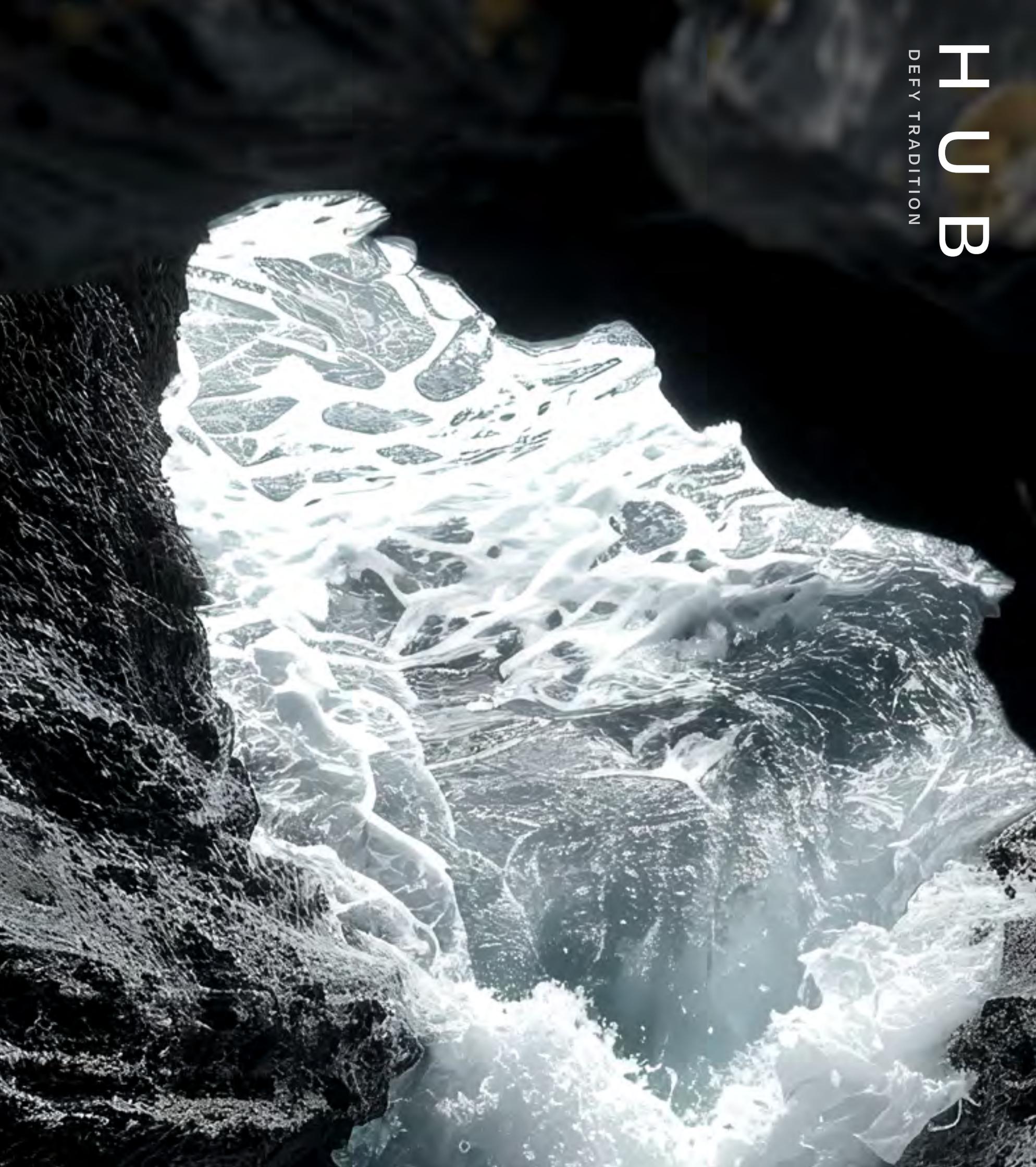


HUB

DEFY TRADITION





**IN A WORLD DEFINED
BY STRUCTURE & ROUTINE,
ENVISION A YACHT THAT
DEFIES TRADITION**

One that does not dictate experience, but rather facilitates it. Where luxury isn't about excess, but instead revolves around simplicity, informality, and human connection.

James Carley, Lawson Robb, and Lateral Naval Architects present HUB—an 83m motor yacht that challenges the established norms of yacht architecture. HUB emerges as a sanctuary of liberation—a haven of freedom from the constraints and repetition of daily life, where luxury is defined by the richness of shared human experiences.

We invite you to embark on a journey of exploration aboard HUB.

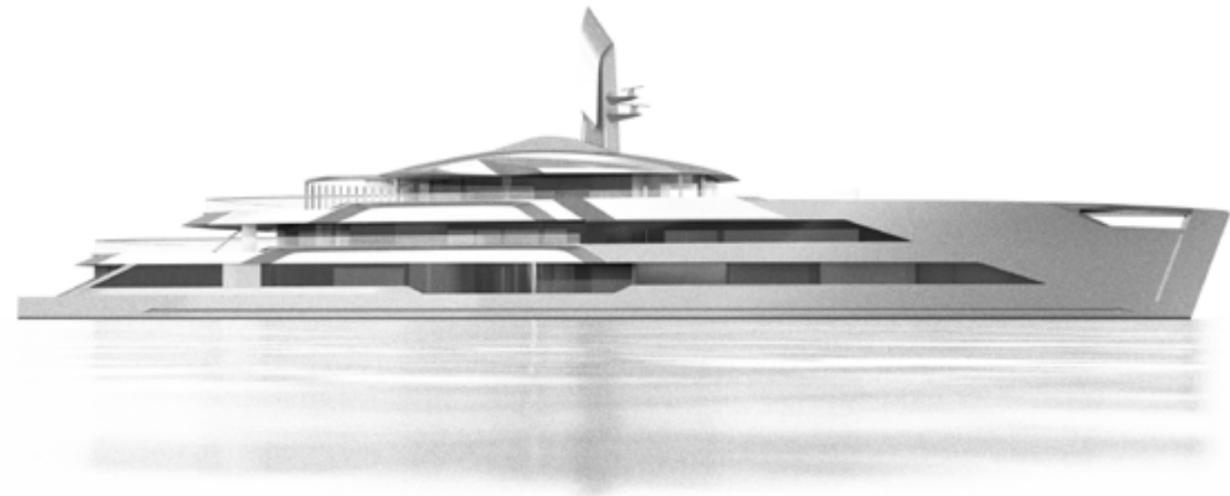
THE INSPIRATION OF HUMAN & NATURAL ENDEAVOURS

HUB is a place to be, a nexus of connectivity and expression, a place where individuals come together to celebrate the joys of shared experience. HUB's design is built around the very environment in which it exists, placing life on the water at the heart of a layout characterized by fluidity and movement, spaces seamlessly blend into one another, fostering an environment of continuous engagement.

