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AXIOMA
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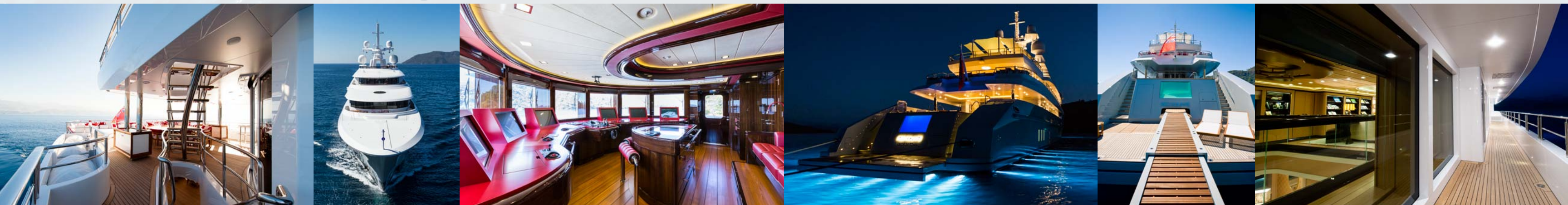
SPORTS COURTS, INFINITY POOLS AND MORE
TOP 10 MOST SOUGHT-AFTER SUPERYACHT FEATURES



AXIOMA

LAUNCHED AS *RED SQUARE*, DUNYA YACHTS' FIRST SUPERYACHT SOLD IMMEDIATELY AFTER HER LAUNCH, PROVING THE LOGIC BEHIND WHAT SEEMED A RISKY SPEC VENTURE.

TEXT BY **TIM THOMAS** PHOTOGRAPHY BY **JEFF BROWN/SUPERYACHT MEDIA**



“My father always used to say, “Try to surprise people rather than disappoint them,”” says Sedat Ergun, owner of the Ursa Shipyard in Turkey. *“With Red Square, this is what we did. We surprised them rather than disappointed them.”*

For Ergun—who was born in Turkey, educated in the U.S., then returned to Turkey to go into yacht building—this is not a show of immodesty, but rather a demonstration of the determination he has had to create a yacht built to a finish that could compete with the world’s best established yards.

The story of *Axioma/Red Square* started in 2005 when Ergun, who had been working in the financial and civil engineering sectors, decided to take the yard owned by his family and transform it into a superyacht building operation. “We had this yard—the Ursa Shipyard—where we used to do small refits on yachts up to thirty-five meters,” he explains. “I really wanted to do something more international. I thought at that point that yacht building was easy. So a partner and I founded Dunya Yachts as a brand and our plan was to build and sell spec boats. It was before the 2008 financial crisis and it was a very good idea at the time. At that time I was an investor, nothing more, and I really didn’t know anything about yachting or yacht construction. When the crisis

happened things started falling apart. My business partner and I parted ways, and I had to make major changes in the management of the yard. I had to get back to the kitchen and learn how to cook. I learned about the marketing, the business, the sector and the yachting industry as a whole, and I learned it wasn’t easy. In all areas of my life I’m a perfectionist—if I want to do something, I have to do it properly. I realized that the labor force and craftsmanship in Turkey is very good, but one of the biggest problems was that the yards didn’t have the right vision or the right facilities.”

In 2006 Ergun set about transforming the yard to create a modern yacht building facility, completing the works in 2007, the same year the keel for the 238-foot *Red Square* was laid. “I had already seen *Alfa Nero* and was very impressed by the interior [designed by Alberto Pinto],” Ergun says. “I wanted to work with Alberto Pinto and went to his office in Paris. We had to convince him to take our project on as he was very busy and he didn’t want to do anything in Turkey, but finally we succeeded. The brief was simple; we said we were not going to interfere much because we are not yacht owners, but it had to be a light, summery, cozy house style so that when people walked in they felt like they were at home, not like they were in a six-star hotel where you can’t sit or touch anything.”

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Axioma’s four main exterior
spaces are well conceived,
from the main deck pool,
to the upper deck dining,
to the bridge deck spa pool,
topped off with a top deck
lounge area. A cool feature,
the transom offers a peek
inside the pool.



“If I were on charter with my friends and family, I would want a large pool where my kids could swim, a big spa pool up top with a bar where I could have drinks with a view, and different spaces so we don’t have to see each other all the time.” – SEDAT ERGUN





“When yachts get bigger, typically all you do is double the spaces. We decided to combine these areas to create something new for a seventy-meter, creating a wow effect by combining two decks.” – SEDAT ERGUN

With the yacht's lines drawn by Diana Scott of Sterling Scott in Monaco and with Pinto taking on the interior, Ergun and his team finalized the general arrangement and began building the yacht on speculation. Ergun's philosophy was as simple as the interior brief. “I decided we are not magicians,” he says. “We were going to manage the project properly and become good assemblers, and this is what I tell clients who come to the yard. Our yachts are not made in Turkey, they are assembled in Turkey. It's like an iPhone—it is made in China, but it's still an iPhone, and you don't look at where it's been made because you know it's been supervised by Apple and designed by them. The know-how these days can be gotten so easily, and that's what we do. I buy the know-how.”

