



## Holland America Line Partners with Lincoln Center for the Performing Arts to Present Live Music In New Onboard Venue: Lincoln Center Stage

March 18, 2015

### World-class musicians to be featured at "Lincoln Center Stage"

SEATTLE, March 18, 2015 /PRNewswire/ -- Holland America Line announced today the launch of Lincoln Center Stage, a new onboard live music venue created in an exclusive partnership with Lincoln Center for the Performing Arts — a leader in artistic programming, arts and education and community relations.

Under the exclusive partnership, each Lincoln Center Stage will showcase an ensemble performing chamber music. These world-class musicians will perform multiple programs nightly. On those occasions when guests are enjoying a leisurely day at sea aboard ship, the ensemble also will play afternoon recitals.

"Classical music has been one of the many hallmarks of a Holland America Line cruise, and to partner with an organization as esteemed as Lincoln Center takes our program to an entirely new level," said Orlando Ashford, president of Holland America Line. "We are excited about this opportunity and look forward to bringing the best of this musical genre to our guests."

"Lincoln Center is delighted to partner with Holland America Line, a company that shares a commitment to excellence for its customers," said Jed Bernstein, president of Lincoln Center. "How marvelous that there will be a brand-new setting for wonderful and classic performances."

Lincoln Center Stage will debut on *ms Eurodam* in January 2016 and on *ms Koningsdam* as part of the Music Walk complex and on *ms Oosterdam* in April 2016. Programming on additional ships will be announced at a later date.

### About *ms Koningsdam*

Currently under construction at Fincantieri's Marghera shipyard in Italy, *Koningsdam* represents a new Pinnacle Class of ship for Holland America Line. When it sets sail on its Premier Voyage April 8, 2016, the vessel will debut several innovative concepts and new public venues while still featuring popular amenities guests associate with Holland America Line.

Guests will have the opportunity to enjoy fine dining in several alternative restaurants including Sel de Mer, a new French seafood brasserie; a new immersive farm-to-table dinner experience in the Culinary Arts Center presented by *Food & Wine* magazine; a re-designed casual Lido Market with themed serving stations; a stunning main dining room; and favorites such as Pinnacle Grill, Canaletto Italian restaurant and pan-Asian Tamarind. The ship also will feature Holland America Line's first purpose-built staterooms for families as well as single staterooms among its 1,331 guest accommodations.

Entertainment is taken to a new level with the energetic Music Walk area featuring all genres of music showcased in venues including Lincoln Center Stage performing chamber music nightly; Billboard Onboard where live musicians rock the crowd with chart-topping hits; and the popular B.B. King's Blues Club in the Queen's Lounge bringing the best of Memphis music to sea. World Stage brings 270-degree LED projection to the main showroom, enabling new concepts for showtime performances and immersing the audience in a panorama of sight and sound.

To bring a fresh vision to *Koningsdam*, Holland America Line tapped Adam D. Tihany, one of the world's pre-eminent hospitality designers. Tihany joins distinguished maritime designer and architect Bjorn Storbraaten, who worked with the cruise line on *Eurodam* and *Nieuw Amsterdam*. The two firms will create an interior that blends a fresh, contemporary styling in perfect harmony with the line's renowned classic elegance.

**Editor's note:** Renderings and video are available at <http://www2.cleanpix.com/cleanpix/portal/W1tpt-YdE-Pce>.

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### About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 15 ships offers more than 500 cruises to 415 ports in 98 countries, territories or dependencies. One- to 110-day itineraries visit all seven continents and highlights include Antarctica, South America, Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in spring 2016 from Fincantieri shipyard, as well as a second Pinnacle Class ship due for delivery in November 2018.

Fleetwide, the company features Signature of Excellence enhancements, a commitment totaling more than \$500 million, that showcase the Culinary Arts Center presented by *Food & Wine* magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts provide cooking demonstrations and classes — Explorations Café powered by The New York Times, Digital Workshop powered by Windows, teens-only activity areas and all new stateroom amenities highlighted by flat-panel TVs and plush Euro-top Mariner's Dream Beds.

### About Lincoln Center for the Performing Arts

Lincoln Center for the Performing Arts (LCPA) serves three primary roles: presenter of artistic programming, national leader in arts and education and community relations, and manager of the Lincoln Center campus. A presenter of more than 3,000 free and ticketed events, performances, tours and educational activities annually, LCPA's series include *American Songbook*, *Great Performers*, *Lincoln Center Festival*, *Lincoln Center Out of Doors*,

*Midsummer Night Swing, Mostly Mozart Festival, White Light Festival* and the Emmy Award-winning *Live From Lincoln Center*. As manager of the Lincoln Center campus, LCPA provides support and services for the Lincoln Center complex and the 11 resident organizations. In addition, LCPA led a series of major capital projects, now complete, on behalf of the resident organizations across the campus.

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**CONTACT:**Sally Andrews

**PHONE:** 800-637-5029

**EMAIL:** [pr@hollandamerica.com](mailto:pr@hollandamerica.com)

**CONTACT:**Lincoln Center for the Performing Arts / Eileen McMahon

**PHONE:** 212-875-5391; cell, 917-885-3669

**EMAIL:** [emcmahon@lincolncenter.org](mailto:emcmahon@lincolncenter.org)

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