



Second Video in Holland America Line's 'Conversations with Adam D. Tihany' Series Explores *ms Koningsdam*'s Dining Venues

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Leading hospitality designer shares how successful design inspires a sense of discovery

Seattle, Wash., March 10, 2016 — Internationally acclaimed hospitality designer Adam D. Tihany explores *ms Koningsdam*'s dining venues in the second installment of the "Conversations with Adam D. Tihany" video series. The newbuild, due for delivery in April 2016, currently is in the final stages of construction at Fincantieri's Marghera shipyard in Italy.

In addition to venues such as the Queen's Lounge, Lincoln Center Stage and Billboard Onboard, Tihany was responsible for creating a modern and unique ambiance in several of the ship's culinary outlets, including The Dining Room, Pinnacle Grill, Lido Market, Canaletto, Sel de Mer, Grand Dutch Café and Culinary Arts Center, presented by *Food & Wine* magazine.

"Ask any cruiser about the most important elements of their experience, and food is guaranteed to be at the top of the list, so Adam had an important task of creating elegant yet distinct dining venues that complement our cuisine," said Orlando Ashford, president of Holland America Line. "In addition to our hallmark restaurants, we are introducing several new concepts on *Koningsdam*, and Adam's designs beautifully convey 'classic with a modern twist' so that every room looks sensational and has its own personality."

Tihany set out to give *Koningsdam*'s dining venues fresh and contemporary looks by employing powerful architectural elements and furthering his Architecture of Music theme. In The Dining Room, the ship's main restaurant, Tihany's striking designs draw the eyes from floor to ceiling. At Lido Market, a new split-station concept enables guests to circulate differently from a traditional buffet style and creates a market atmosphere.

For Tihany, the most interesting space from a foodie perspective is the Culinary Arts Center, presented by *Food & Wine* magazine, which for the first time will be used as a restaurant for dinner in addition to a demonstration kitchen during the day. Tihany's design allows it to be an interactive restaurant where guests participate in the experience.

"If you want to be successful, you have to make people happy and inspire a sense of discovery," said Tihany. "I don't have a favorite space on *Koningsdam*. My hope is that every space on the ship will become somebody's favorite."

'Conversations with Adam D. Tihany' Video Series

In the first video, Tihany revealed how the "Architecture of Music" and the curves of particular instruments influenced public spaces on the ship. In the third and 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 an experience that entices a guest to return.

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](tel:877-724-5425)) or visit hollandamerica.com.

Editor's note: Video two 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 as 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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