The list of suppliers and subcontractors on the build reads like a Who's Who of the top end of yacht construction with many suppliers hailing from the U.S. and The Netherlands. The interior joinery was built by the Austrian company LIST; Van Cappellen did the sound and vibration; the paint is Awlgrip; Quantum provided the stabilizers; the navigation equipment is Raytheon and so on. But despite this investment in expertise, the price still works out favorably for the client due to the labor rate. “The price of *Red Square* was thirty percent lower than the other guys,” Ergun says. “Our goal is not to build cheap, but to build to the highest standards possible using the best proven brands in the world...and the math will do its work.” Proving his approach, within a month of the yacht's completion, she was sold through Yachting Partners International with the deal being signed at the Monaco Yacht Show in September 2013.

“To be competitive, we thought we had to build some-

thing over sixty-five meters and thirteen hundred gross tons,” Ergun says. “At that time, pre-2008, there were not that many seventy-meter-plus yachts. Diana Scott did an excellent job creating beautiful lines—she is a real talent. Then we worked on the GA [general arrangement]. For a perfect vacation, what should it have? First, if I were on charter with my friends and family I would want a large pool where my kids could swim, a big spa pool up top with a bar where I could have drinks with a view, and also different spaces so we don't have to see each other all the time. This is how we created the GA and the flow where we have four main exterior locations; the main deck is the pool area, then you go to the upper deck where there's a nice big dining area. On the bridge deck you have the spa pool with the bar, and then up again and forward there's a secluded lounging and dining area where you can sit in total privacy.”

Ergun used a similar philosophy when creating the interior layout. “When we'd had yachts coming through the old yard for refit I'd noticed that the main deck was almost never used,” Ergun says. “When yachts get bigger, typically all you do is double the spaces—the lounges, the dining areas—and nothing else. So we decided to combine these areas to create something new for a seventy-meter, creating a wow effect by combining two decks.” The result is the spectacular atrium gallery at the aft end of the main salon, creating an incredible sense of space and airiness while connecting the upper seating area with the salon and bar below. “Now you have to use the main deck and you have the pool outside, plus on the upper deck you have the salon and the exterior dining area so there are a lot of different spaces. I think it was the perfect idea.

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An atrium connecting the main and upper decks means the main deck will see a lot more action than on other yachts. Placing the pool on the main aft deck also contributes to a greater use of the three deck spaces.



Guest areas are mainly on the upper decks, such as the gym, massage room and steam room, energizing guests with the views. The only guest space belowdecks is the cinema.



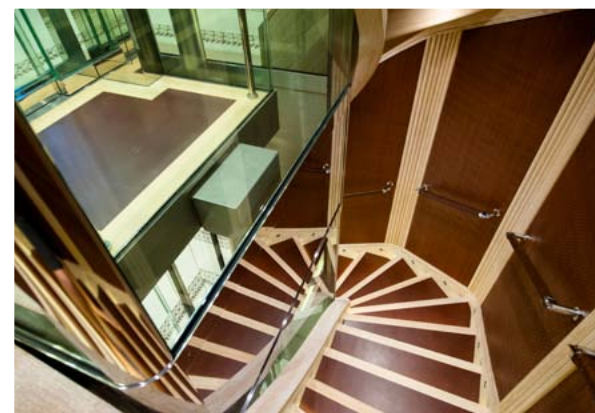
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The master suite commands half the upper deck and offers access to a private outdoors area forward and a spacious study aft.

“For the owner’s deck we made a private terrace with an exit from the sleeping cabin forward, so that [the owners don’t] have to go aft to get outside,” Ergun continues. “Then we said for charter, if I’m on board for fifteen days I have to have a gym, massage room and steam room, and they have to be together. More importantly, they should not be downstairs like on a lot of other yachts. If there’s a guy on the treadmill or bike in the gym, he has to have the best view so he can be energized. When yachts put these facilities on the lower deck you don’t want to go there; it’s like a dungeon or a torture chamber! Instead,

we put the cinema on the lower deck where it should be as you don’t need light.”
The same thinking dictated the guest cabins’ location. “When you’re cruising in the summer you want to see sunlight and the water,” Ergun says, “so we put all the guest cabins on the main deck with a brief for large windows to let in a lot of light.” In fact, the only guest area on the lower deck is the cinema, with the rest of the space given to crew and technical areas. It is a layout that works, creating a sense of light and spaciousness throughout the guest areas.



