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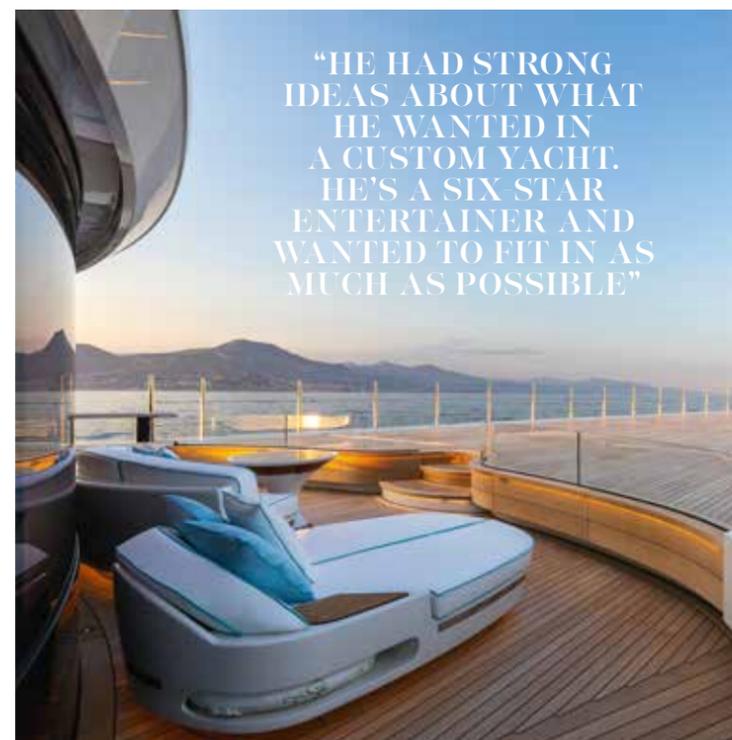
COVER BOAT



Lady S

When Dan and Tanya Snyder decided to have their new superyacht designed and built from scratch, they weren't prepared to cut corners. Five years on, their refusal to compromise was more than justified, says *Marilyn Mower*

PHOTOGRAPHY Bluei Productions and Alexander James



The relationship between interior and exterior spaces was paramount on *Lady S*. Clockwise from left: the owner's terrace; the bridge deck gym overlooking the helideck; the owner's aft deck. Opposite page: the open bow can be either a sports deck or a touch-n-go helipad. Two tenders designed by Michael Leach complete the package

If there was an owner's manual for how to build a custom yacht, it would have to be written by Dan and Tanya Snyder. The design and build of their latest *Lady S*, a 305ft Feadship, has been a five-year adventure in delving into details, exploring all options, understanding every component and visiting every supplier. It was an exhaustive process but one they were willing to undertake - in fact were expecting to undertake - to get exactly the yacht they wanted.

Dan has fond childhood memories of a canal boat holiday with his family in the UK while his father was researching a book. His own family boat, however, was more substantial - the 167ft Oceanco *Lady S*, now *Lazy Z*, designed by Richard Hein and built in 1997. Two years later Snyder bought the Washington Redskins NFL franchise and, knowing that taking over the team's ownership would be an all-consuming venture, he sold the first *Lady S* to a friend.

To satisfy his growing family's interest in being on the water, they chartered frequently. In 2011 they returned to yacht ownership, purchasing the 224ft custom Amels *Lady Anne PB*. They did two small refits on this *Lady S*, which left them wondering, "Wouldn't

it be great to do one of these from the beginning?"

The Snyders are a young and energetic couple - at 31, Dan was the youngest CEO of an NYSE-traded company, and at 34 the youngest owner of an American football franchise - and their taste is decidedly modern, more so than *Lady Anne PB*, with her Walter Franchini-designed oak interior, would indicate. One of the yachts that had attracted Snyder's interest was the 311ft *Palladium*, by Michael Leach Design.

"[But] he didn't want another *Palladium*, that's not his style," explains Leach as we walk through the new *Lady S* during the hurried days of final outfitting. "He had strong ideas about what he wanted in a custom yacht. He's a six-star entertainer and he wanted to fit in as much as possible and stay below 3,000GT. It would have a big pool, big tenders, a helipad and a theatre." And not just any theatre; the yachting world's first floating IMAX cinema.

