

Masterclass in Transformation



BEFORE



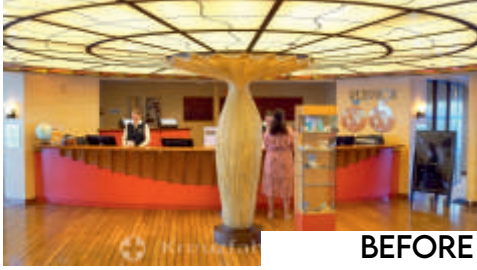
AMK has had a successful collaboration with Celestyal Cruises for many years and feels honored that once again Celestyal has trusted them with the design and aesthetic upgrade of their 2 new ships – The CELESTYAL JOURNEY & CELESTYAL DISCOVERY. AMK played a key role in the ships; refurbishment, focusing on two primary objectives. First, we aimed to adapt the spaces

and functions of the ship to the Celestyal brand and at the same time, to create the Mediterranean aesthetic on 2 ships that had a completely different identity. Our approach involves incorporating colors, textures and elements that authentically recreate the welcoming atmosphere of the Mediterranean. At the same time, we carefully designed the spaces to be consistent with Celestyal's

philosophy of promoting enjoyment, relaxation, unforgettable experiences and the exploration of unique destinations. Focusing on CELESTYAL DISCOVERY (formerly Aura / AIDA), the design, colors and functionality seemed to be from another era. Aesthetics were strongly absent and far from the Mediterranean style. The need for a complete makeover was imperative, with little



BEFORE



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remaining from the original state. With an extremely tight schedule, design and construction had to be completed in less than 4 months, from December 2023 to mid-March 2024. It took a lot of organization and coordination to meet the deadlines. During the first weeks, the carpets for all the areas had to be designed as their delivery required three months. At the same time, the color schemes were being built, new areas were being designed, specifications were being set. From some point on, design went hand in hand with construction. The uninterrupted and excellent cooperation with the manufacturers was a necessary condition for achieving the deadlines. Flexibility and adaptability were keys to the project's success. The final result of the refurbishment is quite impressive, the ship was completely transformed and proudly joined the Celestyal fleet.



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