



Dutch Masterpieces Head to Sea with Holland America Line's New Rijksmuseum Partnership

January 13, 2016

Program to feature 'museum at sea' with art reproductions, cultural activities and more

Seattle, Wash., Jan. 13, 2016 — Holland America Line is celebrating its Dutch heritage in a new partnership with Rijksmuseum, the most-visited national museum in the Netherlands. Through the collaboration, the "Rijksmuseum at Sea" created by Rijksstudio will be installed on *ms Oosterdam* during its scheduled dry dock in April 2016 and then move fleetwide over the next several years. The line has also become a new sponsor of the Rijksmuseum.

Reproductions of some of the museum's most famous masterpieces will be showcased throughout the ship and a dedicated space onboard will invite guests to explore their own creativity through guided art workshops. Guests will be able to view videos about the museum and its collections on the in-stateroom television, while enrichment programs and presentations by Rijksmuseum staff will be available on select cruises. Guests also will have the opportunity to purchase special branded Rijksmuseum merchandise in the onboard shops.

"Great works of art have always been the centerpiece of our onboard décor, and we're excited that this partnership with Rijksmuseum will add some spectacular reproductions to our collection of more than 1,300 pieces fleetwide," said Orlando Ashford, Holland America Line's president. "Through art, like travel, we see things differently; we open our eyes to the world around us and see things we may never have experienced before."

Rijksmuseum was founded in The Hague, the Netherlands, in 1800 and offers a representation of Dutch art and history, as well as European and Asian art from the Middle Ages to today. Rijksmuseum moved to Amsterdam in 1808 and was first located in the Royal Palace; it moved to its current location in 1885. In 2003, the main museum closed for a 10 year renovation and reopened in April 2013. Today the museum hosts nearly 2.5 million visitors.

"Both Rijksmuseum and Holland America Line are historic brands with proud Dutch heritage. We're grateful that through our new partnership, Holland America guests from around the world will be able to experience our impressive collection at the *Rijksmuseum at Sea, created by Rijksstudio*," said Wim Pijbes, General Director of the Rijksmuseum.

Rijksmuseum has a collection of a million objects dating back to 1200, with 8,000 works currently on display. Guests visiting the museum can see masterpieces by Dutch painters including Rembrandt, Frans Hals, Johannes Vermeer and Jan Steen.

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

Editor's note: Photos are available at <https://www.cruiseimagelibrary.com/c/znyqsnuo>.

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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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