

NAVAL ARCHITECTS

O5 CONCEPT DESIGN

### Concept Design — the embryonic stages of a yacht project — is that crucial phase

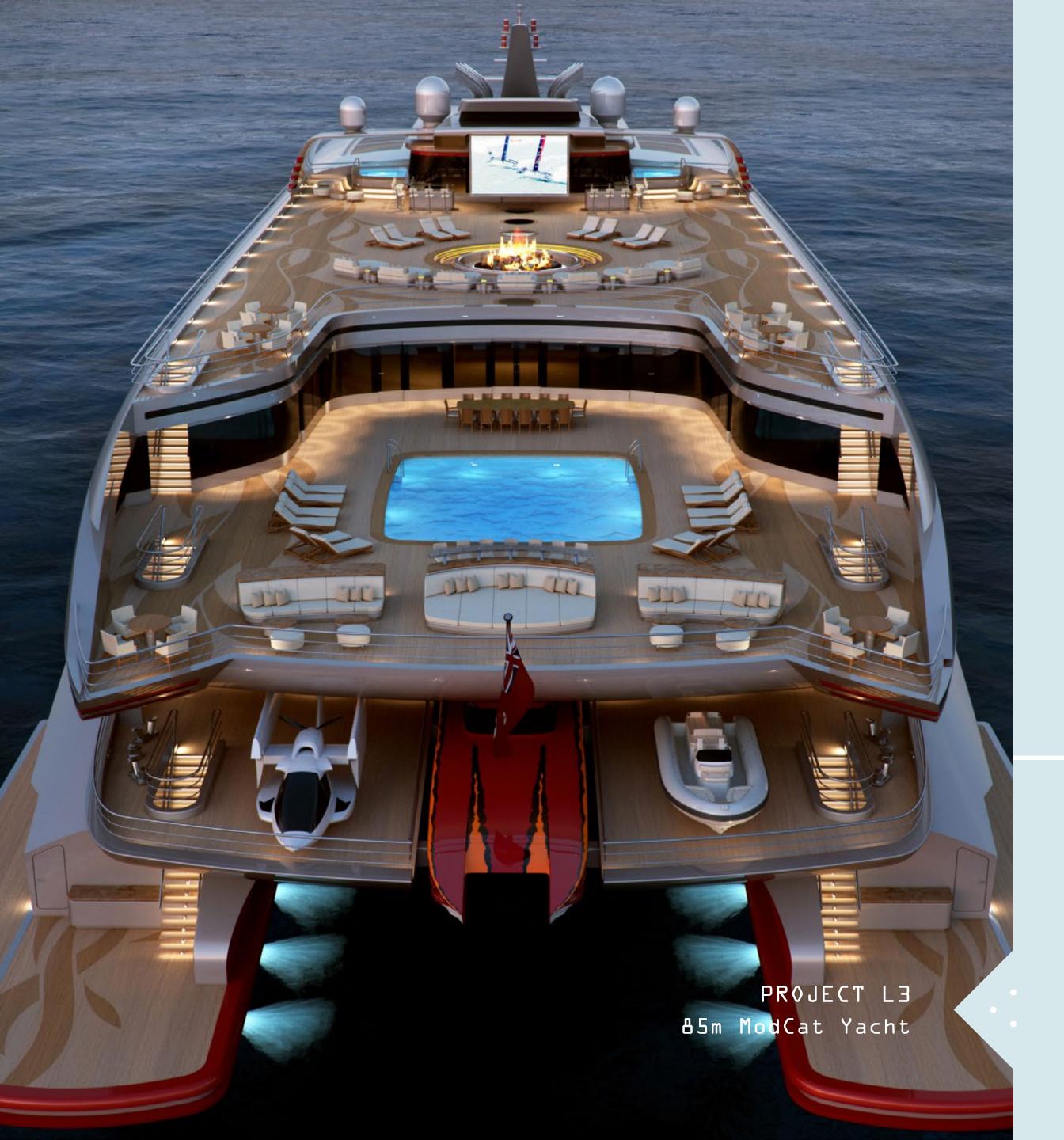
when designers, naval architects, builders, and engineers come together to lay the foundation for the owner's vision.



# Lateral's contribution during this phase

is to close the gap between what is conceivable and what is achievable, to provide innovative, yet practical and feasible engineering solutions without compromising concept intent.





## We ask new questions,

not only because we are inquisitive, but also because we realise that it's often the question that drives the answer.

### By asking new questions and by investigating all angles,

Lateral gets to the core of daring design. Embracing challenges from designers, we apply insight and knowledge to turn a concept into a reality.



#### Lateral undertakes complete vessel engineering

from the early concept phase through to detailed production design. With our keen understanding of spatial, layout and arrangement requirements of all technical spaces, we direct our insight of the functional to the stylistic elements intended by the designer.

With our expertise of modern regulatory frameworks such as MCA, LY3, SOLAS, PYC, etc., we afford the designer minimum design restraint while maintaining compliancy.

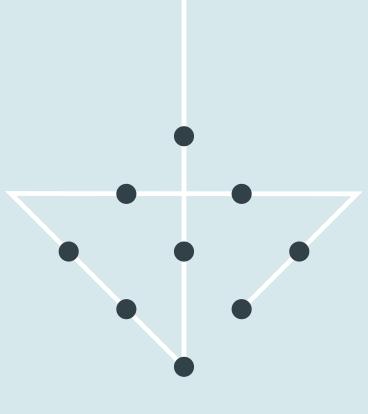






#### Lateral fosters innovation.

When concept designs are based on new or novel technology, engineering and naval architecture, we bring our extensive experience from other marine markets to bear, allowing us to cross-fertilise ideas and technology.



#### Ask new questions

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