



AIDA's Kissing Lips greet Rostock from roof of AIDA Home

July 21, 2016

AIDA Home office complex receives DGNB Gold certification

Since July 20, 2016, a bright red pair of kissing lips has been greeting Rostock locals and welcoming visitors to the Hanseatic city from the roof of the new AIDA Home office complex in the city harbor. In fact, it's two pairs of kissing lips to be precise: one facing in the direction of the old town, the other towards Warnow-Ufer. Any number of curious people stopped to watch as the corporate logo with its striking kissing lips and the colorful AIDA letters were installed on the roof of the corporate headquarters of the cruise operator, AIDA Cruises. The creator of the famous AIDA kissing lips – which also adorn the bows of all eleven AIDA ships – is the Rostock artist, Felix Büttner.

The logo on top of AIDA Home weighs 110 kilograms and, thanks to state-of-the-art LED technology, can also be seen from far away at night. The AIDA inscription is around five meters long and 1.4 meters high. The kissing lips are 2.6 meters high and 4.9 meters wide. To give you a comparison: the kissing lips on AIDAprima cover a total area of 150 m², a size that exceeds all decorative painting on the AIDA fleet to date.

Furthermore, the plaques displaying the building's Gold certification from the German Sustainable Building Council (DGNB) have also been mounted. Last year the new office complex was already awarded DGNB Silver certification. Because new standards for sustainable building have since come into effect at international level, AIDA Home has now been recertified as Gold. This makes the new office complex one of the most sustainable buildings in Mecklenburg-Vorpommern.

AIDA Home's certification involved the evaluation of a number of criteria including the conservation of natural building materials, renewable primary energy and drinking water, as well as the amount of sealed floor space used, barrier freedom, and heat and noise insulation.

Rostock, July 21, 2016

About AIDA Cruises

AIDA Cruises is one of the fastest growing and most financially successful tourism businesses in Germany. The company employs about 8,000 people from 40 different countries at their corporate offices and on board AIDA ships. AIDA Cruises operates and markets one of the world's most state-of-the-art fleets, currently comprising 11 cruise ships. The ships are operated in compliance with the highest international quality, environmental and safety standards. Three additional ships will be commissioned in the coming years. With its "green cruising" concept, AIDA will be the first cruise line in the world to operate ships entirely with LNG (liquefied natural gas) starting with the new ship generation 2019/2020. www.aida.de