"I thought that yacht building was easy. When the crisis happened, things started falling apart. I had to make major changes in the management of the yard. I had to get back to the kitchen and learn how to cook." – SEDAT ERGUN



The materials and hues used by Pinto are simple, with hints of color in the throw cushions and occasional furniture and with variations in texture creating a sensual feast that does not overwhelm. The style is modern, and very much allied to that idea of a comfortable, contemporary summer house rather than a glitzy hotel. "The result is exactly what we asked for," says Ergun.

On the technical front, Ergun researched exhaustively to get the best spec, choosing twin Caterpillar engines that give exceptional range. "We did our homework," Ergun says, "and we engineered accordingly. The yacht can do six thousand nautical miles at twelve knots with very good fuel consumption. We're very happy. She's not only a beautiful blonde, I think she is very smart as well. She performs well, and we have very low sound levels and no vibration."

The standard of finish throughout is exceptional, and there is no doubt that Ergun's approach has paid dividends. "Rushing the first boat is dangerous as you only get one chance," he says. "We really wanted to take our time, correct our mistakes and defects, perfect every little detail and make her the shipyard standard. We achieved that, and for Dunya it's much easier now as we have a reference boat. What's special about Dunya is that we never say we know, we always say

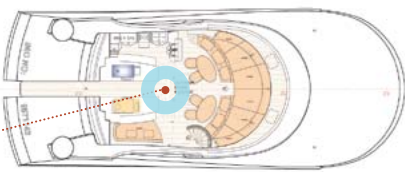
we learn. We listen, we ask a lot of questions, every day is a learning day. We are like craftsmen and we only want to do a couple of projects at a time, even though our facilities could handle five or six builds."

For Ergun, the reaction to the yacht at the Monaco Yacht Show was as much a surprise as the yacht was for those who were lucky enough to get on board. "Everyone loved *Red Square*," he enthuses. "If someone had come to me and said this was what was going to happen I'd have said 'no way.' I was stunned. It was unbelievable. They loved the flow of the GA, the quality and soul of the interior, and everything about the yacht. The Monaco show is the milestone at the beginning of Dunya Yachts. We start now. Also, I am very fortunate and proud to have the team I have now. They are hard-working, proud and very talented."

Axioma is being offered for charter this winter in the Caribbean. And as for Dunya, the yard has a 262-footer already in build with the hull nearly complete. Ergun says that they will take lessons learned and feedback from this first launch and incorporate it into the new build. There's little doubt that when the next yacht emerges from the yard there will be no disappointment.

SB ENHANCED DIGITAL CONTENT ON THE IPAD APP

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The late Alberto Pinto favored light interiors with bright colors and furnishings compatible with carefree living—hence meeting his brief for a cozy, light and summery home.



AL FRESCO: Outdoor dining and a lounge is located on the upper most deck, also offering sunpads and a barbecue.

BRIDGE: A chart room and captain's cabin are just aft of the wheelhouse, which has good visibility through vertical windows.



SPA ACCESS: Sliding glass panels give access to the spa area inside while giving an al fresco option for those working out.

CREW PANTRIES: Pantries on every deck and a crew elevator ease service from the belowdecks galley.



WIND PROTECTION: Wind screens fold out from the service buffets on both sides of the al fresco dining table.

ELEVATOR: The guest elevator reaches from the sole guest area on the lower deck all the way to the bridge deck.



BEACH CLUB: Guests have the option of a shower and dayhead at the stern as well as access to the pool above and swim platform.

CREW: Crew spaces take up almost the entire lower deck. A dedicated crew elevator runs from the tank deck to the upper deck.



* Tank deck omitted

Specifications:

Builder: Dunya Yachts
Istanbul, Turkey
Tel: +90 216 493 1855
Email: info@dunayayachts.com
www.dunayayachts.com

LOA: 237' 10" (72.5m)
LWL: 214' 11" (65.5m)
BEAM: 40' (12.2m)
DRAFT: 12' 11" (3.9m)
GROSS TONNAGE: 1,620 GT
DISPLACEMENT: 1,491 tonnes
POWER: 2 x 3,150-hp
Caterpillar 3516 C DITA

SPEED (MAX/CRUISE): 18/14 knots
RANGE: 5,000 nm @ 14 knots
FUEL CAPACITY: 45,543 U.S. gallons
BOWTHRUSTER: 200kW HRP
STABILIZERS: Quantum Zero Speed
GENERATORS:
4 x 200kW Caterpillar C9;
1 x 150kW Caterpillar C9
FRESHWATER CAPACITY:
18,360 U.S. gallons

OWNERS & GUESTS/CREW: 12/12
CONSTRUCTION: Steel and aluminum
CLASSIFICATION: ABS @A1 CYS,
AMS ACCU, MCA compliant
EXTERIOR DESIGN: Sterling Scott
INTERIOR DESIGN: Alberto Pinto
CHARTER:
Yachting Partners International
Tel: +377 99 99 98 60
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AS SEEN IN



FEBRUARY 2014

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