

# DSG

Cruise Interiors



*Excellence  
in cruise  
interiors*





## About **DSG** *Cruise Interiors*

**DSG** *Cruise Interiors*, is the maritime arm of Design Studio Group based in Singapore. Design Studio Group has expertise in delivering interior solutions to the hospitality, commercial, gaming, retail and residential sectors, providing premium furniture and joinery solutions, as well as, fit-out and interior construction works for a long list of loyal clients.

From the initial ideas conceptualisation to the finished customer experience, **DSG** *Cruise Interiors* provides exceptional services and products for maritime interior projects including new builds, conversions and repairs. In addition to design, manufacturing and supply of cabin and public area furniture, we seek to provide clients an entire suite of interior fit-out services.

Leveraging the strength of Design Studio Group, our total turnkey solutions cover the entire value chain of a project from engineering, project management, manufacturing and procurement to site installation and fit-out services. In the delivery of our interior fit-out services, we are able to coordinate accommodation systems; fire protection; thermal and acoustic insulation; vibration protection; heating and air conditioning systems.

Our world class manufacturing facilities together with our highly skilled and experienced technical workforce, enables DSG *Cruise Interiors* to deliver exactly to our clients' specifications, no matter how big or small a project is.





## About Design Studio

Experts in hospitality, commercial, gaming, retail and residential interior solutions.



Design Studio has grown from a small-scale manufacturer to a sophisticated knowledge-based operation, with over 25 years' experience in the design, manufacture and installation of high-quality and innovative interior solutions.

As a proud member of Depa Group, Design Studio has access to a global workforce with an extensive pool of knowledge in delivering large-scale, high-end interior projects. Design Studio is headquartered in Singapore with a presence in Malaysia, China and Thailand, operating three state-of-the-art production facilities, with capabilities to deliver projects globally.

# DSG Cruise Interiors Competitive Strengths

## Collaborative approach



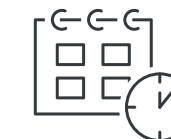
**DSG Cruise Interiors** employs a collaborative approach when working with designers, shipyards and vessel owners. We are experts in ensuring a designer's vision comes to life, while working to client and shipyard specifications.

## Global procurement network



**DSG Cruise Interiors** is proud to maintain a supply chain that has been built over the years on long standing partnerships. We have a global network of material suppliers, in particular IMO certified suppliers.

## Delivery



With experience and success delivering time critical projects, **DSG Cruise Interiors** offers professional project management and co-ordination skills to address our clients' delivery schedule.

## Ongoing support



**DSG Cruise Interiors** is able to supply ongoing, post-project support, including supply of spares and replacements.

## Global logistics



**DSG Cruise Interiors** has experience supplying joinery and fit-out products and services throughout Asia, the Middle-East, Africa and the Americas. Depa Group's wide geographic footprint enables us to source and supply high quality materials and functional components to meet challenging interior requirements.

## Production capabilities



With manufacturing facilities – in Singapore, Malaysia, and China, we use state-of-the-art automated machinery to attain efficient production cycles and consistency in quality. This means we are capable of producing mass quantities of bespoke joinery products to the highest standards.

## Mock-ups



With showrooms and manufacturing facilities in the Singapore, Malaysia, and China, **DSG Cruise Interiors** provides comprehensive mock-ups, allowing designers and clients to experience their designs at the earliest stage of a project.





# State-of-the-art Manufacturing facilities

## Our manufacturing capabilities

Design Studio operates three production facilities in Singapore, Malaysia and China, each embracing innovative, versatile and flexible production lines which cater to the varying needs of our global clientele.

We have made a considerable long-term investment in our manufacturing technology, ensuring we are capable of working with the latest materials and producing cutting-edge designs, fixtures and finishes.

This consistent investment in technological expertise supports our philosophy of product innovation, giving us the cutting edge competitiveness to continually carve out our success.



