STUDY



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### **DUNYA 236' (73M) AXIOMA**

#### → SPECIFICATIONS

LOA: 236'2" (73.0M)

LWL: 214' 9" (65.50M)

MAX BEAM: 40' 0" (12.20M)

MAX DRAFT: 21' 0" (6.40M)

**FUEL CAPACITY:** 45,543 US GAL (172,400 L) **WATER CAPACITY:** 18,360 US GAL (69,500 L)

GROSS TONNAGE: 1,620 GT PROPULSION: TWIN SCREW MAX SPEED: 18-KNOTS CRUISING SPEED: 14-KNOTS

**RANGE:** 4,200 NM

**HULL: STEEL** 

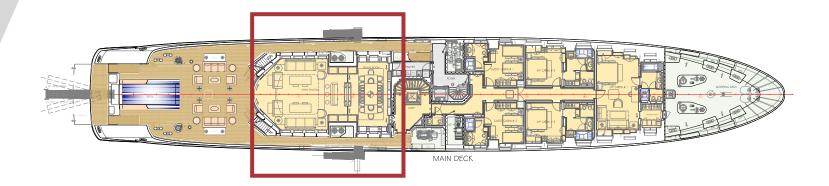
SUPERSTRUCTURE: ALUMINUM LAUNCHED: FEBRUARY 2013 BUILDER: DUNYA YACHTS

NAVAL ARCHITECTURE: DUNYA YACHTS
EXTERIOR DESIGN: STERLING SCOTT
INTERIOR DESIGN: ALBERTO PINTO
ENGINES: TWIN CATERPILLAR 3516C DITA

**CLASS:** ABS

CABINS: 5 GUEST CABINS, 1 OWNER'S SUITE

**CREW:** 22





#### Dunya Yachts may not be a yard that

immediately comes to mind when listing megayacht builders, and justifiably so, for the Turkish shippard has only just revealed its first launch. But, given the impression it created at the Monaco Yacht Show where the imperious 236' (73m) Axioma debuted, it has the

potential to be name-checked along with more established brands in coming years. Taking into account the size and sophistication of their first build project, the yard's youthful exuberance and courage could take it some considerable distance. The road to success is not an easy one however, and from the outside it appeared Dunya went very quiet during recent tempestuous times, but from that storm they've emerged with a yacht that certainly set tongues wagging. Established in 1985 in Pendik, Turkey on the shores of the Marmara about a 45-minute drive south of Istanbul, Dunya Shipyard's modern facilities occupies 325,000sqft (30,000sqm) of prime industrial waterfront real estate. Having merged with Ursa Shipyard in 2006 a significant upgrading of the yard's amenities was undertaken and two construction halls of 246' and 328' (75 and 100m) now service their 590' (180m) of quays. The yard also boasts the only climate controlled dry-dock in Turkey, and having visited the yard in the spring of 2010 were highly impressed by what we saw. At the time the yard buzzed with activity, a major refit had just been delivered and work was pressing ahead on two 'on spec'

projects; the steel hull of a 262' (80m) project had been almost completed and in the shed next door the 236' (73m) already had already been topped with her aluminum superstructure. Her name? Project Axioma.

At the time 34-year old Sedat Ergun, the yard's owner, was charging ahead like the rest of the industry. "We employ core team members below the age of 30," he'd told us, "this means they are young, enthusiastic and ambitious, but also extremely well qualified for the task. The facilities we have here are world-class, but it's the organization that really sets us apart. Sub-contractors supply the skills and experience in the construct of the yachts, but it is the organization that ensures the project is completed, on time, on budget and the yard runs at maximum

The main salon with double deck high atrium, just one of the jawdropping technical challenges that Dunya achieved with aplomb on their debut launch.





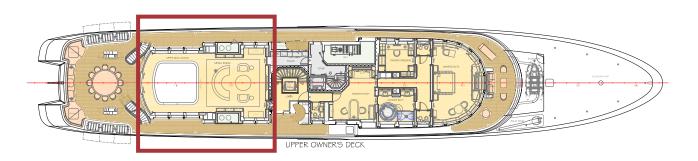


The interior design by the studios of Alberto Pinto has been created with exacting detail by Burkhard List. Utilizing brand name systems and assembling a high quality team of collaborators, the execution of the project instantly established Dunya on the world stage.

efficiency." At the time double-page advertisements were being run in the yachting media, the profile was growing and Dunya appeared to be... as we wrote at the time... 'personifying Turkey's yacht building ambitions'. And then September 2010 happened. Post Monaco Yacht Show 2010 the entire industry was blown flat as the fair winds that had filled its sails for years backed dramatically. Many yards never recovered, Turkey's yacht building took advantage of its ability to offer value builds and grew to the world's third largest producer of superyachts, but communication dried up from the Dunya yard and whispers ran around the industry. Evidently however, what was happening in Pendik was the yard was dusting itself off from the initial beat down and, after quietly finding solutions to their problems, were getting back on with the job in hand. The result? Three years after the storm they emerged at the same event with one of the stars of the show.

