

21st ANNIVERSARY YEAR

INTERNATIONAL Cruise & Ferry REVIEW

The global guide to passenger shipping

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Rising stars

CBA Associates is a turnkey interior outfitting company with over 28 years' experience designing, fabricating and installing some of the most dynamic cruise ship interiors

Eight years ago, James P. Colie & Associates, a leading cruise interior outfitting contractor for nearly 20 years, closed its chapter in the cruise ship interiors sector.

But this was not the end of its story. Today, Creative Building Alliance, also known as CBA Associates, stands in its place.

Committed to ensuring that 20 years of experience was not just set aside and left to rust, CBA is made up of a dynamic team of project managers, technicians, craftsmen, designers and speciality subcontractors with many years of experience and knowledge of the intricacies and demands of bringing forth amazing cruise interiors.

Whether building from designs created by some of the world's best practitioners in cruise vessel interior design or working in collaboration with owners and end users to create the design and function for a new venue, CBA has the expertise required to deliver on the most exacting demands in the cruise industry.

CBA has recently completed design-build refurbishment projects on the gift shops aboard Royal Caribbean International's Voyager of the Seas and Freedom of the Seas, working closely with the cruise line, onboard staff, gift shop concessions and many retail brands to make their visions a reality.

The projects were carried out while the vessels were in service. To minimise disruption to guests, areas were blocked off with graphic screens as renovation work took place. CBA's dedicated team spent months beforehand planning the projects. Components were prefabricated and pinpoint logistical scheduling was carried out to ensure that all of the elements required to build each shop were sent to the right port along the itinerary. Every phase was a whirlwind of exacting work, and certainly not without its unforeseen challenges; typhoons, skipped ports and rerouted containers all had to be managed. Each project was carried out in phases and



CBA has recently renovated the fashion boutique shops aboard Royal Caribbean International's Voyager of the Seas and Freedom of the Seas

coordinated with the onboard staff to ensure the best guest experience at all times.

During one trip, a cosmetics shop became a luxury watch shop in less than seven days. The colours and textures selected, including natural cherry displays and chambray-texture upper bulkheads with inserted Tiffany glass displays trimmed in brushed aluminium, set the tone for elegance.

On the same vessel, CBA then went straight on to renovate the onboard fashion boutique shops. Modern white and stainless steel trimmed façades were chosen to complement elegant interiors featuring rich dark wood contrasted with white fixtures. The boutiques contained a cruise accessories and apparel outlet as well as several well known retail brand stores. CBA also developed a new Dreamworks store, as well as a liquor shop.

Working while the vessel is in service

has its challenges but CBA is proud to have mastered the process. Ensuring great cooperation between every person involved, including owners, concessions and onboard staff, is definitely the key to success on projects like this.

Over the last few years, the company has been involved in cutting-edge implementations. These include building and installing interactive, touch screen, digital signage systems on more than ten vessels to help passengers more easily access information such as what is going on, what's for dinner and how to get around the ship. As new venues and technologies are developed to make the cruise experience more exciting or perhaps just easier to navigate, CBA Associates is committed to evolving with the cruise industry to keep delivering the very best and most innovative in interior design. **C&F**

“Working while the vessel is in service has its challenges, but CBA is proud to have mastered the process”



Together everyone achieves more



Value Engineering
Public Spaces
Quality Craftsmanship
Project Management
Design-Build solutions
Exterior Decks
On time Delivery
Passenger Accomodations

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