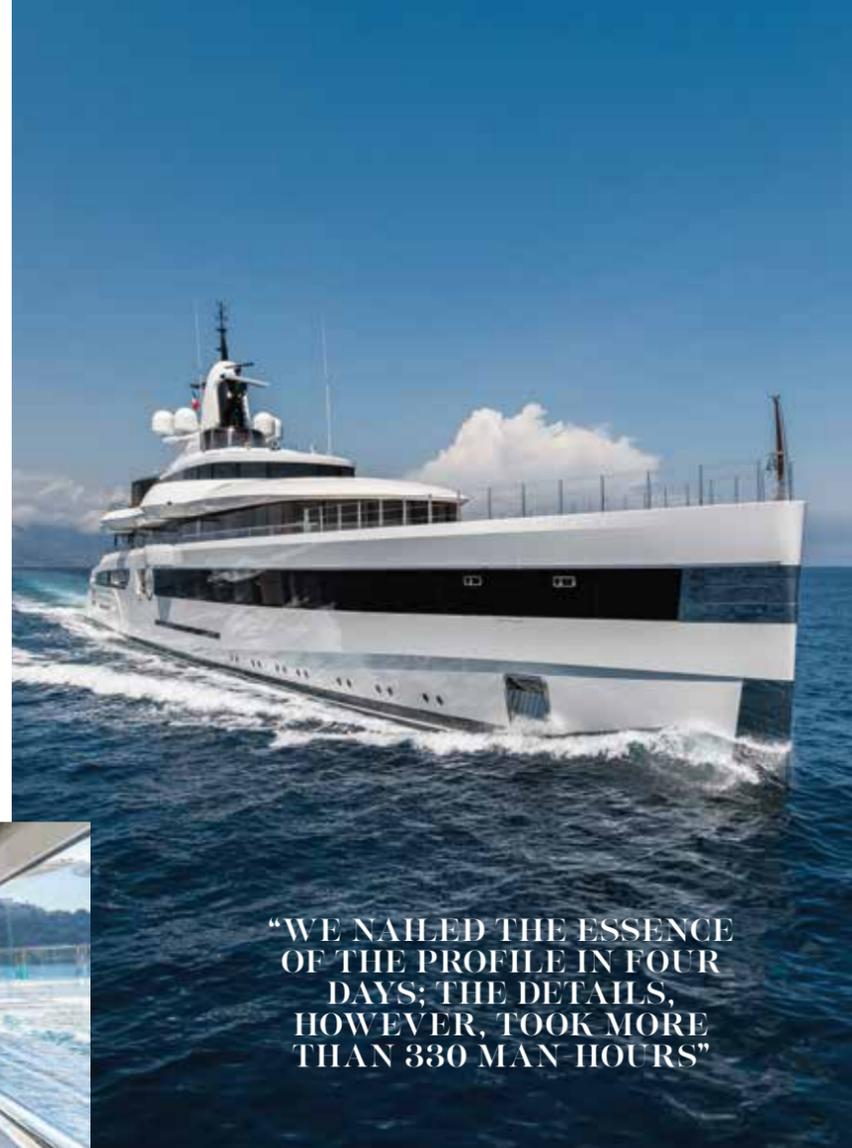
Leach began imagining how a screen almost two decks tall would impact the design. But it wasn't just the theatre. Snyder knew he wanted a plumb bow, and he wanted the pool on the main deck where people could come and go or spend time. He also knew he wanted the opportunity to dine on every deck.





“We knew the requirements for a fully certified helideck for an EC155 were going to have an impact on the design because of the clearance it requires,” Leach says, “but at the same time we didn’t want it to dominate the look or restrict the amount of light coming aboard lower decks.”

Taking the windows on the 273ft Feadship *Savannah* as a styling cue, Leach and the Snyders began working on the GA and profile. “The GA was very important to him,” Leach says. “He is the most tuned-in of all my clients; he considers and inspects everything. He was determined that the crew have really good spaces for working and living, including a full-beam crew gym and the chef’s own herb garden, plus spacious quarters for guests, including VIP suites with private terraces on the main deck.”