Axioma's attractive exterior aesthetic, drawn by the effervescent Diana Scott of the Sterling Scott design studio in Monaco, creates a powerful first impression and is complimented by a 'beach house inspired' interior design from the celebrated team at Alberto Pinto, plus there's surprise features galore. And the first of those is evident before we've even stepped aboard. The aft end of a superyacht is not typically its most flattering feature. But in the case of Axioma, one can't but help notice her rather vibrant shimmering stern. The glass wall of an infinity pool that stretches into the cockpit adds movement, color and sparkles of aquamarine light to an otherwise lifeless area.

The large pool, joined by steps down to a swim platform on the water, is a fresh take on the "beach club" concept that has become a standard feature for any yacht over 164' (50m). But this two-deck version is more elaborate than most, and the hull-side wings that





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up to the water to access tender bays on both sides of the yacht, add an additional dimension to Axioma's overall beach-house motif.

Axioma is the largest yacht ever constructed in Turkey and, while the size is important, the quality of the build is even more noteworthy. The Alberto Pinto interior, fitted out by the List Group in Austria with aid from Dunya's workerforce, is amongst the most impressive of 2013. Axioma's successful launch in February and her recent sale have put Dunya Yachts back on the map. Given this was their first project, in order to attain the highest possible quality Dunya partnered with a dozen world-class suppliers—LIST in Austria for interior fit-out, Rondal in the Netherlands for the galley, Otto Piennig in Germany for propellers, Freeman Marine in the US for exterior doors, to name just a few—all while using its own workers for the basic build processes.

Ergun also hired Alberto Pinto, the Paris-based design studio for renowned mansion and palace interiors, to complete the internal ambience. Pinto's beach-house design is colorful, often playful, and includes a two-floor atrium in the saloon that has redefined the potential for creating grand spaces in the heart of a contemporary superyacht. Diana Scott at Sterling Scott in Monaco was also hired specifically to bring a fresh look to the exterior, without making it overly self-conscious or ultra-modern. She designed deck spaces that would allow owners and guests to fully enjoy the elements, either in social gatherings like the beach-club pool or bar-side Jacuzzi (with stools in the water) on the bridge-deck, or more intimate areas like the private lounges on the upper sky-deck. "The idea was to provide maximum sun exposure to the decks and guest spaces," says Scott. "I also tiered the decks in such a way that they felt connected to each





# THE INSIDE LINE... DIANA SCOTT OF STERLING SCOTT

EXTERIOR DESIGNER OF AXIOMA

### DUNYA 236' (73M) **AXIOMA**

## How did you initially get involved in the project?

Dunya was a new shipyard, with plans to become a big-name European yacht building by using key advisors and suppliers around the world. I've been a yacht designer for most of my career, having worked with Oceanfast, Feadship and other shipyards. But I recently started my own firm Sterling Scott five years ago in Monaco. Dunya were looking for a younger designer with fresh ideas. The principals at Dunya liked what I had done for my previous clients, so they gave me the initial drawings and asked me to make the yacht marketable. I started from scratch working closely with Dunya's team. I worked very closely with the interior designers at Alberto Pinto, and proposed, from day one, that the entire boat should have a beachhouse feeling.

### How did you achieve that?

I designed Axioma to allow a maximum amount of sunlight to reach the exterior areas where guest comfort was most important. For instance, I designed a large notch in the aft section of the owner's deck, so that light would reach the deck area below between the pool and saloon. That is an innovation that you will see on many yachts going forward. I also wanted to make sure that there was a kind of open communication between decks—that people on one deck could see what is happening on other decks—so decks ascended and flowed into one, while also maintaining the overall aesthetics of the yacht. I wanted her profile to look long and lithe.

