the world's finest conservatories. Garden motifs and natural elements abound, from the color palette to the immense hydrangea-inspired chandeliers. The custom-designed parquet floors and hand-painted wallcoverings give the feeling of sitting under a willow tree. Carefully selected lighting highlights the architectural details that surround the glass-enclosed area in the center of the room, calling to mind a European garden conservatory.

## HORIZONS

The Horizons observation lounge is the ideal vantage point for contemplating the magnificence of the sea. The fluid space draws on the wake ships create as they cut through the water. The entrance sets an ethereal tone with reflective mirrors and smoked, frosted glass panels that create a waterfall effect. The muted blues and grays let the expansive views take center stage. Gold accents and warm woods in the furniture and fixtures suggest the setting sun, while the textures and patterns on the floor and ceiling suggest the movement of waves. Distinctive and timeless, the back-illuminated onyx bar promises a sophisticated evening of drinks and serene views.

## MARTINIS

The Art Deco-style of Martinis immediately transports guests back to the glamour and elegance of the Roaring '20s. Situated on the deck just above the Atrium, the space reveals itself gradually, adding a sense of mystery. A high-gloss black grand piano and walls lined with beveled mirrors add to the historically immersive experience. The layered elements, rich materials, classic deco motifs, and black, white, green and purple accents are reflected in the beveled glass bar. Each wall emphasizes the attention to detail of the design, fitted with either integrated paneling or luxurious marble. Well-placed furniture, ornate credenzas and curated artwork complete the space designed for guests to gather in small groups.



## AQUAMAR SPA + VITALITY & FITNESS

Notably one of the most luxurious spas at sea, the Aquamar Spa deftly blends the grandeur of high design and refined relaxation. A chiseled marble reception desk welcomes guests into a transformative experience as wood, quilted leather and integrated illumination add layers of warmth and texture. Unobtrusive retail displays lead to the spa's salon with a private consultation nook. Salon styling stations face the windows to make the most of sea views. Gentlemen have their own suite and barber area along with manicure and pedicure stations designed after a study with bookshelves.

An integrated towel station at the entrance of the locker room and separate vanity areas offer seclusion and privacy. Walking through to the relaxation room, guests will immediately notice the circular layout with a central sculpted light element. Chairs arranged on the perimeter, in conjunction with low-level lighting, provide a serene spa experience. The high-end fitness center is flawlessly designed with marble and wood finishes as well as artwork incorporating themes of motion. The outdoor spa decks provide refreshments as well as the opportunity to relax more deeply in the elevated Jacuzzis or under the shaded protection of the pool's pergola while enjoying spectacular ocean views.



## AQUAMAR KITCHEN

As an extension of the spa, the Aquamar Kitchen naturally serves indulgent, wellness-inspired cuisine reminiscent of an undiscovered Greek island. The beachy, coastal vibe meshes with the rejuvenating calm of the spa, relying on hanging plants, organic forms and natural materials to create a breezy atmosphere.



## POOL DECKS

Vista's pool decks are like nothing else in the cruise industry, embracing the essence of an exclusive beach resort with layered, natural materials and organic furniture pieces perfect for relaxation. The team created a design language with a core color palette of neutrals and greens and a mangrove pattern on the tiles, with the goal of creating different zones. The Jacuzzis are screened from the pool with natural wood elements and umbrellas delineate separate areas where guests can relax on lounge chairs or circular daybeds. Secluded cabana areas envelop guests in the ultimate private experience along with floor-to-ceiling glazing, while lanterns transform the pool deck from day to night with the atmosphere of a private club.



## POLO GRILL STEAKHOUSE

Inspired by the prestige, heritage and nostalgia of a British sports club, Polo Grill has a traditional and exclusive ambience that would feel at home in Oxford or Cambridge. Studio DADO captured the history and style of polo through textures, finishes and patterns that reference the game's early history. The design draws on elements from Persia, where the game originated, Britain, where it hit its ultimate expression, and the Americas, where it became associated with exclusivity. The entrance features a Persian "rug" made of hand-cut mosaics and a tartan-patterned ceiling mixes metals and woods against a Charleston green background. Deeper into the dining room, vitrines and shelves—laden with trophies, historic memorabilia and old team photos—provide shade and a glint of sporting nostalgia.