The philosophy for both the exterior and interior aims to create a truly holistic yacht, where every element serves multiple purposes and maintains interconnected, symbiotic relationships with one another.

Packaged within a modern yet contemporary exterior design, HUB marries quiet luxury, state-of-the-art technology, and user experience.





TECHNICAL CHARACTERISTICS

Length Overall	83.3 m
Length Waterline.	80.9 m
Beam	13.8 m
Draught (Full Load)	3.7 m
Gross Tonnage	2500
Notation	REG Yacht Code Part A
Propulsion Architecture.	Electric Hybrid with DC Grid
Boost Mode Speed	16.5 knots
Guest Cruise Speed	14.0 knots
Range Speed	11.5 knots
Range	7000 nm
Luxury Space	900 sq.m



HUB'S DESIGN REVOLVES AROUND THE ESSENCE OF LIFE BY THE WATER

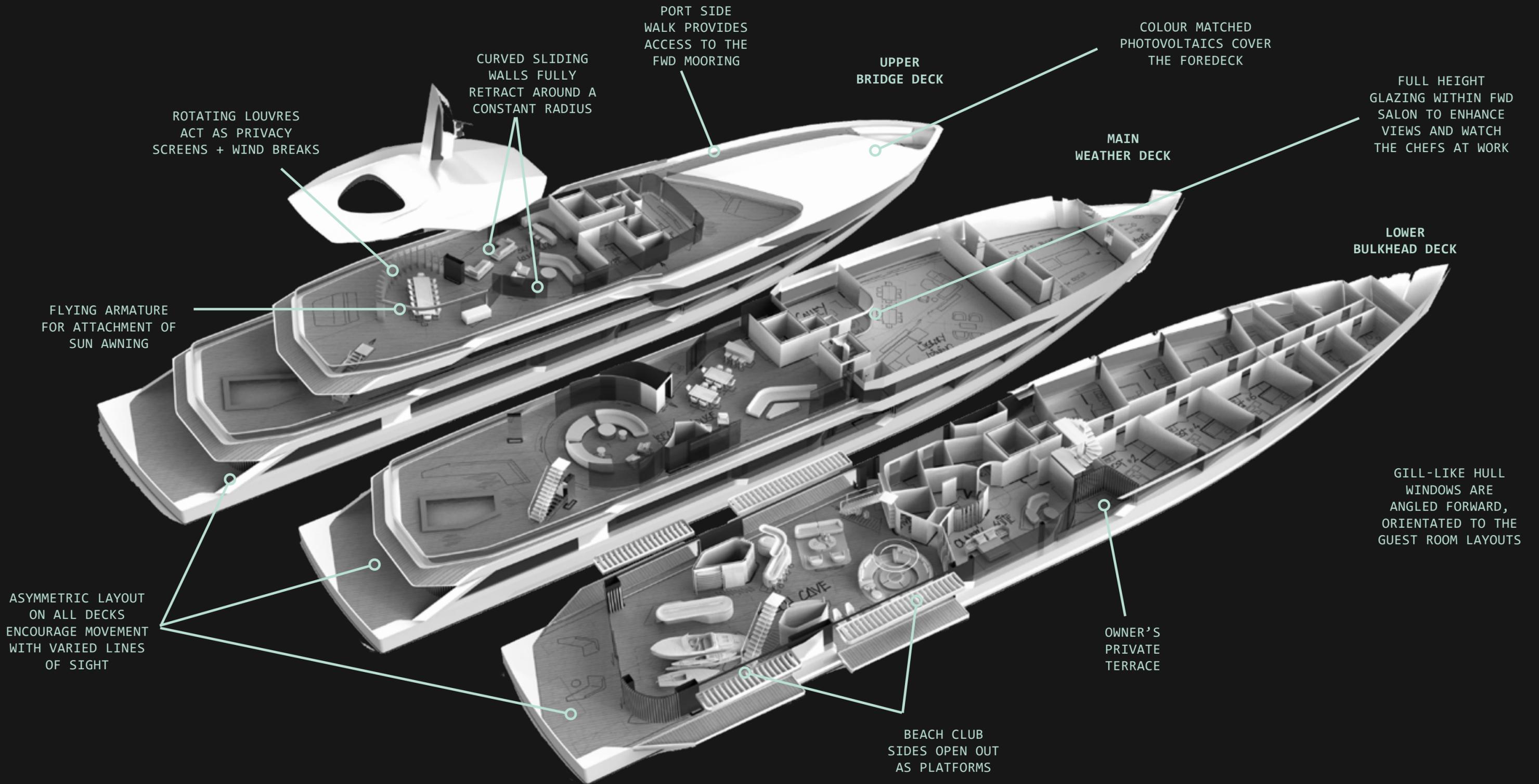
Leveraging the innovative Free From Bulkheads technical platform by Lateral Naval Architects, HUB boasts an expansive open-plan 'Beach-Cave' on the lower deck.

