



First Video in 'Conversations with Adam D. Tihany' Series Showcases Holland America Line's *ms Koningsdam* Design Concept

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Tihany shares his vision and inspiration behind the ship's unique design

Seattle, Wash., Feb. 18, 2016 — For its newest vessel *ms Koningsdam*, Holland America Line leveraged the talents of internationally acclaimed hospitality designer Adam D. Tihany to create unique and striking spaces throughout the ship. In a new video series — “Conversations with Adam D. Tihany” — the cruise line gives viewers a glimpse into the vision of the designer and his inspiration behind the ship's interiors.

In the first video, Tihany reveals how the “Architecture of Music” and the curves of particular instruments influenced public spaces on the ship. Viewers will learn how Tihany's vision creates a story that is told through the design and décor of the ship's venues.

“*Koningsdam* interiors are stunning, thanks to Adam's incredible talents, and this video series is an exclusive opportunity to learn how this world-renowned hospitality designer created a vision for our newest ship and brought it to life,” said Orlando Ashford, president of Holland America Line. “We're introducing several new venues on *Koningsdam*, and Adam's signature style of sophistication and innovation is going to create an impressive onboard ambiance for our guests —classic with a modern twist.”

The second video in the series will touch on the design behind *Koningsdam's* culinary venues that include hallmark venues such as the Dining Room, Lido Marketplace and Pinnacle Grill, as well as the new Sel de Mer and Dinner at the Culinary Arts Center. In the final video Tihany will share how the art of design can influence a guest's exploration of new places and emphasizes his design goal of creating a once-in-a-lifetime experience that entices a guest to return.

“The concept behind ‘Architecture of Music’ is not loud, so to speak, but presents opportunity for discovery throughout the ship,” said Tihany. The design on *ms Koningsdam* tells a unique story — one that I love to tell and that I hope will keep guests coming back to experience again and again.

About *ms Koningsdam*

Koningsdam represents a new Pinnacle Class of ship for Holland America Line. The vessel will debut several innovative concepts and new public spaces and venues while still featuring popular amenities guests associate with Holland America Line.

Guests will enjoy fine dining in several alternative restaurants including Sel de Mer, a new French seafood brasserie; a novel immersive farm-to-table concept dinner experience in the Culinary Arts Center, presented by *Food & Wine* magazine; a redesigned 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 and solo travelers among its 1,331 guest accommodations.

Onboard entertainment will be taken to a new level, with the energetic Music Walk area featuring all genres of music showcased in venues including Lincoln Center Stage, offering 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. With the 270-degree LED projection at World Stage, new concepts for show-time performances will immerse the audience in panoramic visual and sound effects.

For more information about Holland America Line and *Koningsdam*, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

Editor's note: Video one can be viewed at koningsdam.hollandamerica.com/story/adam-d-tihany. All videos as they are released are available at cruiseimagelibrary.com/c/qyvq3wud.

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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 13 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge on board at the Culinary Arts Center, presented by Food & Wine magazine; Explorations Café, powered by The New York Times; and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

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