## It definitely works. Is that your signature style?

My tendency has always been to work with uncomplicated forms and timeless lines. I don't like to over-complicate designs, but



keep them simple and elegant. For instance, on Axioma, I used many windows to create a good sense of natural light on the interior, but I didn't make the windows abnormally shaped, because I didn't want the yacht to take on a look that would date. I also used descending facets on the stern of the superstructure's aft decks, which reflect that of cut precious gems, so that the yacht has an harmonious, almost organic feel about it. My goal was to create harmony by using organic shapes—for instance, the way the curves wrap around the profile from the front, holding tension there, and then flow backward into a graceful line, reminds me of a bird's feather. A shape like that is not irrelevant, but fits well into the entire design. I never draw a line unless I think it is very necessary.

# Of course, the most obvious feature, at least from the stern, is the swimming pool. How did that come to be?

There was always going to be a pool in that area, it would be large and abundant and that was always the focus. The way we were able to adapt it was to have a lazarette there that sloped downwards. It turned out well, and was certainly part of the group effort. I designed it and the naval architects and shipyard figured out the rest. It also came within budget. That whole area works well—the door on the swim platform into the

lazarette leads to a shower and head. It also leads back to the tender garage, with the double opening doors. I was very pleased with the outcome of the beach club.

### Did you enjoy designing Axioma compared to previous builds?

I love designing boats, and have always done so since I started in the marine industry at age 17—and even before that. My father used to build wooden yachts and I would often assist. I have real fun drawing boats—probably more than anyone else I know. My goal on Axioma was to make her look effortlessly graceful while introducing key areas of excitement into the design. Beyond the pool, that included features like the flat-deck helipad on the bow or the angular glass walls of the gymnasium. I probably presented the shipyard with other ideas, since I have fun coming up with new concepts. We added areas of fun and excitement wherever we could squeeze them in.

# Was there anything technically challenging about the exterior design?

I have to admit that there was nothing overly challenging. If there was, those challenges were quickly resolved along the way. When I look back at the project, it just seems like it was a very pleasant experience.



other, so people on one deck could see what was happening on the others." Scott designed a notch in the aft end of the main deck superstructure to let more light reach the beach club, while simultaneously giving an attractive cut-out effect to the stern area. The forward half of the yacht is clean and well proportioned, culminating in long unblemished foredeck that works as a dedicated helipad. The latter half of Axioma is the business end as far as guests are concerned—this is where the fun, water sports and social life happens. But Scott employed a logic and symmetry to each deck in keeping with the exterior's overall design. The large Jacuzzi on the bridge deck, for instance, was placed at the stern because of the exceptional view it offers. By contrast, the sunbathing area at the forward portion of the sundeck is accessed through a passage in the large arch, affording privacy from every angle. On our visit to Axioma at the Monaco Yacht Show, surrounded by hundreds of other yachts, the area felt like an oasis where one could happily retire without being noticed by the neighbors. Of course, Scott's signature touch on Axioma is the two-level beach club. It's a marked departure from most other beach clubs, in as much as it's not just a large swim platform connected to a lazarette that has been converted to a spa or locker room. Axioma's swim

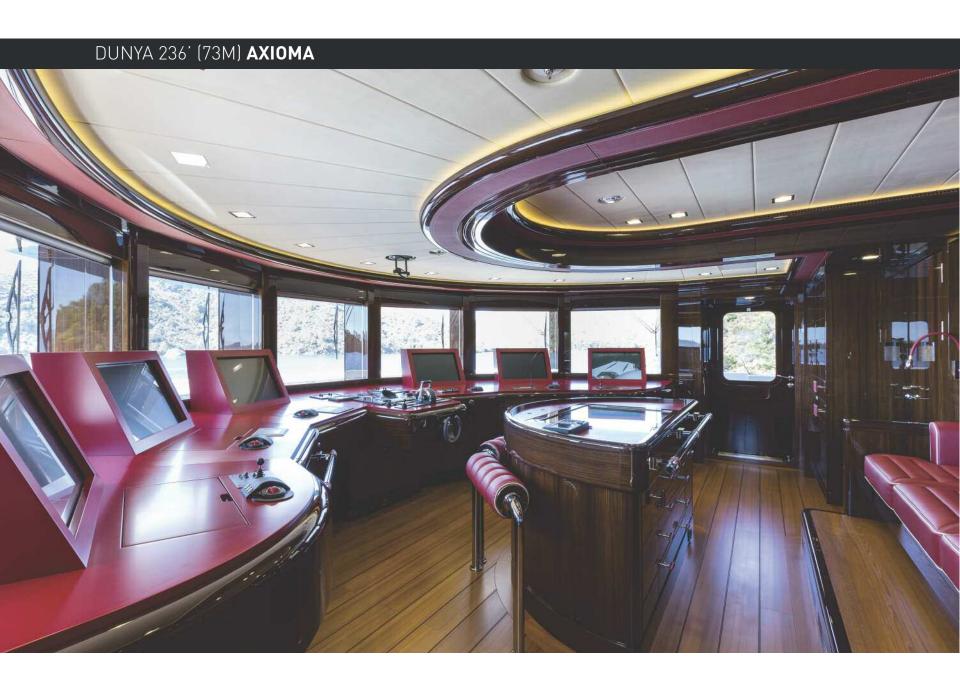
The latter half of Axioma is the business end as far as guests are concerned—this is where the fun, watersports and social life happens.