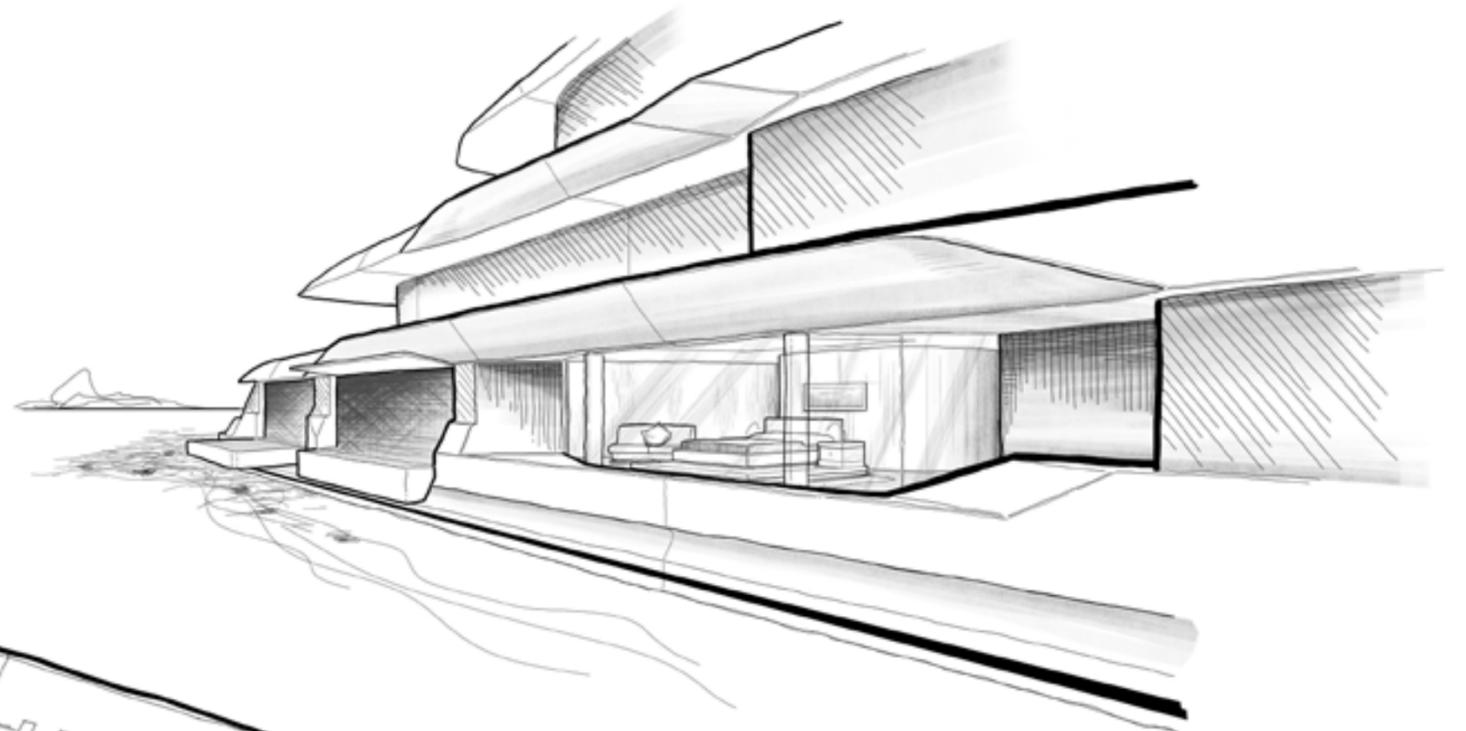
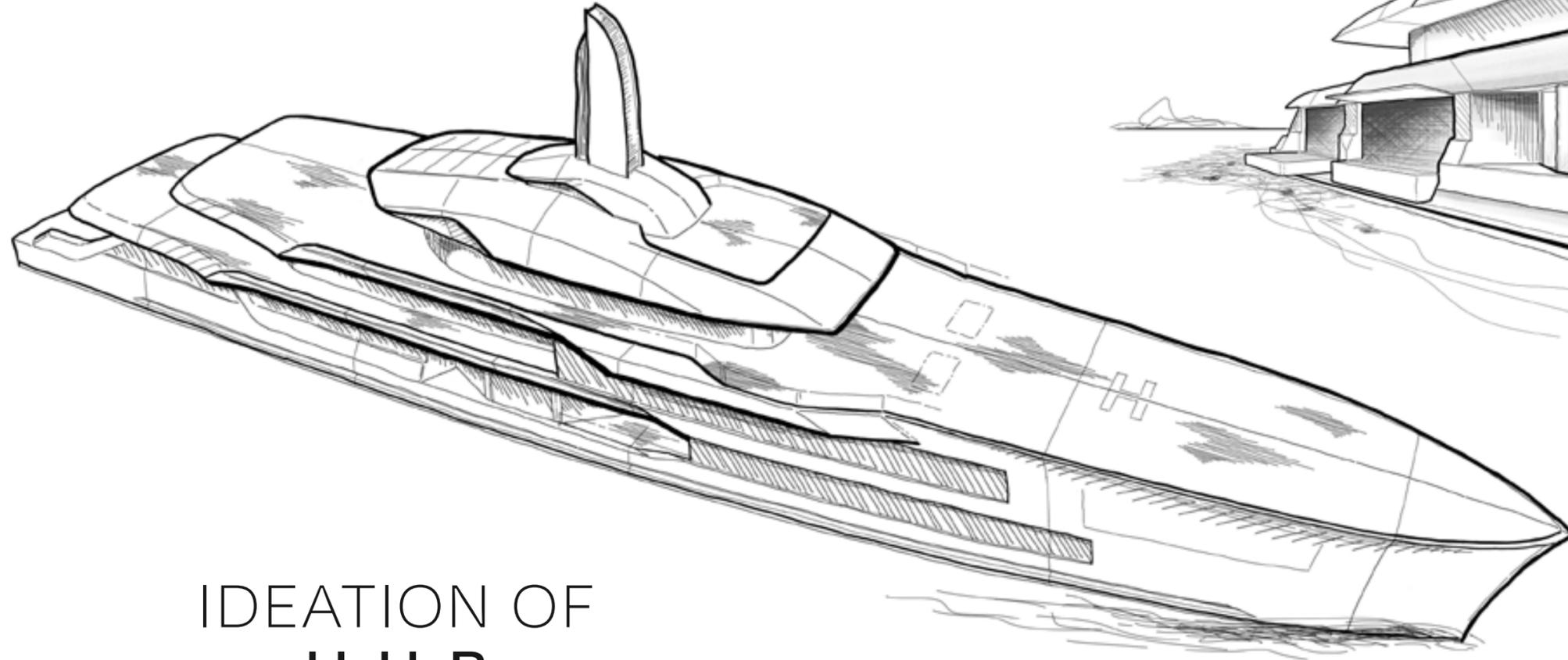
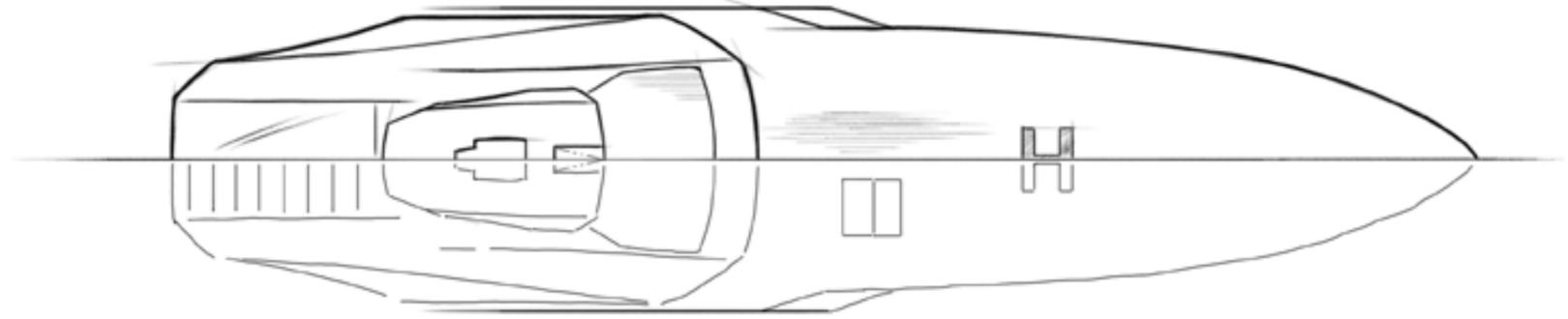
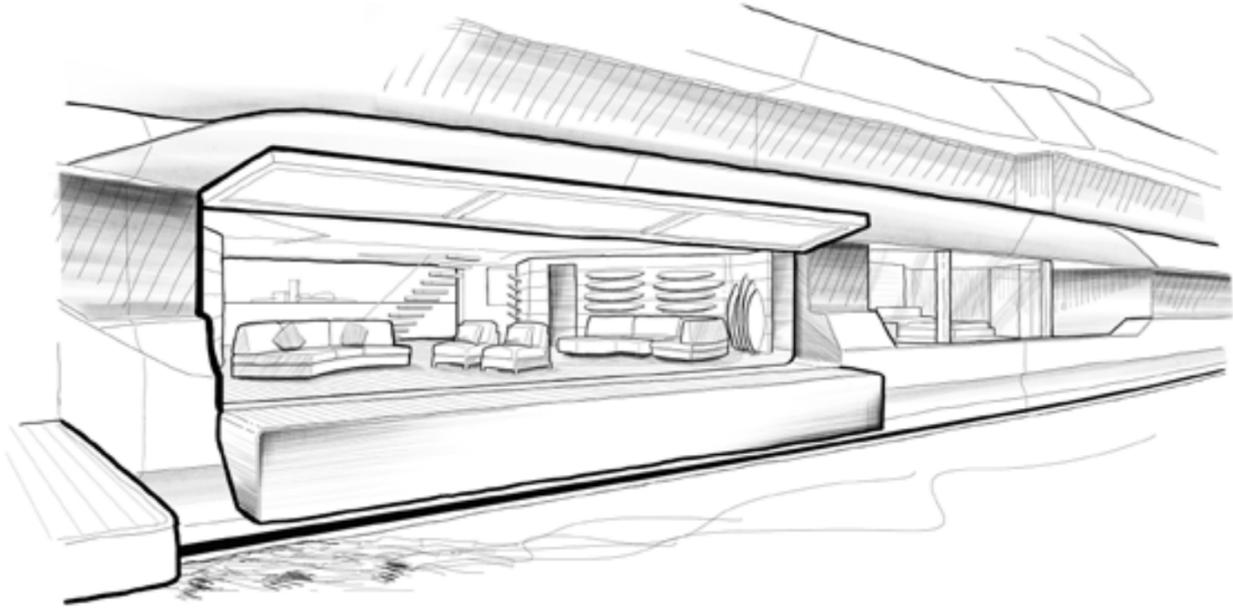
This unique space seamlessly integrates a water-sports centre with beach-style socializing, positioned right at water-level. Extensive shell doors unveil a breathtaking triple-aspect panorama, connecting guests directly to the surrounding environment. Designed with water-sports enthusiasts in mind, this deck also houses the owner's suite and sea balcony, alongside six additional guest cabins.

