



## Holland America Line's new *ms Koningsdam* to Showcase The World Stage Concept with 270-Degree Panoramic LED Screens

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### Innovative staging in the main theater brings guests new and unique experiences

SEATTLE, Wash., March 19, 2015 /PRNewswire/ -- On Holland America Line's new *ms Koningsdam*, entertainment meets innovation with a new main theater design that surrounds the audience with a 270-degree LED screen. Breaking from the line's traditionally styled theaters, The World Stage is a flexible space that can have multiple stage configurations, ranging from in-the-round to the more conventional proscenium staging. The theater will initially host five new productions performed in repertory by a cast sourced from around the world.

At two stories high and 250 feet long, the high-definition LED screens will make The World Stage a trend-setting theater at sea capable of showcasing an exciting array of performances and productions. Enhanced by state-of-the-art lighting, projection and sound systems, the screens enable the environment of The World Stage to change throughout the day to present anything the designers can imagine. For example, the room can evolve effortlessly from an Italian palazzo for a concert performance to an imaginary world for innovative production numbers.

"The World Stage on *Koningsdam* will enable us to debut new entertainment concepts to delight our guests with shows they've never seen before," said Orlando Ashford, president of Holland America Line. "Having the flexibility to configure the room into many different and vibrant settings enables us to set new heights for cruise entertainment in this extraordinary theater at sea."

### 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.

For more information about Holland America Line, contact a travel professional or call 1-877-SAIL-HAL (1-877-724-5425) or visit [www.hollandamerica.com](http://www.hollandamerica.com).

**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 Cafe 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.

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