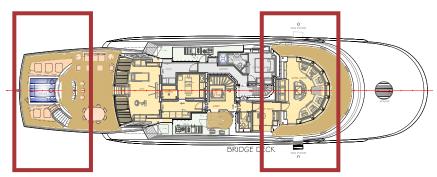
platform is connected by a private door in the transom to an inner area with showers and a day head, as well as accessing the tender garage. The tender garages, with platforms that fold up from the hull like wings, provide even more access to the water. The lower club area is ideal for watersports or sunbathing. But just up the steps is the swimming pool, with beach chairs, lounges and tables. One gets the sense of being at a proper beach club, with a human-sized pool and bar service, rather than just sunning on a yacht's swim platform.

In profile, the yacht exudes a proportional beauty, one that is traditional but with contemporary overtones. The slanted angle of the lazarette, as it extends upwards from the swim platform to the









DEEP RED LEATHER AND WOOD PANELLING INFUSES THE PILOTHOUSE WITH THE SENSE OF A GENTLEMAN'S CLUB...

main deck, with the vibrant-blue rectangle of water in its center, is just one of many nice design touches. "I used timeless lines and didn't over-complicate the design," she says. "I didn't want the yacht to look space-aged, but I also wanted to add a contemporary look. I wanted to yacht's exterior to give a sense of harmony." 'Understated elegance' is a cliché often used to describe many modern designs, but Scott's Axioma actually gives that phrase some substance. The curves of the forward superstructure that transition into soft straight lines as it moves aft, the banks of windows that are not oversized but provide an infusion of natural light, and the parallel black lines on the bridge deck are all contemporary cues that add modernity to the classic profile. Working in an odd sort of harmony with the understated exterior, Alberto Pinto studio's interior is an explosion of color and contemporary design. The first thing one notices on entering the main deck is the sense of space—the two-level atrium extends 23' (7m) upwards to the ceiling of the owner's deck. A decadent use of space and aesthetically pleasing as it is, the duplex salon also provides an insight into the fact that Dunya are not ones to shirk an engineering challenge.

The second striking feature of the salon is use of rich, vibrant colors that contrasts well with the dark palissander wood trim, patterned Tai-Peng carpeting and textured rattan material on the walls. A cloud-like gold sculpture adorns the ceiling, while gold-leafed tables sit in front of the custom white lounges. The Pinto team could have tilted this yacht's grand entrance into an overly

ornate Las Vegas lounge, but instead retained its beach-house fun factor. You feel you're in an ocean side summer home with a colorful but tasteful sensibility.

The Pinto studio's design team used oak in many forms—bleached, woven, and with satin finish—across the main and owner's decks, juxtaposing it nicely with the dark palissander. Other materials like straw, frozen glass, tinted woods, leather and marble extend the beach-house effect. That theme is carried across Axioma. The four guest suites forward of the saloon, for instance, are designed with the same materials—a checkered-patterned fabric on the walls, offset by bleached oak and leather headliner—but in four basic colors. The red, yellow, blue and brown cabins are bookends in most ways, though the colors provide distinct identities. The two staterooms forward are larger than the aft pair, moving into VIP size range. The full-beam VIP stateroom forward however is a world

Diane Scott worked with the yard to cleverly ensure guests experienced freedom in privacy while enjoying the yacht's exterior spaces.