The main deck embraces a beachside ambiance with vast expanses of glass, blurring the lines between interior and exterior spaces. Informal divisions further enhance this feeling, fostering a sense of casual elegance. On the upper deck, a sky lounge and outdoor dining area offer elevated vistas and opportunities for al fresco enjoyment, completing the HUB experience.

HUB

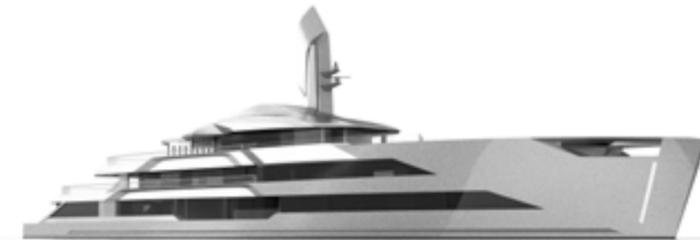
DEFY TRADITION





IDEATION OF
HUB

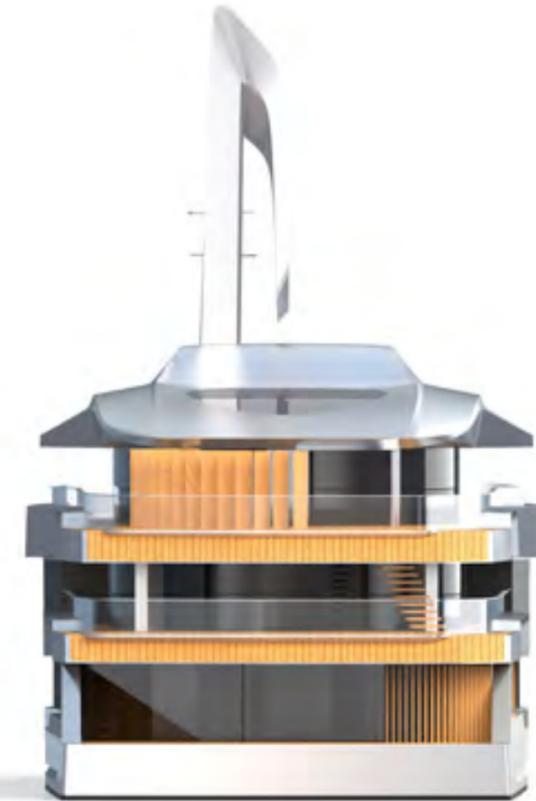
**THERE IS A STRUCTURAL
COHERENCE & NAVAL
ARCHITECTURAL ALIGNMENT
TO THE YACHT, BUILT AROUND
PORTALS THAT DRAW IN THE
NATURAL LIGHT AND PULL
THE INSIDE OUT**

