





LAURA POMPONI
FOUNDER AND CEO
LUXURY PROJECTS

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.

Please explain your job role briefly.

I am the Founder and the CEO of Luxury Projects. I follow the clients together with my skilled team from the first sketch to the delivery of the final detail.

What led you to pursue this career?

I was born in Rome, but I grew up in Ancona, Italy. I have always been surrounded by fashion designers and during my childhood spent summers at a monastery learning the complicated art of embroidery. 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 Mobiles 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).

What inspires you? Please explain in detail your creative process.

With my passion for creativity and perfection, my skills are focused on designing bespoke and timeless projects for life. I always search for innovative and sustainable materials and processes and I usually work with craftsmen from my region, Marche. Continuously striving for new innovative and technological solutions, these are the keywords of Luxury Projects. Our projects always combine a creative timeless approach with an elegant signature and luxurious style. Offering a highly personalised and dedicated service, we put great importance and commitment to build strong client relationships always tailoring our approach to meet each individual client's needs. We fully manage each project from concept through to completion no matter what size, with meticulous attention to detail, working with a team of highly skilled professionals and craftsman.

Where do you currently work from and what is your creative working environment?

I travel a lot around the world for business and passion, but my headquarters and the city where my family is based, it is Ancona. 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.

Where do you feel design is moving in a directional sense, in your sector?

Yachting is kind of returning to its roots, where in the early days it was for pleasure and leisure time at sea, it slowly

grew to a status symbol. We now have many clients that approach yachting as it was intended. They particularly are fond of all action they can undertake with water sport toys, diving equipment but also fishing and exploring. Our designs answer to this requirement to be as close to the water as possible and so we design beach clubs, SPA and gym areas, spaces that easily open to the environment with foldable platforms and balconies. The reception room as we know it, on the main deck is often converted to a more functional and useable space that connects the water activities to the rest of the yacht.

What is your one recommendation for 2023?

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.

What 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.

Does your work challenge you right now? Please explain a little more about this.

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.

Tell us a little more about yourself: where you live, what you like to do, how you relax?

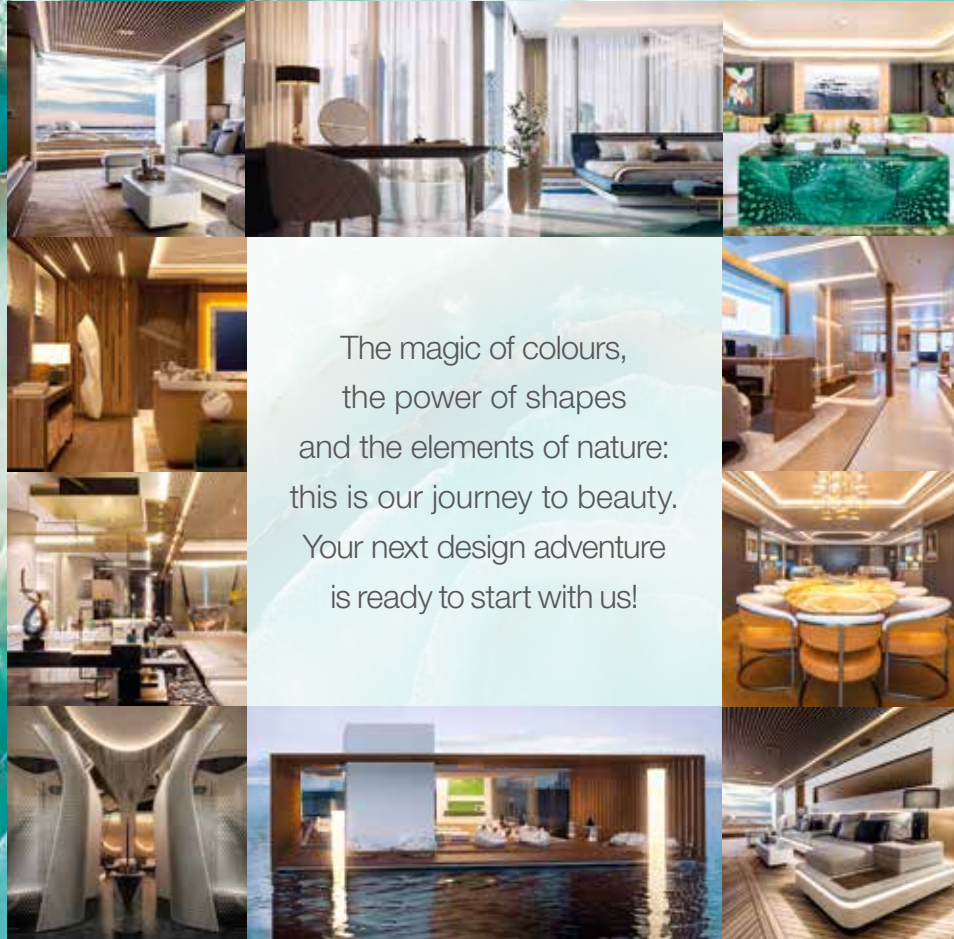
I decided and love to live close to my family in a small village quite near to the Atelier in Ancona. Unfortunately, we have very limited time to spend quality time with the family since a large percentage of our week is travelling. Summer leisure time is spent in our house close to the beach in a typical 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 it's divers 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!

What are your aims and ambitions for the forthcoming year and beyond?

We slowly have established a nice base firm clientele; this I would like to extend just a bit more to have a comfortable position to run our business and grow towards a self-managing company.

Final thoughts, or anything else you would like to share with us?

We love what we do, our company is our family and all in our studio feel connected and part of this. I like this approach, it is who I really am. Our employees come to work happy and because they want to. I take care of them like I would of my family and they return this to me.



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