# A FITTING FINISH... **BURKHARD LIST**CEO, LIST GROUP

**DUNYA 236' (73M) AXIOMA** 



## How did LIST become involved in this project?

We were introduced by Axioma's designer to Sedat Ergun, the owner of the Dunya shipyard at the Monaco Yacht Show 2008. We sat down in the lobby of a hotel and he gave us a brief about his ambitions for his shipyard. We found him very convincing and determined. He invited to visit the shipyard in Turkey. To be honest, we didn't expect too much. But we booked a flight into Istanbul and were very impressed when we arrived this brand-new, super-clean shipyard. In the middle was a half-finished hull, which later should become Axioma. Soon after, we forged a trusting relationship with Mr. Ergun and signed a contract.

### What made the Axioma project unique from your perspective? Were there any significant challenges that your team encountered? Perhaps the atrium?

There are many aspects that made this project unique for us. First of all, Turkey was new territory for us. It was the first new build yacht project for the Dunya shipyard and Axioma is the largest yacht ever built in Turkey. Taken all together, those are very spicy ingredients for such a recipe! For the interior outfitter an atrium like the

one in the main saloon doubles the complexity. Suddenly the design line, grain directions and other visible features should not only run through one level but two. All processes like engineering, production and installation also need to be run in two areas at the same time, which means a greater demand on our capacity. But it all went well in the end, and I think the final work proves the very special appeal of this yacht.

#### Could you explain for our readers how the fit-out process works? Did you build the interior in Austria and transport it to Turkey?

We put together a very experienced, but young and dynamic team for this special project. We knew that if we were to have success on this project, we would need to deliver an extra level of service in terms of technical engineering and integration of all relevant items such as piping, cabling etc. That turned out to be the case. Due to our long-term experience with the designer's team, this side of the project went really smoothly.

The interior was all sourced, produced and assembled in Austria, as this is our corporate philosophy. But it was also a condition by the owner of the shipyard. We also had

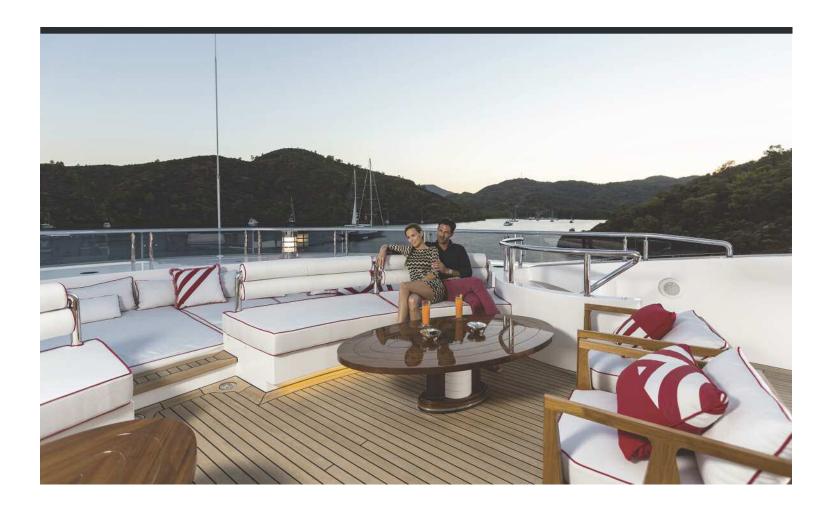
an Austrian installation team travel to Turkey to install each and every piece of the interior to its precise position. We were very pleased with the results.

# Did the coordination between your workers and the shipyard go smoothly? Were there any issues of note?

When you do the first project together, of course, you need the time to develop a similar understanding of processes. I think we overcame this issue very easily by sending out our site team rather early in the project. Sitting together at one table delivers the best results, while also guaranteeing that any issues could be solved in a straightforward way. I also think the positive spirit by everyone involved was a huge factor in the success of the project.

### What interior highlights aboard Axioma make her unique?

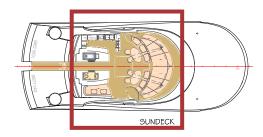
The overall concept of the beach-house design, of course, gives this yacht a great foundation. But the dedication to creating so many small details is what, in my opinion, makes Axioma so special. For me personally, the gymnasium is a real masterpiece with its design cues, use of wood and metal, and layout of the furniture and equipment.



