



AIDAprima – Feliks Büttner composes painting for Deck 7

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The lines of the smiling lips, moons and eyes are drawn; vivid yellow, red, blue and green blocks of color have already been applied. The large-scale painting that the Rostock artist Feliks Büttner has exclusively created for the new flagship AIDAprima now stands in the exhibition room of the AIDA partner gallery, AURIGA. The 2.30 x 2.70-meter painting, which will be hung on Deck 7, will form a “narrative wall” as the 74-year-old creator of the famous AIDA lips describes his new work of art.

Alongside the traditional AIDA symbol on the hull of the ship, Feliks Büttner is also involved in the artistic interior design of the new AIDAprima. Just as, over almost two decades, the Rostock painter and graphic artist has accompanied the brand-shaping artistic design of all the AIDA ships.

Feliks Büttner says that the major theme of the new painting is the world of AIDA. All of the motifs relate to adventure-filled vacation on board, and the guests – enjoying themselves, recharging their batteries, traveling and making discoveries. The 2015 work is dominated by the familiar AIDA elements of moon, smiling lips and eyes. The artist says that he has “cut out” the most successful motifs from the many works he has created for AIDA to date, and used them to “compose a new picture” – in the same way that AIDAprima’s new vacation concept as a year-round destination brings together AIDA’s lengthy experience and successful concepts.

Feliks Büttner is laid-back about the spatial separation from the new ship which is currently being built in Nagasaki, Japan. During his many years of working with AIDA Cruises, he has learned to “think in ship categories”. Since the new large-scale painting will in future hang on a slightly curving wall, the canvas is in three sections. This will also make it easier to transport the painting to the shipyard in Japan. However, before it takes its place on Deck 7, it will first be on show at the Rostock Kunsthalle on May 17, 2015. That day will see the opening of a retrospective of his work with the title of “Viermal 75” – to mark his 75th birthday. Considerable space at the show will be devoted to his long-standing collaboration with AIDA Cruises.

In the last few weeks, Feliks Büttner has worked for three to four hours every day at the AURIGA Gallery on his new painting for AIDAprima, so that it’s ready “at the right time”. Now it’s the large-scale details of the work that captivate. As Feliks Büttner explains, the individual visual elements on a “narrative wall” should not be too small. The first guests will be able to savor Feliks Büttner’s new work on Deck 7 from October 1, 2015 when the AIDAprima begins its maiden voyage from Yokohama in Japan. The painting will lead the guests directly to the AIDA art gallery which is immediately adjacent, where more works by this hard-working artist are on show and can be purchased.

Art lovers can already order selected works by Feliks Büttner at the new AIDA online store (www.aida-onlineshop.de). Guests who have booked a vacation cruise can register beforehand for a free art tour (auf www.aida.de/MyAIDA).