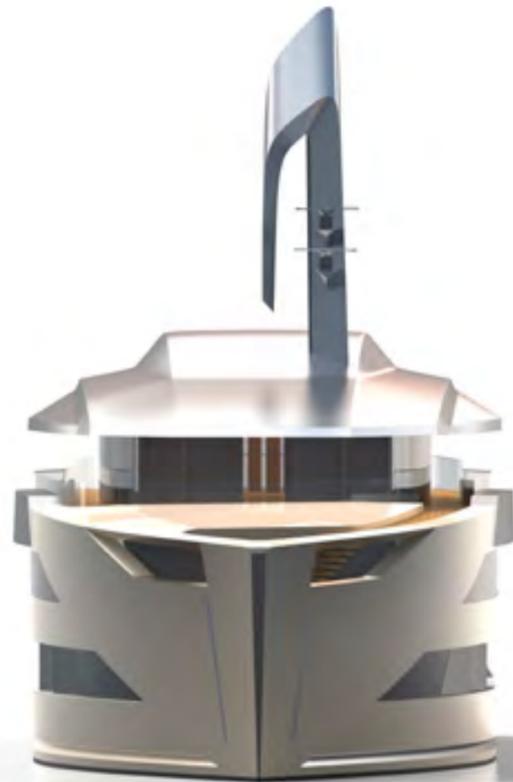




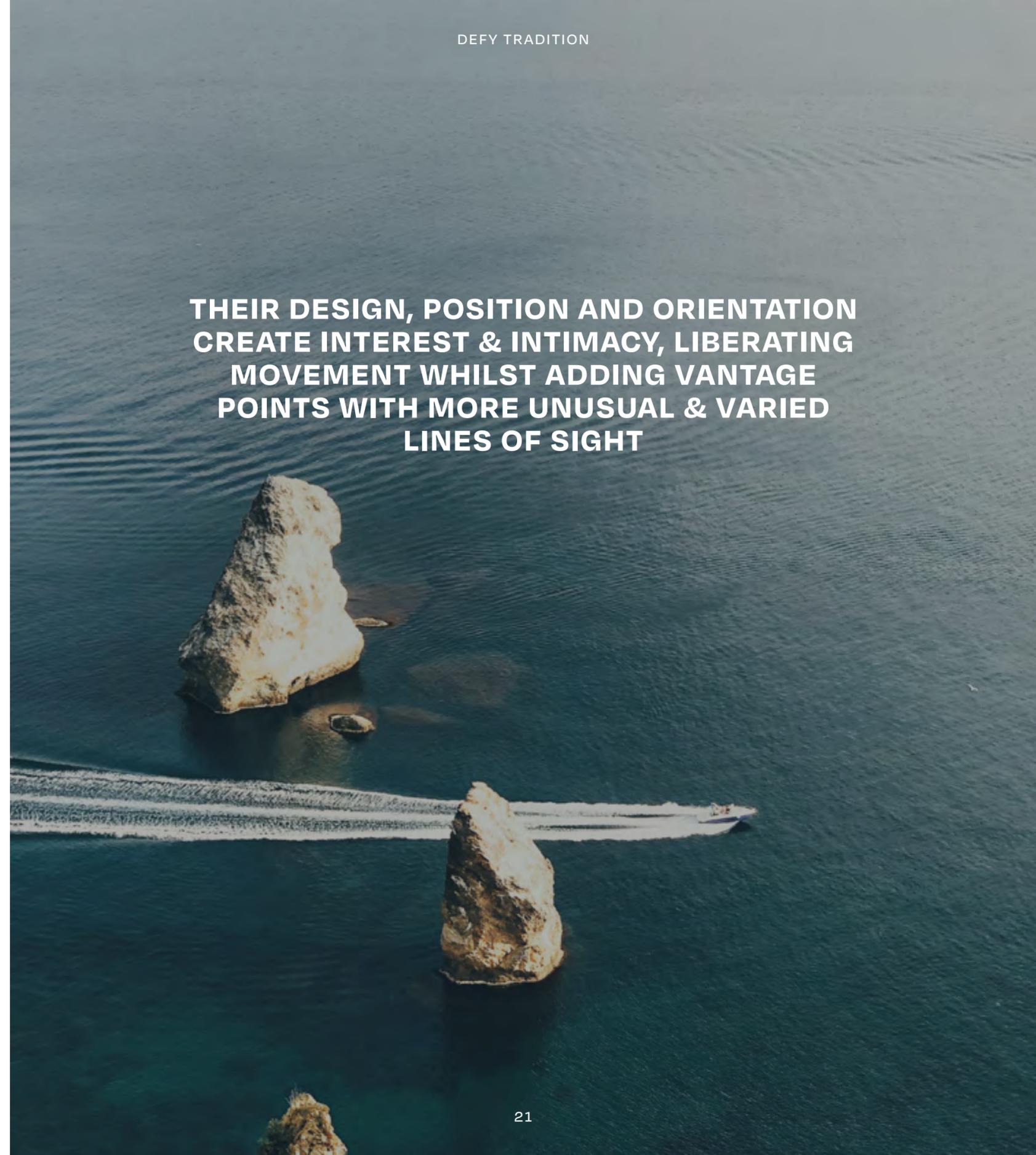
THE DESIGN HAS MANIFESTED WITH ASYMMETRIC LAYOUTS AND SHAPES, A NATUREL EVOLUTION FOR A MORE HARMONIOUS & EFFICIENT END PRODUCT AIMED AT BENEFITTING BOTH THE SURROUNDINGS AND THE END USER.

**THE VAST SPACES, BOTH INSIDE
AND OUT, ARE BROKEN UP BY
MEANINGFUL ELEMENTS SUCH
AS THE STAIRS, ISLAND UNITS
& PARTITIONS**





**THEIR DESIGN, POSITION AND ORIENTATION
CREATE INTEREST & INTIMACY, LIBERATING
MOVEMENT WHILST ADDING VANTAGE
POINTS WITH MORE UNUSUAL & VARIED
LINES OF SIGHT**











HUB IS ENABLED BY LATERAL'S FREE FROM BULKHEADS (FFB) TECHNICAL PLATFORM

**The FFB platform was conceived by the simplistic
imagination of a skateboard.**

Below the deck are all the necessary machinery, above the deck
anything is possible, unconstrained by the technical elements.



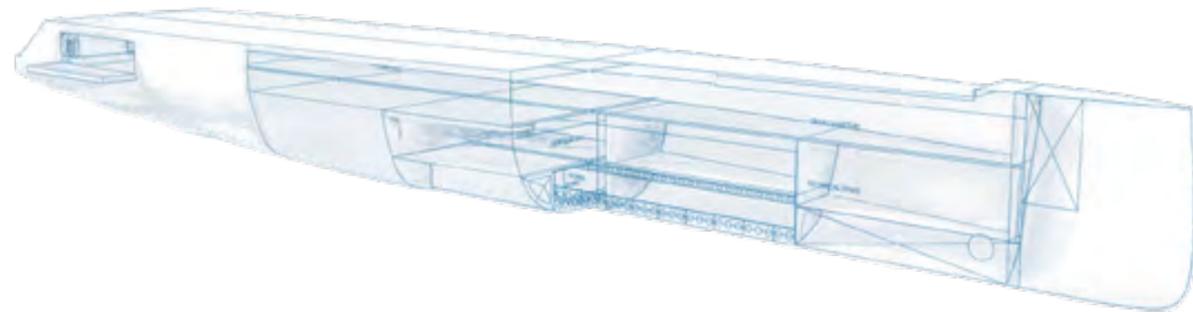
Lateral developed its Free From Bulkheads (FFB) platform with the intention of challenging the status quo of the technical backbone that has evolved in modern yacht development over many decades

We asked ourselves how the user experience could be elevated by creating a technical platform where, above the waterline, there were no evolved constraints, no watertight bulkheads.