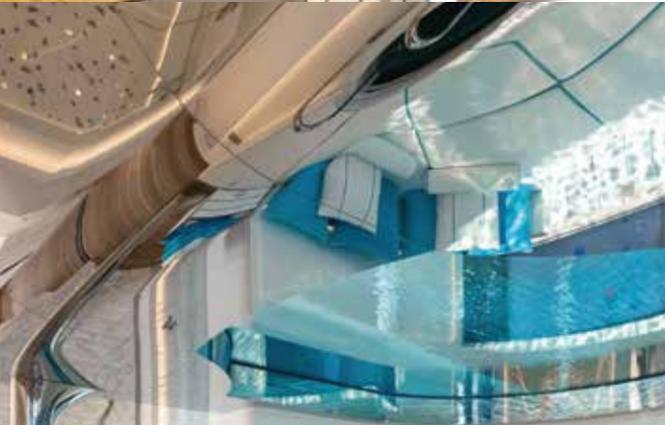
“WE NAILED THE ESSENCE OF THE PROFILE IN FOUR DAYS; THE DETAILS, HOWEVER, TOOK MORE THAN 330 MAN HOURS”

Fitting more tender stowage in the bow created a long look forward, and by dividing the structure of the bridge and gym from the aft helipad, and adding a small observation deck to the central mast and funnel above the bridge, Leach was able to keep the proportions in check and avoid overhangs. “We nailed the essence of the profile in four days; the details, however, took more than 330 man-hours,” he adds.

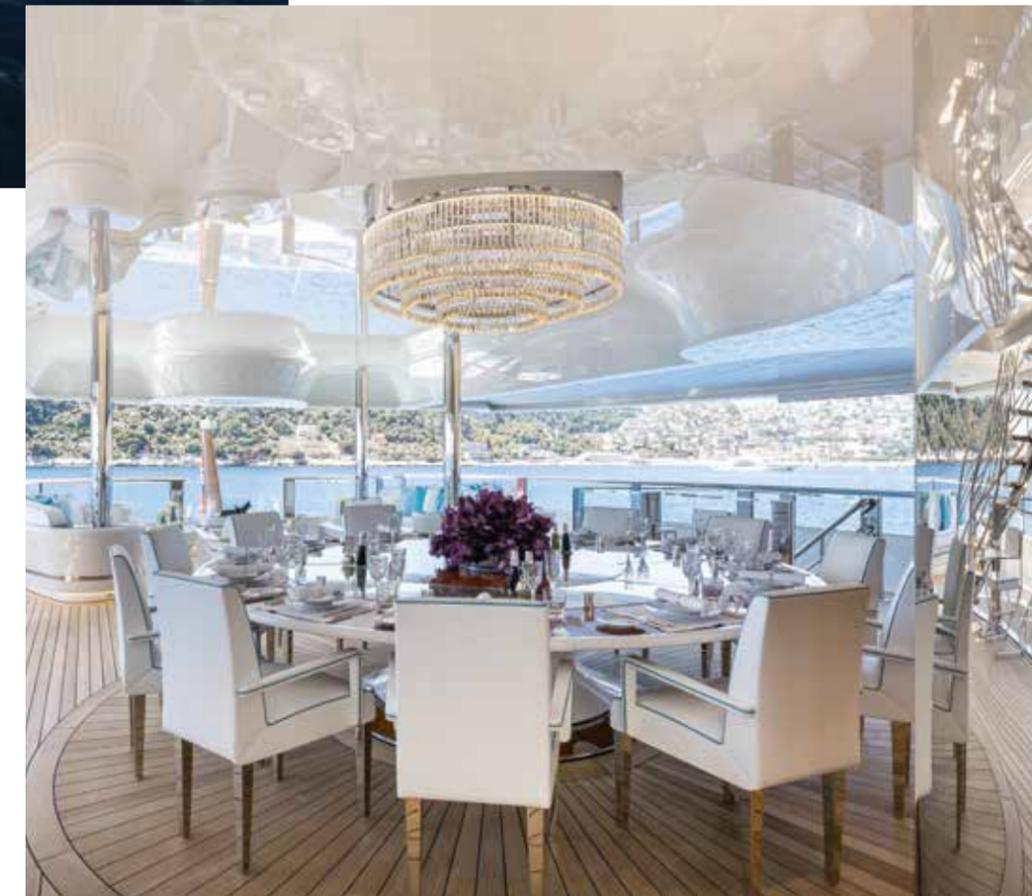
With the profile and GA in hand and Burgess Yachts managing the construction discussions with Feadship – the owner’s choice of builder – the final task was finding an interior designer. Five firms were given the GA and asked to design any space on the yacht.

Pascale Reymond, one of the five designers approached, was delivering *Kismet* at the time. “I thought, I may not have the time to draw something,” she recalls. “I was the last one to present and I was worried that I had only done one small space. It was the theatre. I remember that they were really surprised I chose it. My rendering showed carbon-fiber diamond stitching on the upholstered walls and large chairs and sofas on three levels. We talked and talked all about the dimensions and the requirements for a theatre so technical it could be used for film editing. It was really some job interview.”