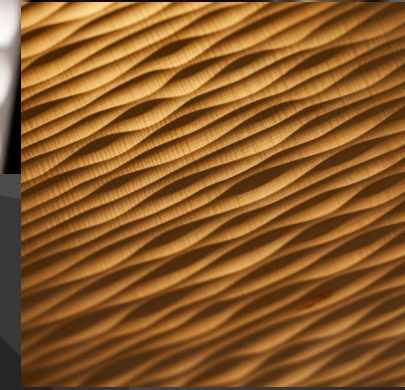
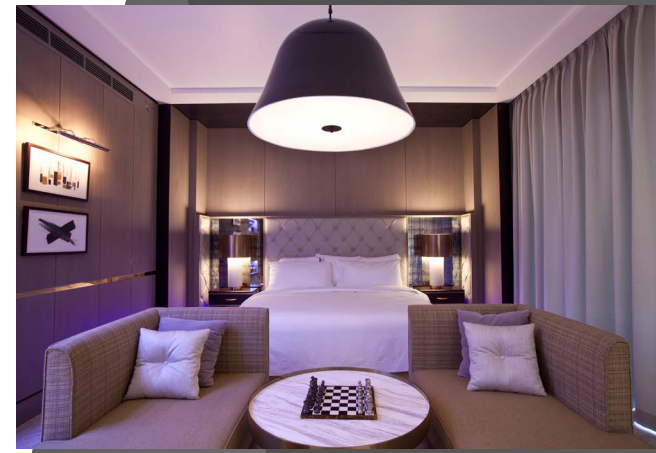
In 2011, we attained the Forest Stewardship Council (FSC) chain of custody certifications for our Chinese facilities in recognition of our responsible environmental practices. This certification evidences our responsible production practices and enables clients to make purchasing decision that benefit the environment and the communities in which they operate, while still providing solid business value.



# Mock-up capabilities

With access to showrooms and manufacturing facilities in the Singapore, Malaysia, and China, **DSG Cruise Interiors** can provide comprehensive and detailed mock-ups, allowing clients and their designers to experience designs at the earliest stage of a cruise project.

*from concept to reality ...*



## Material selection

- Compliance to building (eg BS, EN, ASTM etc) and shipping (IMO) standards
- Latest available designs
- Aesthetic features as intended by the designer
- Budgets, including conducting Value Engineering to achieve cost savings for the client
- Time-saving methodology to reduce installation time and manpower



In Asia **DSG Cruise Interiors** partners with local supplier **IMS Insulation & Materials Solution**. IMS offers a variety of fire protection materials, decorative materials, energy-saving and thermal insulation materials, together with their comprehensive solutions.





# Cabins

**DSG Cruise Interiors** has proven experience in the supply of cruise cabin interiors. We are able to offer a full range of cabin installations to suit clients' requirements, from simple designs to high-end suites.

Our in-house manufacturing facilities are particularly suited to the production of individual elements as part of an easy to install, modular construction process.



# Public areas

Design Studio are leaders in the manufacture and installation of public areas for hospitality and commercial projects, having completed works on some of the world's leading hotels and resorts; **DSG Cruise Interiors** extends these capabilities to cruise ships.

Our experience includes:

- Restaurants
- Bars
- Ballrooms and function rooms
- Meeting rooms
- Food courts
- Retail outlets
- Gaming areas





## Scope of work

**DSG Cruise Interiors** successfully supplied the cabin furniture interior solutions for Carnival's Hyperion-Class series sister-ships AIDAprima and AIDAperla.

A total of 227 different types of specialty materials, sourced from a global supply-chain, were used in the overall production of these cruise interior projects. Each material was carefully tested and integrated into the production process, meaning careful planning and quality supplier relationships were required to successfully deliver the project. This challenging project saw the **DSG Cruise Interiors'** team deliver joinery furniture solutions for 1,643 cabins per ship.

This included:

- Wardrobes
- Bed head and beside table
- Writing desk
- Television board
- Interior wall panel
- Mirror frame



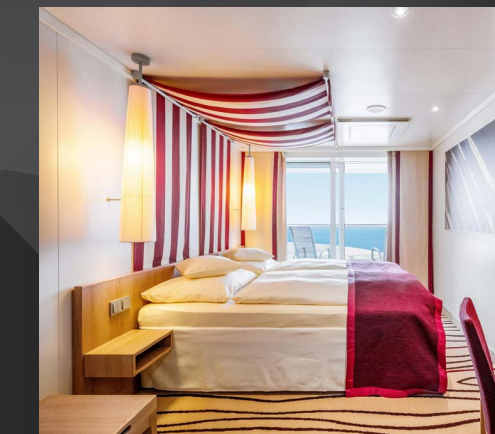
AIDAprima



AIDAperla



Owner:	Carnival Corp & pic (USA)
Cruise Liner:	AIDAprima and AIDAperla
Builder:	Mitsubishi (Japan)
Total Weight:	125,572 tons
Cabins:	1,643 Cabins
Number of Decks:	17
Deck size:	300 metres x 36 metres
Floor height:	2.75 metres