TERRACE CAFE



## PRIVÉE

Our intimate venue for unforgettable wine experiences by La Reserve, Privée is a celebration of the finer things in life. This intimate venue is designed to make guests feel like they are dining inside a flower, where the petals are the walls and the pistils are the chandelier. The team created this magical room with a sculpted oval table that overlooks the ocean, bringing together nature and all the senses in a transcendent dining adventure.

## WAVES GRILL

The Studio DADO team felt a sense of place was key in developing an *al fresco*, organic poolside venue for guests in sandals and swimwear. Metal structures that mimic expansive tree canopies articulate the biophilic architectural concept, while the flooring made of hexagon tiles creates the effect of water ripples.

## TERRACE CAFÉ

Vista's three-meal buffet venue is rooted in the architecture of Palm Beach, mixing rich marbles with tropical motifs. The space is designed to be a casual dining experience with the luxurious flair found throughout Vista. Natural woven cane screens provide privacy. Palm frond motifs in the carpets and chain-link mosaic-patterned flooring give way to a focal-point crane mosaic mural on the restaurant's back wall.

## BOARDROOM

Tailored and sophisticated, the Boardroom is a multi-use space where guests can enjoy learning in a comfortable, classic environment. Paying homage to 1960s New York style with gold, blue accents and warm woods, the Boardroom is the antithesis of a stuffy corporate meeting venue. Technology is tucked away in cleverly designed furniture, while partition walls can divide the space into smaller learning settings.



TOSCANA





## TOSCANA

Vista's Italian restaurant features layered designs that combine the contemporary and traditional—a unique marriage of styles found in Medieval European cities like Sienna, Italy. The venue's main ceiling is a modern mosaic tile interpretation of temple frescoes, while the private dining room features a hand-painted ceiling above vitrines showcasing museum-style sculptures. The walls integrate upholstery and marble to balance sophistication with warm familiarity.

## CASINO & CASINO BAR

Vista's casino offers an elevated and exclusive gaming experience in a sleek but traditional setting. From the secluded parlor area with a VIP air to the tucked-away bar, the design team chose rich materials, from the upholstered walls to the furniture fabrics to the ceiling hand painted with various metallic paints. Deep inside the venue, the carved onyx of the casino bar is illuminated by custom lighting, giving guests a sense of drama and glamor.



CULINARY CENTER



## ARTIST LOFT

Inspired by a SoHo studio or maker space, the Artist Loft is full of natural light, thanks to its floor-to-ceiling windows overlooking the sea. Paned, seeded glass diffuses light across classic materials and sparse, simple elements. The furnishings have a distinctly industrial feel: Butcher block tables are easily moved around the room, schoolhouse chairs can be rearranged, and a simple hanging system for aprons and display fixtures creates a flexible framework for this workshop. The designers left the ceiling exposed and adorned with gallery-style directional lighting. The raw pillars and beams add to the authentic sense of place that will ignite the creative spark in every guest.

## THE CULINARY CENTER

In the Culinary Center kitchen, a master chef welcomes up to 20 guests at a time, holding demonstrations and teaching culinary fundamentals. The design team drew on a traditional New England residential aesthetic, combining shaker-style paneling and a coastal beach stripe embedded in the floor. A flexible space adjacent to the fully appointed kitchen, Chef's Studio at The Culinary Center plays host to a unique series of lively and informative workshops, seminars and events as well as inspired tastings.

## GUEST CORRIDORS

The corridors aboard Vista were carefully considered to ensure design cohesion with the other spaces and give guests a fresh, serene experience. Integrated panels are paired with custom-designed lighting for an airy and organic feeling. The series of three lighting fixtures adds interest and an exacting level of detail. The contemporary pattern on the rugs creates rhythm and a perception of a shorter space, offering just one more example of how Studio DADO rethinks how flow, texture, perspective and pattern can be used to make the most of every square millimeter.



AQUAMAR SPA



**GREAT GUYS.  
GREAT CLIENTS.  
GREAT WORK.**

All imagery is available upon request at various resolutions and formats. All information contained herein is © Studio DADO Inc. and may be used with appropriate credit.

For more background on Vista or other projects, or to arrange a conversation with a member of the design team, please contact:

**MAILE GAMEZ**  
mgamez@studiodado.com  
+1 305 775 2939



STUDIO DADO INC.

@studiodado | [studiodado.com](http://studiodado.com)