Three weeks later, Reymond Langton got the job. Reymond and partner Andrew Langton joined the



Space is well optimized, from side decks wide enough to function as sitting areas to hangout spaces in the shade. Far left: the chilled plunge pool has a view up to the swimming pool above. Right: outdoor dining furniture by Tim Gosling is on the upper deck aft



Ivory, white and silver are the primary colors of the Reymond Langton interior. The onyx floor features glass inlays. Opposite page: the upper deck lounge is less formal than the salon. The furniture slides out of the way and a CGI dance floor is revealed. The table and ottomans are by Based Upon and Feadship



owners aboard the previous *Lady S* in the Exumas – one of the Snyders' favorite places – to understand their tastes and as well as their lifestyle. They found inspiration all around them, and the islands' brilliant white sand and clear turquoise waters informed the new boat's color scheme.

One of the yacht's signature elements, the impressive four-story atrium, also grew out of that meeting. "Originally, it was supposed to be a much smaller stair lobby, but the yacht was becoming so grand that it needed a grand side entrance and a way to connect the interior decks," Reymond says.

It was an idea that worked beautifully with the sort of wasp-waist structure Leach had developed for the exterior. Nipping in the side decks brings light inside but it also makes the side decks livable spaces, to interact with the outdoors and with guests on decks above or below.

When it came to interior concepts, Reymond says, "the sense was contemporary but detailed, like a pretty jewelry box with things to open. [Tanya] wanted the architecture to be light, white joinery, and that is difficult because it does not exist in nature." The wood the Snyders chose was quilted maple, a honey-colored timber that bleaches and stains easily. "I knew that it was special and is used for things like the backs of guitars or decorative boxes," Reymond says. "It is one of the most exotic things we used on board. I didn't know how rare it was until I got into it.

"The root of the design is them," she continues. "It's very personal and very comfortable and not heavy. You feel like you are floating when you come aboard."

There is no better place to experience that sensation than in the windows of the main deck guest staterooms, which are 9ft wide and so deep you can easily sit in them and gaze out at the sea.

Four of the six staterooms can be arranged as two VIPs, with a sliding wall connecting a bedroom and a sitting room that features a fold-out terrace. The sitting rooms contain hidden beds so that they can also be separate cabins. Rather than name or number the guest cabins, a digital panel next to each door welcomes guests by name. You wouldn't want to mar the doors, as they are faced with dramatic inlaid geometric patterns of gleaming laser-cut stainless steel.

The owners' deck features a massive stateroom with his-and-hers bathrooms and dressing rooms, an office and a massage and beauty treatment room. A separate owners' lounge is aft. Windows surround the bedroom, allowing 180-degree views. Feadship CEO Jan-Bart Verkuyl says the glass is the next generation beyond that used for the large windows on the yard's 301ft *Aquarius*, launched in 2016.

Bedside tables fan out from a massive headboard and fade away into the bed frame, which itself seems





to float off the textured Sylka carpet. A pair of sofas by Sinn Living sparkle in Starlight chenille fabric from Donghia. There are fixed terraces off the office and the massage room, and a large terrace in front of their suite overlooking a teak foredeck, which, with installation of carbon-fiber poles and netting, becomes a court for basketball, volleyball, badminton or soccer.

For playtime in the water, there is a 29ft pool and spa pool on the aft main deck. It is raised for safety and so that it does not encroach too much on the beach club below. The Snyders didn't want a teak surround for the pool. Instead, beautiful textured aqua tiles hand-made in Wales surround it. Expansive seating areas flank each side of the pool, and for entertainment a digital high-definition screen pops up from a storage tube below deck and unfolds in seconds to its full 201-inch diagonal size.

Aft of the pool, steps lead down to the beach club: three separate areas facing a large bathing platform/tender arrivals area. To starboard is a lounge with seating, a games table, a wet bar and a big screen television, and a fold-out terrace - it's the ultimate waterfront sports bar. On the centerline, light filtering through the glass bottom of the swimming pool above lights a huge hammam facing a plunge pool and a lounging area. To port, sliding backlit marble walls can enclose a massage room with floor-to-ceiling



glass overlooking a terrace. "When the pool got big enough to accommodate a swim-up bar, we had to recess the hammam and plunge pool below deck level," Verkuyl says. "The engineering at the back end of the yacht with the terraces and opening tender garages is quite complicated."