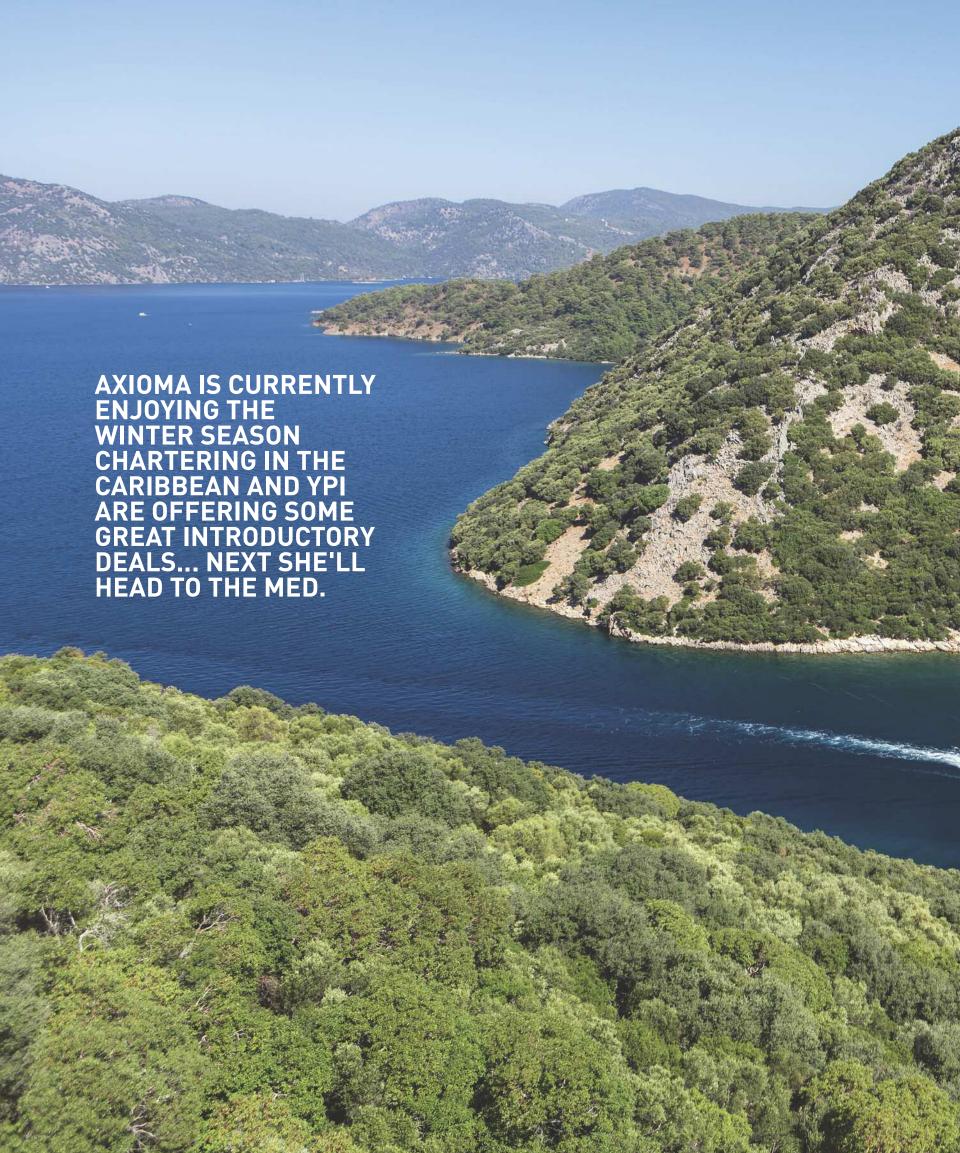
unto itself. It has a more earth-toned sensibility and a less vibrant color scheme, with luxurious features like a full bath, walk-in closets, and salon. The design team used sand-blasted glass and jade-green wood accents to continue the beach-house effect, while the blue-marble and pallissander floor in the bathroom looks like a beautiful garden lattice.

The level of detailed touches across Axioma add depth to the design: Foglizzo leather stairs beside the glass elevator; a gymnasium with sloping glass walls, teak and metal accents, as well as a one-of-a-kind composite floor; a red-and-black-colored helm station with a stitched red leather couch reminiscent of a classic Ferrari; and literally hundreds of small leather, wood and stone accents across the interior. The private cinema has eight electrically controlled, deep-cushioned leather seats, and an 85" 3D television with surround-sound to deliver the full cinematic effect.

