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CRUISING PERSPECTIVE

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TDoS: Where Form Meets Functionality

Text: **Joris Lamotte**
Picture: **Tillberg Design of Sweden**

Mein Schiff 7 set sail on its maiden voyage this summer, featuring modern interior design by **Tillberg Design of Sweden** (TDoS), part of the Viken Group.

At 316 meters long, Mein Schiff 7 boasts authentic mosaic flooring, an intimate Asian dining venue, and a new range of comfortable single cabins, all designed by pioneers of "cruise yacht" concepts.

Built to operate on LNG and nearly carbon-neutral, Mein Schiff 7 pushes technical boundaries while also challenging design conventions. The most intensive work focused on the iconic glass diamond at the ship's aft superstructure, where a two-deck atrium provides immense spaces and a multi-level dining area. Named Große Freiheit (Great Freedom), after the Hamburg street that helped launch the Beatles' fame, this area has been transformed into an Italian piazza by TDoS. "The piazza floor is crafted with ceramic mosaic tiles in various colors," explains **Malvina Guarnieri**, Design Director at **Tillberg Design of Sweden**. The team carefully designed and arranged tiles in various colors. Combined with the rear glass walls, the aim was to recreate the ambiance of a piazza, imagining an indoor restaurant that evokes an outdoor feel through clever design elements.

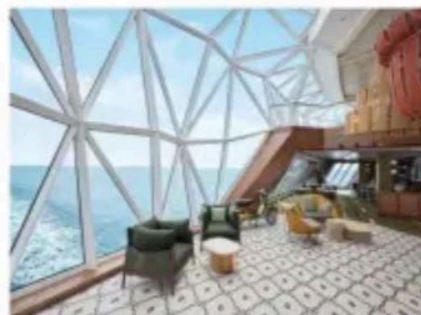
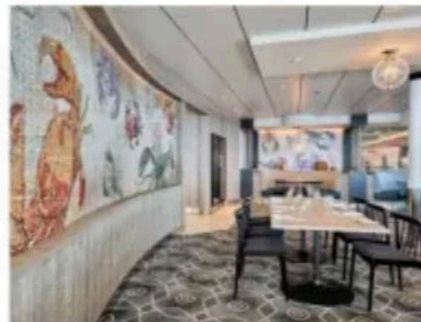
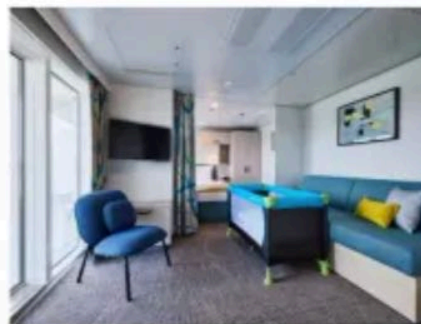
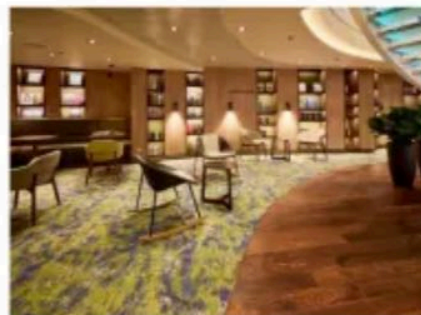
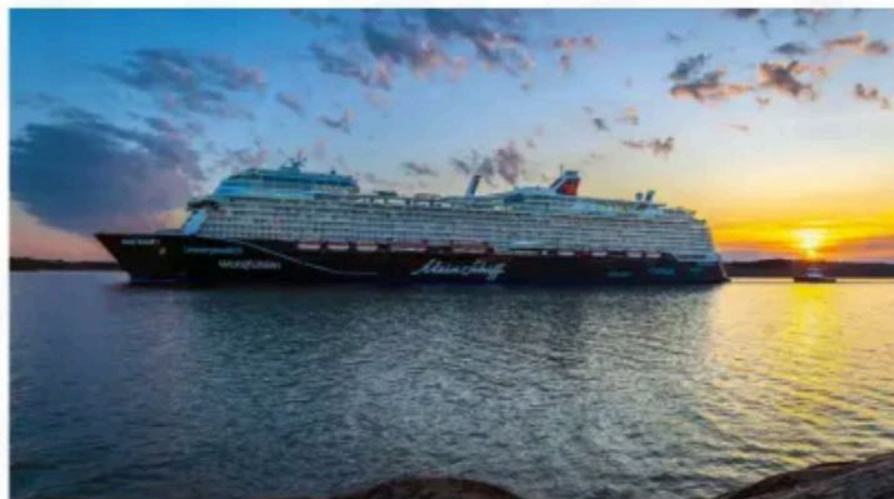
This effect is further enhanced by a golden Vespa parked in the piazza and cozy outdoor-style armchairs, giving the La Spezia restaurant a truly casual Italian vibe. Nearby, TDoS introduced a radically different style in Hideki, a restaurant embodying the essence of Asian cuisine. Traditional wooden beams are paired with



rice paper lanterns and an organic-patterned rug to create atmosphere, while the space is divided into smaller areas.

The design team aimed to create varied seating

Above: Hideki restaurant.
Below: Mein Schiff 7 at sea.



Mein Schiff 7, with interiors by **Tillberg Design** of Sweden, combines modern design, sustainability, and iconic spaces for unforgettable experiences.

From top to bottom: Leselounge; Family balcony cabin; Fischmarkt; La Spezia.

arrangements, offering passengers diverse dining experiences, from private rooms to fixed benches under wooden pergolas for added intimacy. With a capacity for nearly 2,900 guests, Mein Schiff 7 provides an extraordinary variety of dining options, from the intimate tête-à-tête at La Spezia to the Japanese-Asian Hideki.

According to Guarnieri, what sets their designs apart is the ability to give each area a unique personality while ensuring seamless integration across different zones. The design team emphasizes a sense of "flow," ensuring passengers experience a cohesive yet varied environment as they explore the ship. The interiors are warm and inviting, with attractive architectural elements and diverse styles that avoid feeling overwhelming.

Tillberg Design of Sweden also spearheaded the creation of a completely new feature for Mein Schiff 7—an absolute first for TUI. This innovation is a set of single cabins designed to meet the growing demand of solo travelers, located on Deck 4. The ship includes 26 of these cabins, each measuring 8 square meters. The interiors align closely with the standard cabins throughout the ship, featuring blue-toned upholstery, white-stained oak furniture, and wave-patterned carpets reminiscent of sand dunes. Alongside visually striking elements, sustainability was a key focus. Guarnieri explains that the environmental properties of every material were carefully considered, factoring in local sourcing and emissions. For instance, the carpets were sourced from the Dansk Milton Origin collection, made with undyed wool. This sustainability-driven material selection was consistent across both standard and single cabins.

As part of the Viken Group, **Tillberg Design of Sweden** benefits from world-class design expertise shared with other portfolio companies like Italian design studio Hot Lab and Thalia Marine. While deeply rooted in the luxury cruise market, the company also draws on substantial experience in yacht design, fostering a cross-pollination of ideas and techniques that fuels its creative power.