Adding a gas-fired pizza oven sounds simple enough, but Verkuyl notes that there are three pizza ovens, and that dissipating the heat from a near-950°F oven, even those on aft decks, required special attention, especially as they disappear below the counter at the touch of a button. Other details are equally concealed. Take the bollards used for the stern mooring lines, for example. You don't see them, or the coils of associated



Above: an expansive office is located on the owners' deck, Below right: two of the main deck VIP suites work as sitting rooms or additional bedrooms. Below: white onyx and blue Macauba marble define the bathrooms

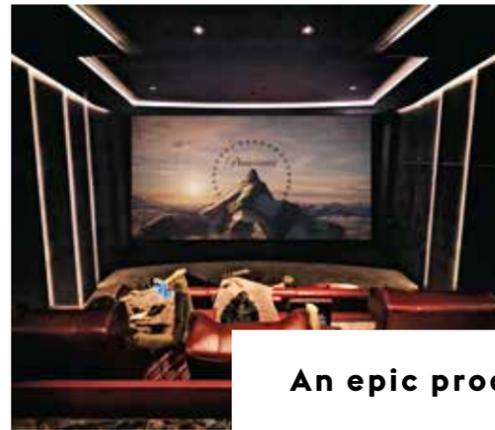


line, because they are hidden beneath sections of the deck that open only when the crew need access. You won't see hinges either, because Snyder and Leach don't like them. The side doors to the balconies, for example, are fitted with a pneumatic seal. When they are released, the doors move out horizontally just enough to clear the superstructure and then slide back on tracks hidden in the tops and bottoms of the doors. Air intake grilles on the side of the yacht are disguised with strips of glass to make them match the rest of the glass wrapping the superstructure. These are the types of owner-driven details that define *Lady S* and result not only from meticulous planning but from the owners' monthly trips to the yard during the build. As an added measure, Hein stepped in as the owner's project manager during the final year of construction.

Among the copious details are a hidden, lit, CGI dance floor in the owners' lounge with a DJ station and RGB lighting system for parties, complete with a disco ball and mirror-faceted side tables to refract the dazzling spotlights. It's all backed up with a 100-inch 8K video monitor.

The Snyders hope to use *Lady S* about three months a year; the rest of the time she will be offered for charter

and many of the details are intended to enhance charter comfort, with such things as sliding-glass windows to enclose aft decks during rain or sudden cool snaps. This, too, has been anticipated: sitting areas with firepits on two levels provide warmth against the cold. It may be a small thing, but combined with the thousands of details on board, there is no doubt *Lady S* is also an adventure in comfort. ▣



An epic production

There are people who enjoy catching a movie, and then there are serious film fans. Owner Dan Snyder is the latter, so *Lady S* is bristling with 4K, and even 8K (the first on a yacht), TV screens – but the pièce de résistance is the IMAX theatre, the only one of its kind afloat. John Cole, of Dvizion Technologies, explains that IMAX films are mixed utilizing proprietary sound programming. Snyder loves the imaging of IMAX and Dolby Atmos sound, so they used both. One hurdle was figuring out how to fit a 19ft x 9ft curved IMAX screen and a projection room with two huge 4K Barco projectors into the yacht. “We had to dig down into the tank deck for the screen and lower seating,” says Jan-Bart Verkuyl, of Feadship. Equipped with a mixing table, the cinema is so quiet that a director could even use it as an editing suite, Cole says. But if it's glorious weather and you'd rather be in the pool, *Lady S* is fitted with a first-of-its-kind 201-inch folding HD screen made by C Seed in Austria that is truly daylight-viewable and waterproof. The 4K screen rises from below the aft main deck and unfolds automatically with its stereo soundbar to its full 15ft x 7ft size in about 30 seconds. Rain and wind sensors near the bridge trigger it to retract if conditions seem unsafe.