The design team also made sure that Axioma's owner would enjoy his own deck, with a library, glassed railing around the atrium, and aft deck with large circular table for alfresco dining. The notched transom on this deck allows the owner to keep an eye on guests in the pool below. The master suite is entered through the owner's private office (with a Pullman bed for an assistant or supernumerary), and features walk-in dressing room, en-suite and separate heads. The forward-facing cabin has an exceptional view of the water, with a bank of windows and skylight. The compartmentalized layout makes the suite feel more like a luxury apartment than a master stateroom. The owner's suite will soon be occupied too, as Dunya and their broker Yachting Partners International (YPI) announced the sale of the yacht at the Monaco show.

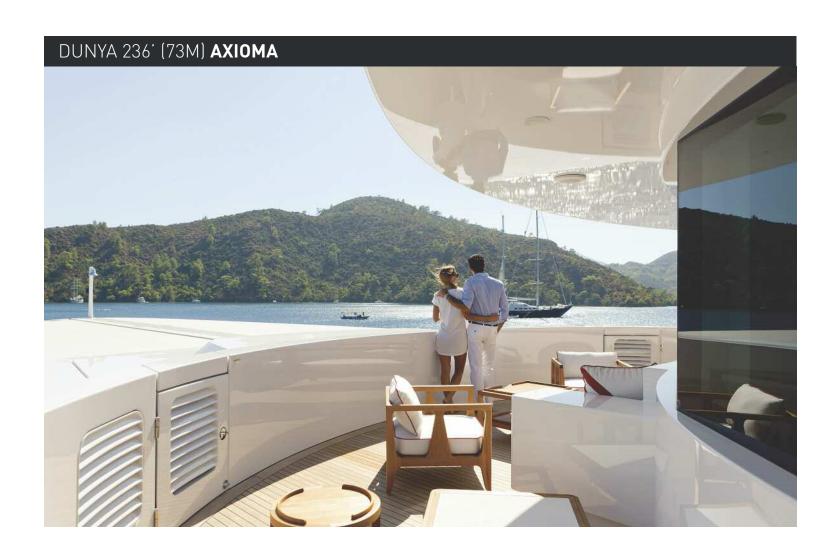


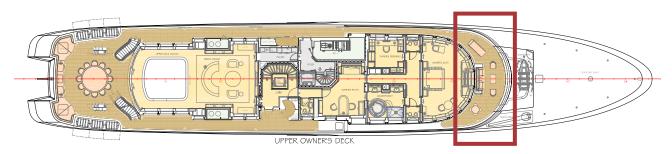












For this new shipyard, the Axioma project has been the successful culmination of a five-year build process that began with a spec boat in an unknown facility in Turkey, but finished as one of this year's most talked-about superyachts at Monaco. There were hiccups along the way, but Axioma's sale on the last night of the yacht show showed that the market has given its seal of approval to the quality emanating from the modern shipyard in Ursa. A yard that was little more than a smart idea eight years ago could well become a

In the article written after our visit in 2010 our last quote from Sedat Ergun in response to a question on the future of Dunya had been: "The reception to the first yacht will define our long-term strategy." A measured answer and with a sale and rave reviews under his belt, we'd imagine the trip from Monaco back to Pendik aboard Axioma was spent on hatching plans to maintain momentum and accelerate the completion of Warrior 80, that 262' (80m) Espen Oeino design they currently have underway.

WITH AXIOMA
LAUNCHED TO GREAT
ACCLAIM, FOCUS AT
THE YARD NOW
SWITCHES TO THE
COMPLETION OF
WARRIOR 80, A 262'
ESPEN OEINO DESIGN...

# **INTERVIEW SEDAT ERGUN**

MD DUNYA YACHTS INC.

DUNYA 236' (73M) **AXIOMA** 



Firstly, congratulations on two massive achievements at the end of 2013! Not only the launch of Red Square... but also stealing the Monaco show. It must have been a tremendously satisfying couple of weeks after years of hard work?

It has been great, delivering, taking to the show, seeing how well it is received and selling it at the end. I knew she was going to stun people with her quality, but to be honest I did not think we'd have achieved her sale that quickly.

Being your first launch, there will be many readers unfamiliar with the history of Dunya. Can you please introduce yourself and give us a brief history of the yard?

Most of my life was spent in US with education and work. Once back in Turkey I wanted a different challenge in which to use my capabilities. The shipyard had been there for a long time, but was offering refit only. I invested in order to lay the ground works for building very high quality mega yachts

When we visited the yard we were struck by how young the management team is, was this a conscious decision?

