



STYLE BIBLE

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LAURA POMPONI



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CEO & FOUNDER

LUXURY PROJECTS STUDIO & ATELIER

Laura Pomponi, Founder and CEO of Italian design studio Luxury Projects, is about as Italian as you can imagine, with a bright, intelligent, good humoured personality and a tangible zest for life that is clearly reflected in the number of well-executed projects she and her team have successfully completed over the years. Her interest in detail and design started early, inspired by her fashion designer grandmother and spending summer afternoons as a child learning the art of embroidery at a monastery.



Photo: MY Alfa - Leonardo Andreoni



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Photo: 03 MY Moonstone - Jed Kenny

Tell us a little about your background in design.

I was born in Rome, but I grew up in Ancona, in the region of Marche which is famous for being one of the most important fashion hubs of Italy, where top luxury brands of shoes, bags, clothing are produced and not only designed. I have always been surrounded by fashion designers, including my grandmother, and during my childhood spent summers at a monastery learning the complicated art of embroidery. My passion for design, architecture, art and details then developed easily during the years.

Please describe the highlight of your career to date.

When I was a teenager my family sent me off to England to study English and then I decided to study engineering following my passion for math and complicated equations. After graduation and PHD I worked for the biggest Italian hi-tech company, Telecom Italia Mobile which allowed me to travel the World before coming back in 2002 to my city, Ancona, accepting the challenge to work for one of the most important Italian Shipbuilders. In 2008, after this long experience in Superyachts project management, following my strong passion for art and design, for material research and for finding always innovative applications, I decided to put the entrepreneurial ambitions I had since childhood into action founding the Luxury Projects Design Studio and Atelier, headquartered in Ancona (Italy).

How did achieving this make you feel?

For sure I'm proud of my achievements so far but mostly to be still the same Laura of the beginning with the same passion, smile and mostly the curiosity to experience new challenging projects around the world. With my passion for creativity and perfection, my skills are focused on designing bespoke and timeless projects for life.

What project(s) are you currently working on?

74m Yacht Interiors, 38m Yacht interiors, Complete Design (Exteriors & Interiors) of a Series of Motor Catamarans in range of 88 - 150ft, High-End Residential Private Properties of a client in Uzbekistan - Dubai - London, Yacht-Marina Facilities and... some more strictly confidential and secret projects.

Where do you find inspiration for your work?

At Luxury Projects we are passionate about design and we enjoy challenges. To feel the sheer joy of our clients when we deliver our carefully crafted projects is the most rewarding feeling. It continually inspires us. Culture and travel generate ideas. My mission is to translate emotions and desires into physically beautiful forms as you think them, as you see them, as you want them.

How do you relax and find your work/ life balance?

I decided to live close to my family in a small village quite near to the Atelier in Ancona. Unfortunately, we have very limited time to spend quality time with the family since a large percentage of our week is travelling. Summer leisure time is spent in our house close to the beach in a typical traditional Italian way. I love travelling, being at the seaside, art and fashion and honestly enjoy the countryside where we live, with the beautiful sloping hills of Marche and its diverse variety of agriculture. On weekends, with my family, I love to spend hours on extended lunches at local little restaurants in the picturesque villages on the hillsides of our province and around Italy, but travelling to remote places and discovering cultures is also part of my DNA and inspiration...Up to now I have managed to visit 119 countries around the world!

Has this changed in recent years?

As many, we suffered from the Covid period and needed to recover a bit from that, it has put us to the test but enabled us to work from a distance, communication has turned to interactive online sessions between our offices and with our clients. This is particularly challenging since our profession is a lot about touch

and feel. For this we found a solution to perfectly present our ideas to clients so they cannot only see but also touch the fabrics, leathers, wood and stone we propose.

How would you describe your work/design style /ethos?

Entering in our Luxury Projects world, means to enjoy a special journey through emotions, creativity and sharing of ideas. With our passion for creativity and perfection, our skills are focused on designing bespoke and timeless projects for your life.

In what direction do you feel that design is moving towards in a general sense?

It's our task as designers to create ever better designs in functionality, ergonomics and beauty and we have to do so with our minds focused on the future of our planet.

How is your work evolving?

I am proud to say that today, Luxury Projects, is made up of a strong team of 15, from different nationalities, and various backgrounds and disciplines. Although the residential side of design is still something that is very present within the business, our heart really lies in superyacht design. We are seriously expanding our Design Atelier in Ancona and, as we speak, we are realising additional work stations for decorators, designers and administrators as well as expanding to 600 square meters of Atelier/Showroom and reception area to receive clients and show what we can do for them. At the same time we have opened a new office in Viareggio where we produce architectural drawings for our projects, providing project management and technical assistance but also which can comfortably receive clients in a laid-back homey atmosphere.