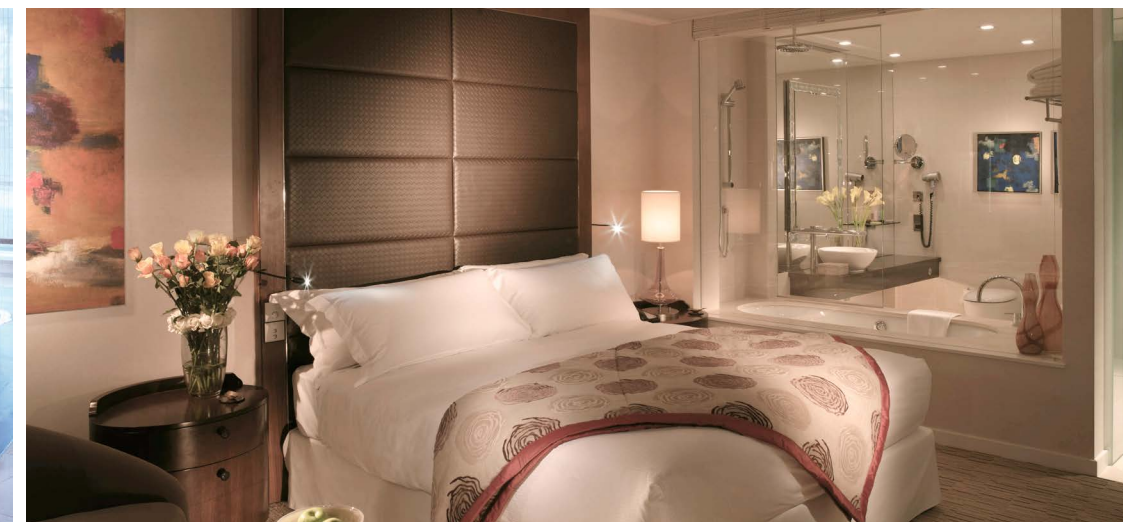
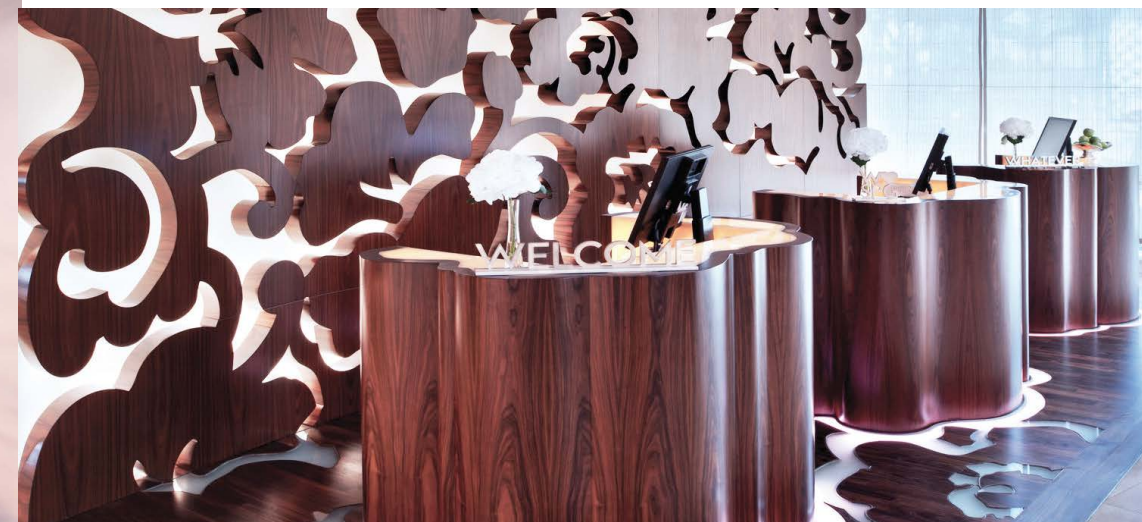
# Hospitality

M Social Hotel, Singapore



## Hospitality Projects

Design Studio hospitality projects, from left to right: Grand Hyatt Hotel, Kuala Lumpur, Malaysia; Hilton Hotel, Kuala Lumpur, Malaysia; Ritz Carlton Hotel Singapore, W Hotel Sentosa Cove, Singapore; Crown Plaza Hotel, Dubai, UAE.