We started by imaging a skateboard. A simplistic representation of our aspired outcome; below the board's deck are all the necessary machinery, above the deck anything is possible, unconstrained by the technical parts.

Using parametric modelling, and applying some lateral thinking to our methodology, we explored an extensive matrix of possibilities, searching for the solution space of feasibility.

The technical platform, Free From Bulkheads, provides the solution to achieve the skateboard philosophy. An unconstrained deck, adjacent to the waterline, giving the potential for greater design innovation in layout and ultimately an elevated user experience.



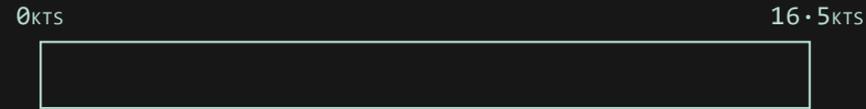
HUB MODES OF OPERATION

Lateral's Electric Hybrid has only two principle modes of energy management:

- Battery Discharge
- Battery Charge

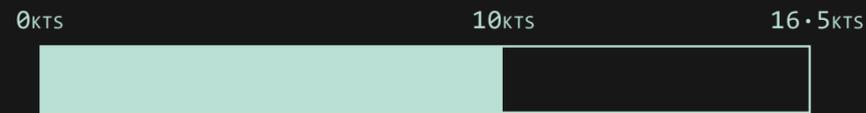
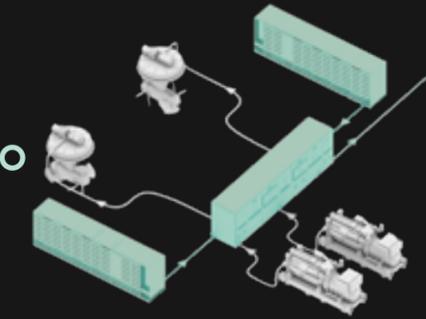
These two modes of energy management support four typical operating scenarios:

- Zero Emissions at Anchor
- Zero Emissions Silent Cruise
 - Extended Cruise
- Performance Cruise



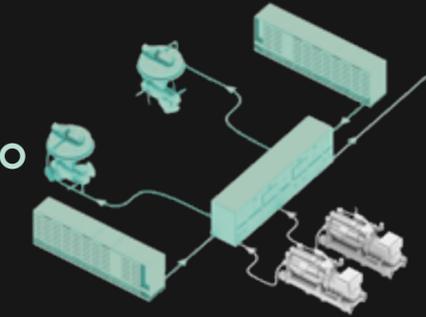
All power is supplied via the battery pack for up to 11 hours with zero emissions. The battery is charged during a 2 hour period with generators operating at maximum efficiency. The generators are selected not to match variable power requirements (as is current practice) but to provide optimum fuel efficiency and energy density for the extended operation of the yacht.

Zero Emission At Anchor



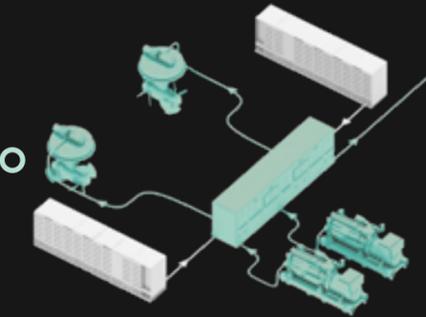
Power is provided via the battery pack only to assure silent cruising and zero emissions. The battery offers 5 hours operation at 10 knots.

Zero Emission Silent Cruise



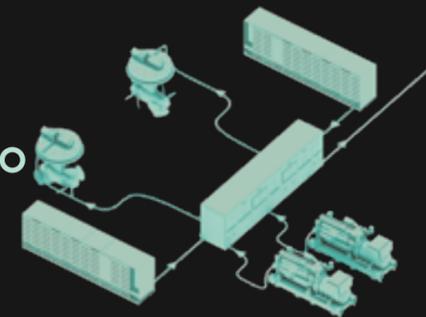
For efficient relocation or efficient long distance cruise, the power is provided by diesel generator(s) depending on speed requirement. Generator(s) will operate at peak efficiency to allow extended periods of zero emission cruising.

