

CRUISE BUSINESS REVIEW

Miami-based Studio DADO named 'Giant' in design



From left: Jorge Mesa, Greg Walton, Javier Calle and Yohandel Ruiz

Friday, 09 November 2018 Written by Teijo Niemelä

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 OceaniaNEXT.”

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 next-generation 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/>