Actually they are not that young, most of them are between 30 and 40, but I like to work with high energy and ambitious people, those who are hungry for success. You can always acquire experience from outside with consultants, but you cannot buy passion and energy, the main engine that drives the projects.

Dunya first came to most people's attention just prior to 'the big crash', how difficult was this for the yard and how did you respond to the challenge?

It was very difficult. Bad timing, but what can you do? You have to live through such challenges and adapt to the situation. This is what we did, we went back to the

kitchen and learnt how to cook better, and it really did payoff. Now we have the first project delivered and are ready to go bigger.

# Pendik is an area with considerable commercial shipbuilding activity, how does the yard benefit from this?

In the best way possible, many laborers with great skill in working with everything from steel to interior are located within this zone, making our job easier. Istanbul is also great place to find everything, and I mean everything, you can imagine.

#### Within this heavy industrial zone you've built a beautifully appointed yard for yacht building, can you quickly describe the facilities?

We have two sheds of 345' and 262' (105 and 80m) long the workshops for each discipline setup right in the middle, serving both sides. We also have the one and only covered dry-dock in Turkey serving yachts up to 196' (60m). We do have the plan to extend the dock to 262' (80m). Overall we occupy around 325,000sqft (30,000sqmt) with more space for expansion.

#### This may be the first new build launch, but the yard has already undertaken several refits... How valuable were they in building expertise and experience?

Great value! We have done many refits, and doing refits on yachts from Amels and Lurssen helps us learn things, compare and see other yard's methods of building.

### With less expensive, but quality, labor in Turkey, how competitive would you calculate Dunya is against other leading yards/countries?

I don't believe it is about the country, quality directly relates to the budget and the builder and customer's vision. I could build very cheap and low quality yachts in Turkey, but on the other hand I can also build a very high quality and high budget

(relative for Turkey) producing a top yacht with a very sensible price tag.

# The selection process for the partners involved in the design, engineering and build – Diane Scott, studio Alberto Pinto, Burkhard List, etc. – how was that undertaken?

It was very clear from the beginning we wanted to work with the best companies, it was not a difficult decision to go with List since in my opinion they are the best company in the world. It was the best decisions we ever made. They are also great company to work with. They were very patient with us and really made a huge difference on the project. On the other hand Pinto was my only choice after seeing Alfa Nero. Our brief to Mr. Pinto was very short asking to make a very cozy summer home. Mr. Pinto and his very talented team got it and executed so well. It was flawless. On the other hand, Dianna is extremely talented and eager to listen to our needs. I really do love her designs. We will see lots more of her designs in the near future.

# What were the largest engineering challenges you faced during the build of Red Square?

I have to say, project was more challenging from the marketing side than the engineering, but the duplex salon was quite a challenging to be able to minimize vibration.

# The duplex salon is a truly stunning feature and one we're sure we'll now see repeated on other yachts... what inspired its inclusion?

We discussed with Mr. Pinto how normally on large yachts the main deck becomes too formal and dark, due to the lack of natural light. We also didn't want to repeat spaces, but instead combine all these spaces into one where everyone can spend more time together.

### What did you learn during the build of Red Square?

Actually we had some hiccups along the way with some subcontractors, now we really know who to work with and who to stay away from. Other than that we would like to repeat everything we have done in our first hull, only this time in three years and with a customer!

#### The sale of Red Square... presumably the new owner was familiar with the yacht prior to the Monaco Show? How did your paths cross?

YPI introduced the owner to us, we went through all the tests and survey which was all positive but the decision was not made. When he learned we had three offers on Red Square in two days; they were quick to close the deal. There was no final agreement prior to the show.

# When we visited the yard several years ago, you had a second hull under construction... now it is full steam ahead with this project?

Yes this is our second baby which is bigger. 80 meter with Espen design, we are talking to couple customers for the project. It is a great hull and a very cool design, bigger spaces and almost same concept of GA. Much bigger and better Red Square

### And the future for Dunya...

Now we are working on bigger sizes with different designers, we like to go bigger and stay under 3000GRT; I really think this is where we can offer the best value to our clients I consider us a boutique yard with a very good assembly hall located in a wonderful city bringing together best makers and taking advantage of very skilled labor but still be sensible on pricing.

We like to do only two projects at a time, no more...focusing on more quality than quantity.