Executive offices, CIMB Investment Bank, Kuala Lumpur, Malaysia



Commercial

## Commercial Projects

**Design Studio commercial projects, from left to right:** Resorts World Sentosa Casino, **Singapore**; Robinson Department Store, **Singapore**; Asia Square Tower Food Court, **Singapore**; ITE College Central and Headquarters, **Singapore**; OCBC Bank Campus, **Singapore**.

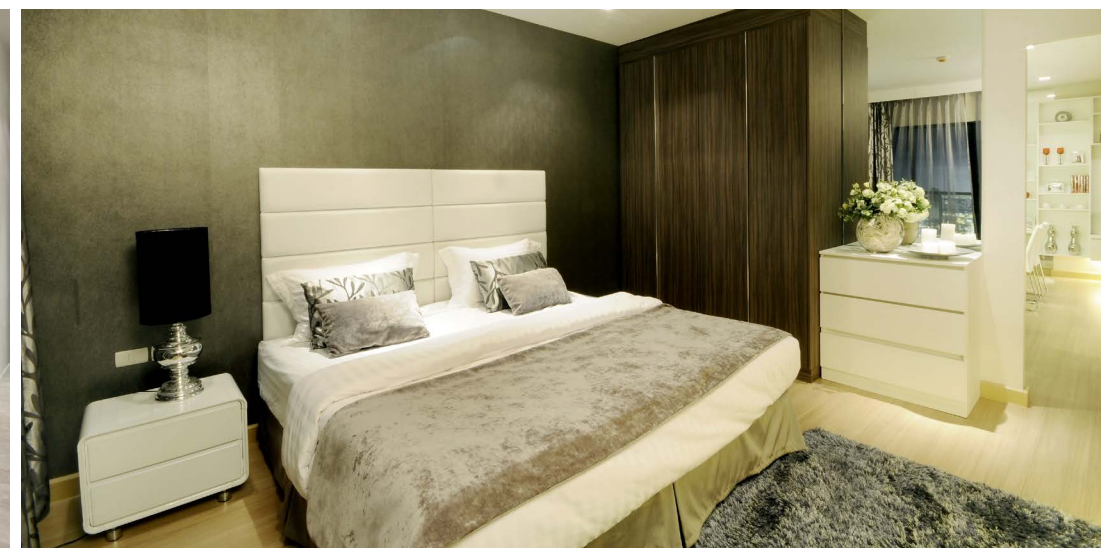






# Residential Projects

Design Studio residential projects, from left to right: The Criterion, luxury condominiums **Singapore**; 20 Trees residential development, **Kuala Lumpur, Malaysia**; Urbano apartments, **Bangkok, Thailand**; the Burj Khalifa residences, **Dubai, UAE**; 368 Thomson residences, **Singapore**.



M Suites, Kuala Lumpur, Malaysia

Residential





# Depa Group

Design Studio and **DSG Cruise Interiors** are proud members of Depa Group, a world leader in interior manufacturing and fit-out services.

Listed on the Nasdaq Dubai and headquartered in the United Arab Emirates, Depa Group specialises in global interior solutions and consists of four Key Business Units – Design Studio, Depa Interiors, Deco Group and Vedder.

Depa Group has delivered interior works on some of the world's most iconic and ambitious projects, including: Burj Al Arab, Burj Khalifa and the Atlantis Palm Jumeirah in Dubai.

Depa Group's mission is to deliver sustainability, profitability and performance for clients, shareholders and employees.



## Leaders in Global Interior Solutions

W Hotel and Residences, Palm Jumeirah, Dubai, UAE

**+2,500 projects completed** in **43 countries** by our **7,000 employees**





AIDAprima cruise  
twin cabin



## Contact us

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