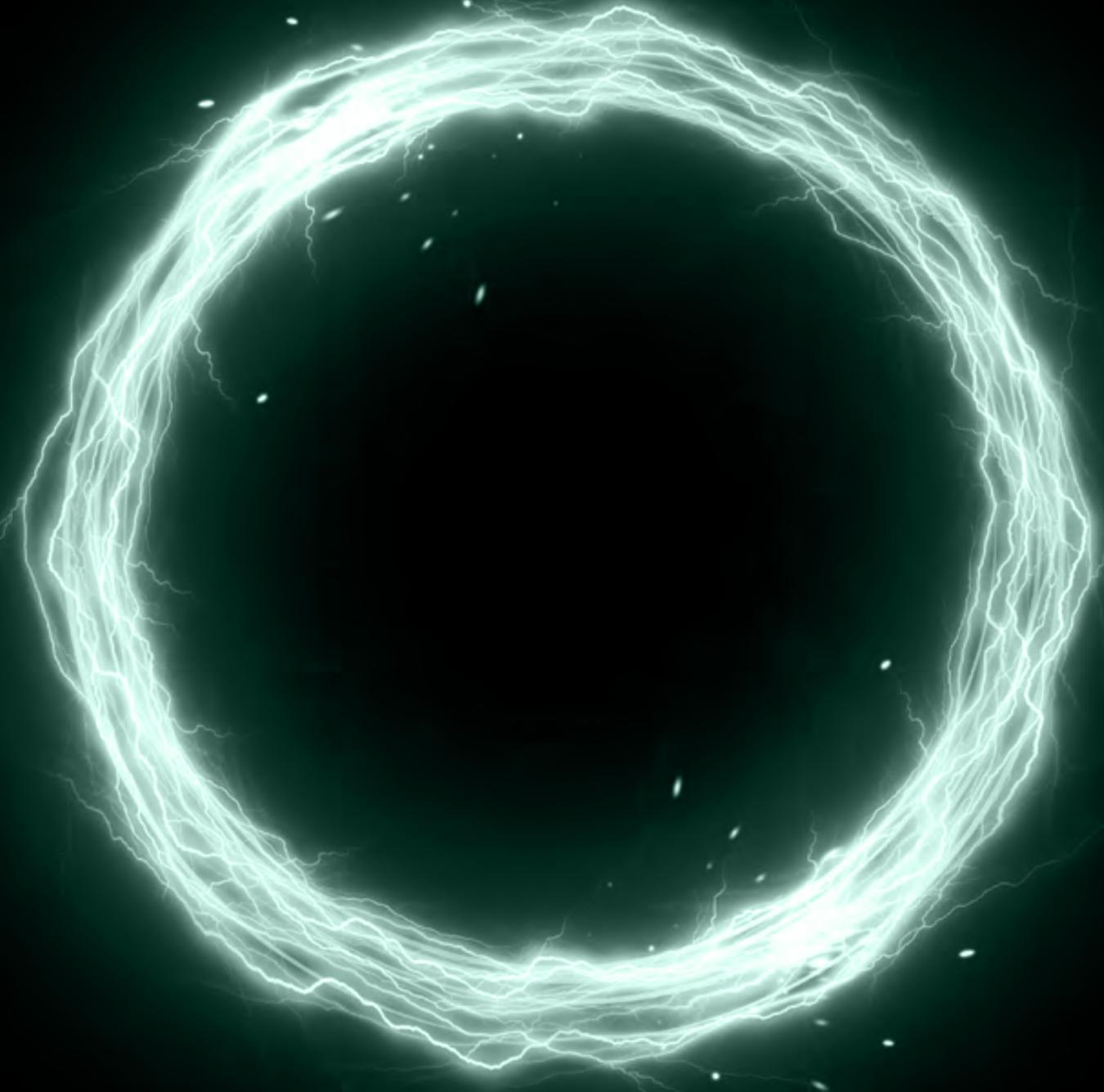
Extended Cruise



All the electric power is used to achieve a top speed up to 16.5 knots for up to 4 hours. In this mode the three generators and the battery pack work seamlessly together to deliver maximum power.

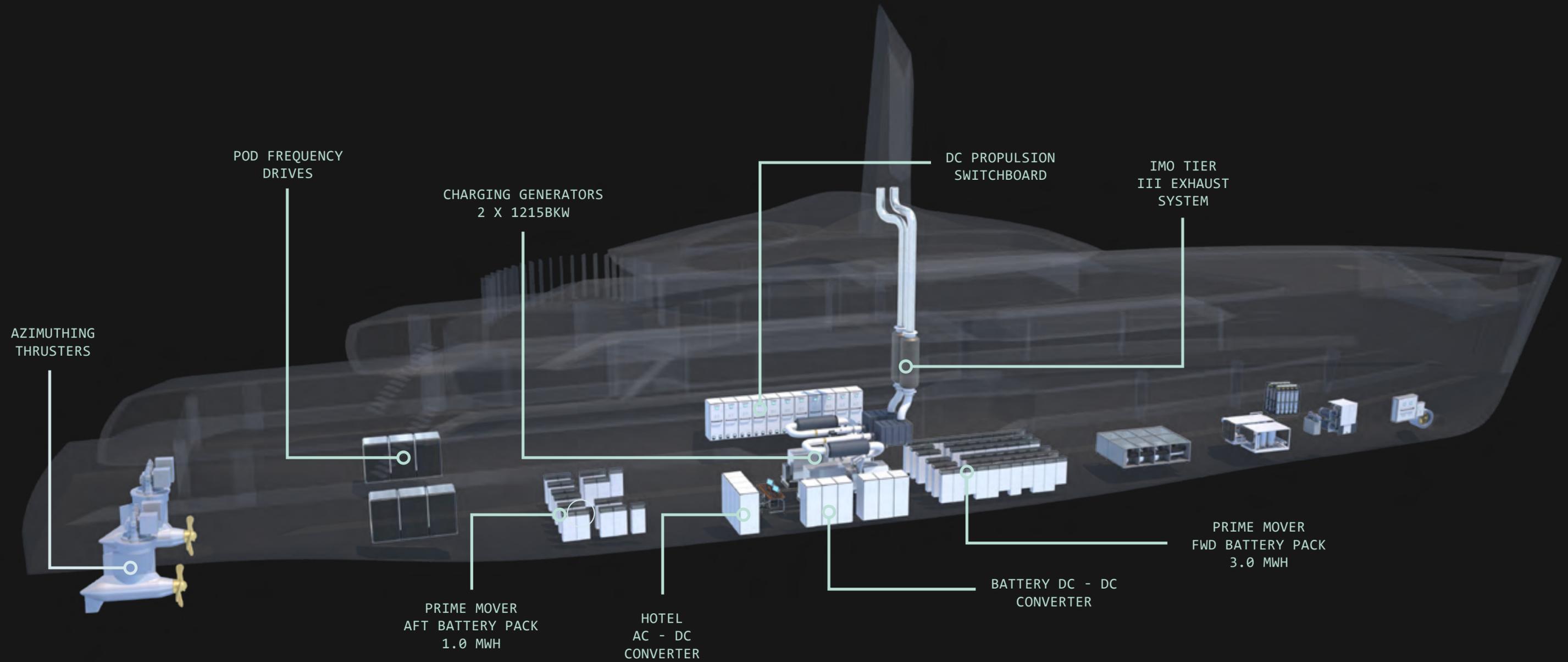
Performance Cruise





WHY ELECTRIC HYBRID?

- Allows periods of zero emissions to suit sensitive environments and enhance the experience of those on-board with silent mode enabled.
- Offers complete flexibility of power management to suit any yacht operation without compromise, enabling the Captain and Crew to operate at higher operational efficiencies.
- This system is designed with the future in mind. The Owner will benefit from an adaptable system, allowing more freedom when it comes to upgrading to the latest technology.
- Fits in a single deck height engine room. This in turn results in more guest space available at the lower deck, next to the water.
- Lower machinery running hours resulting in reduced maintenance costs.



ELECTRIC HYBRID

SILENT | LOCALLY EMISSION FREE | COMPACT | FUTURE - PROOF

The creative layout of HUB is enabled via an innovative all electric propulsion and energy system architecture.

Lateral's Electric Hybrid system incorporates batteries as the primary means of energy delivery, permitting the varying power demands of hotel, propulsion and manoeuvring loads to be seamlessly met. Diesel generators are provided for battery charging and high speed cruising, selected free from the constraints of a conventional diesel electric and purely on the basis of efficiency and energy density.

The result is a an elegant solution with flexibility in space distribution and a compact arrangement that allows the primary machinery space to be accommodated within a single tier compartment.

The Electric Hybrid architecture permits extensive operation with no noise, lower vibrations and zero local emissions. Married with the creative design solutions enabled by the system, HUB delivers a next generation of on-board experience.



ONE DAY ON-BOARD HUB

The Electric Hybrid system is designed to suit a wide range of possible operating scenarios. This illustration presents one possible example of a day on-board HUB.