What area(s) of the design sector do you work in for the most part?

Our "soul" is in SuperYacht design, but we are always enjoying creating special private High-End Residential Properties, Hotels & SPAs around the world as Designing bespoke furniture, accessories, fabrics, wallpaper and patenting new materials for special use as in our Yachts or Private jets.

What are your aims and goals for the next twelve months and beyond?

This year has been very excited, we were rewarded with multiple new projects and clients. We actually can say we never have been so busy as this year and our studio has grown in people and activities as Naval Architecture, Platform Design and Exterior Design including 3D modelling and high-end Rendering in both interiors and exteriors. In 2023 we will create and present more exterior design and expand our activities in this field.

Name five key themes to consider when approaching design in 2023 and beyond.

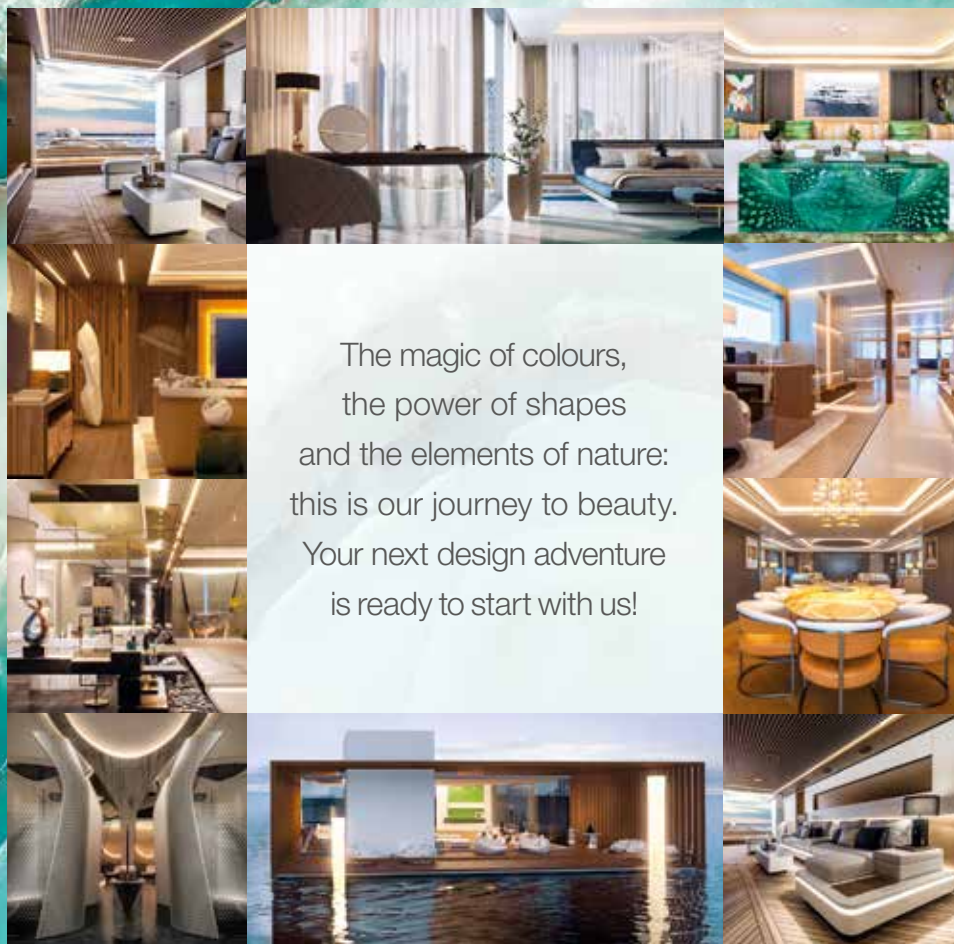
1. Sustainability
2. Innovation and/or Innovative Materials
3. Ergonomics
4. Lighting
5. Everything supported by Green Technologies where feasible or possible.

Which products/services could you not live without when designing?

For sure I cannot live without proposing to Clients innovative ideas which still mean that are feasible. For me the key words are: feasibility and innovation, always the most important aspects that guide our process with clients, merging technicalities with innovative materials to guarantee the uniqueness of the result.

If you could offer one piece of advice when it comes to design schemes, what would it be?

"Form follows function", trying to combine creativity and design but in an always feasible solution.



The magic of colours,
the power of shapes
and the elements of nature:
this is our journey to beauty.
Your next design adventure
is ready to start with us!



LUXURY PROJECTS

Design for your Life