The cinema is constructed as a room to dampen engine vibration and ensure no noise from the 22 speakers can escape

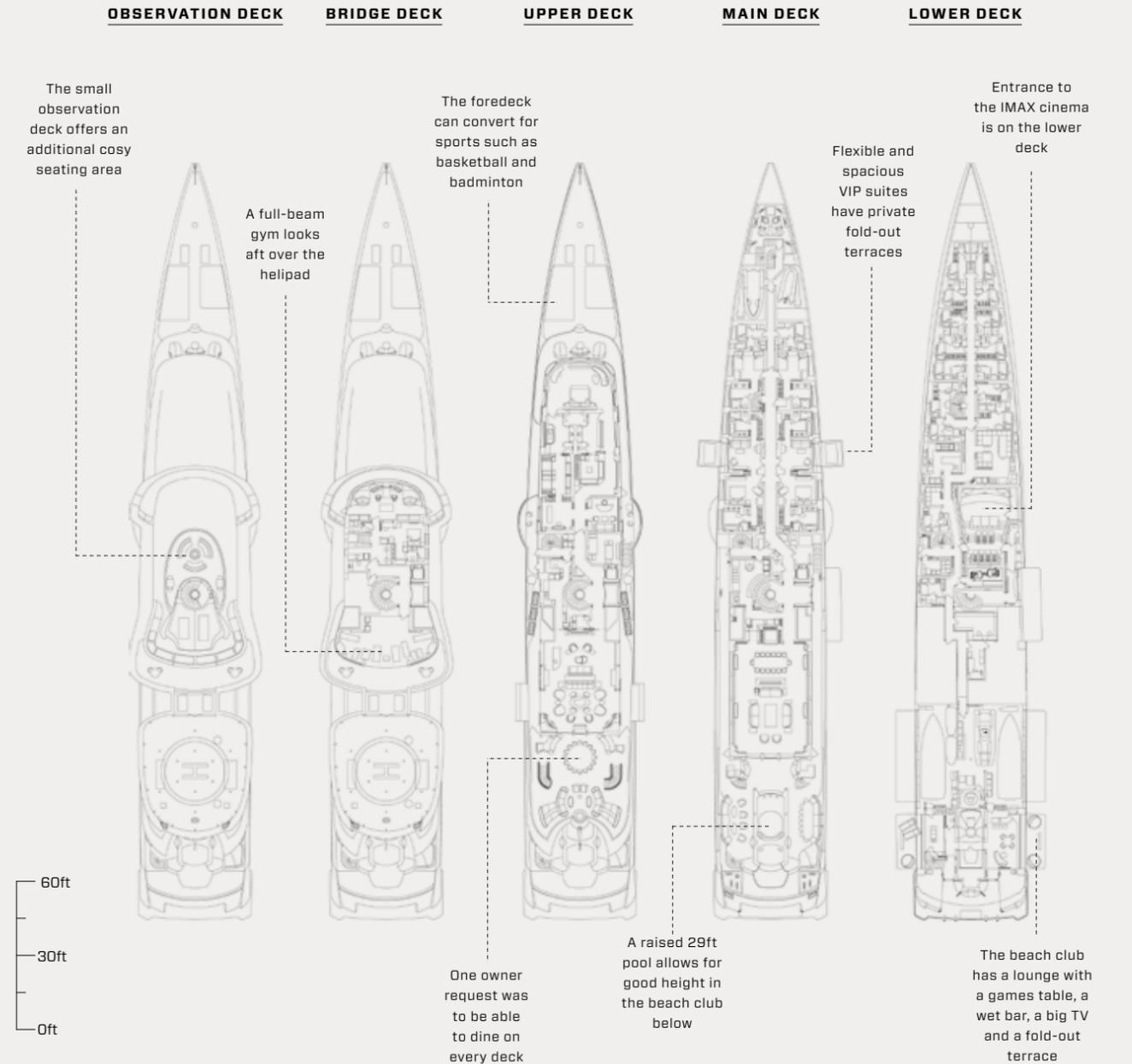


Watch Feadship's 253ft Project 818 leave the shed for the first time
boatint.com/project818

Point your iPhone's camera at the QR code to read more

LADY S

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LOA 305' 1"	Speed max/cruise 17.5/12 knots	Fuel capacity 64,930 gallons	Owners/guests 14	Naval architecture Feadship De Voogt	Builder/year Feadship/2019
LWL 303' 4"	Range at 12 knots 6,500nm	Freshwater capacity 16,331 gallons	Crew 35	Exterior styling Michael Leach Design	Haarlem, the Netherlands
Beam 46' 2"	Generators 3 x MTU 12V 2000 M51A 1,463ekW	Tenders 1 x Tenderworks custom limo; 1 x Tenderworks custom dayboat	Construction Steel hull and aluminum superstructure	Interior design Raymond Langton	t: +31 (0) 23 5247000
Draft (full load) 12' 7"			Classification Lloyd's Register		e: info@feadship.nl
Engines 2 x Caterpillar 3516C					w: feadship.nl