63% OF A DAY ON-BOARD HUB IS SPENT IN ZERO EMISSION AND SILENT MODE.



SILENT - ZERO - AT ANCHOR



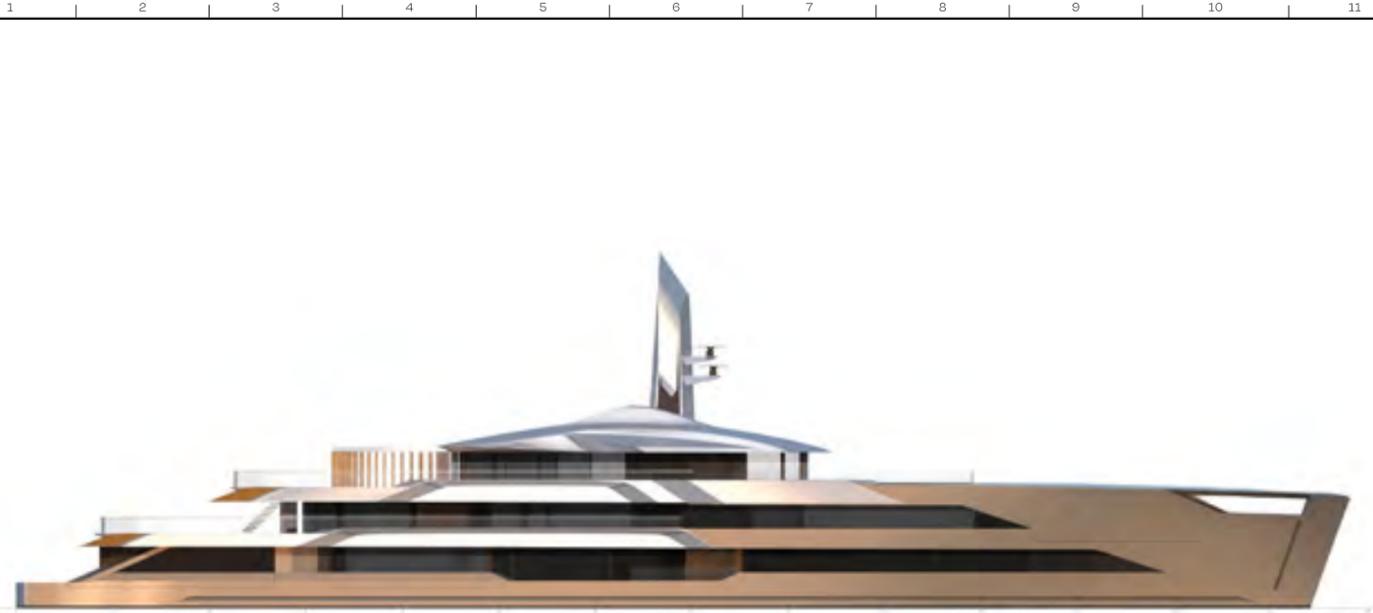
CHARGING - AT ANCHOR



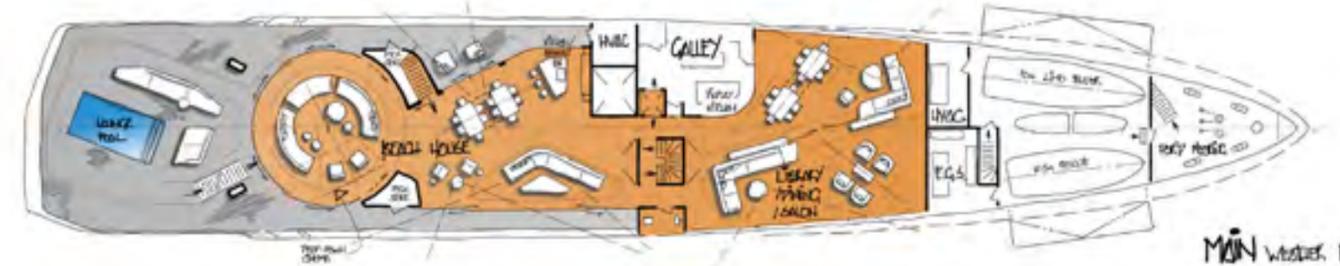
SILENT - ZERO - CRUISING



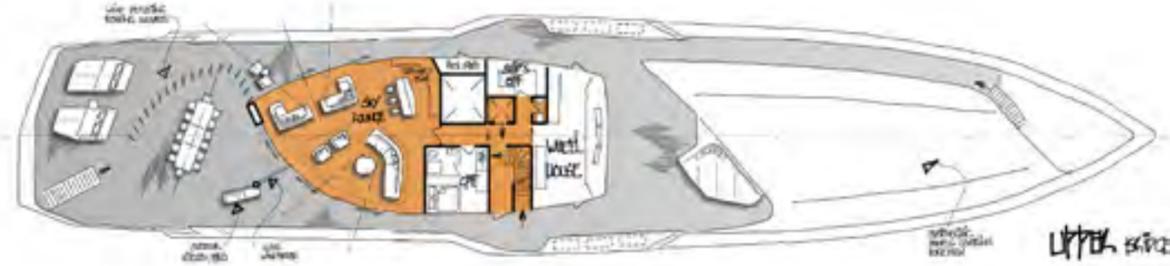
CHARGING - CRUISING



PROFILE



MAIN DECK PLAN



UPPER DECK PLAN



LOWER DECK PLAN

LENGTH - 83.3m
 BEAM - 13.8m
 DRAFT - 3.7m
 GT < 2500
 SPEED - 16.5k
 FPM SPACING - 600mm

DATE	01/01/2025	PROJECT PARTNERS		
FORMAT	CUSTOM	 		
SCALE	CUSTOM			
GENERAL ARRANGEMENT 2D		PROJECT NAME	SHEET	REVISION
		HUB	01	01

HUB



byJC specialises in the creation of progressive architecture from a blank canvas, balancing the architectural disciplines of interior, exterior and naval. Segueing between art & engineering, to probe & explore novel ideas towards exquisitely functioning and beautifully formed yachts.

james@byjc.london

LAWSON ROBB

Lawson Robb is a leading global interior architecture and design house based in London specialising in the highest quality residential design for the world's finest addresses, superyachts and special commissions.

George.Wolstenholme@lawsonrobb.com



Lateral Naval Architects provides complete engineering expertise to the superyacht industry, from project conception to delivery, operation and refit. Our core competency is engineering, but our unique focus is on meaningful innovation to enable superyachts that meet the demands of today's owners and those of the future. We believe that meaningful innovation starts with asking new questions.

jroy@lateral.engineering

DEFY TRADITION



HUB

DEFY TRADITION