

ART AND
KONINGSDAM



Holland America Line®
SAVOR THE JOURNEY



HISTORY OF HOLLAND AMERICA LINE AND ART PROCURED FOR THE SHIPS

Art has always been an important component across the Holland America Line fleet and traditionally the ships have always been filled with notable art. The art includes many museum quality antiques as well as contemporary art by recognized artists, and in particular on *Koningsdam*, many newcomers. As the caretakers of these pieces we are proud to state that the collection ranks among the largest at sea and is worth many millions of dollars.

WHY THE ART ABOARD *KONINGSDAM* IS MUCH MORE CONTEMPORARY THAN OTHER SHIPS IN OUR FLEET

A new ship allows for more innovation and new features. Our goal was to evolve our classic hallmarks and create a cruise experience for the travelers of tomorrow while keeping true to our brand. Art is a large component of this.

Much of the art curated aboard *Koningsdam* is from emerging artists. Just like visiting a museum, guests will see art objects they will love and some pieces that may inspire thought. One of our goals for procuring art was to create an environment that is in keeping with the overall ship design but also stimulates conversation.

You will also see historic art objects that came from previous HAL ships *Ryndam* and *Statendam*.

SPECIFIC TO *KONINGSDAM*, NATIONALITIES OF ARTISTS REPRESENTED

More than 21 nationalities are represented in *Koningsdam's* artwork. The art was sourced from artists across the world, from the United States and Europe to South Korea. The artists include American, Argentinian, Australian, Brazilian, British, Czech, Canadian, Danish, Dutch, Filipina, French, German, Israeli, Italian, Japanese, Norwegian, Portuguese, Romanian, South Korean, Spanish and Swiss.

BASIS FOR PROCUREMENT

To highlight *Koningsdam's* focus on entertainment, the criteria for procurement of art was music and performance. Much of the work features themes of music, dance and movement from whimsical to surreal, still life and more.

ART FEATURED ACROSS THE FLEET

A hallmark aboard all ships is paintings of Holland America Line ships by maritime artist Stephen Card. The paintings are located in the Staircases, Captain's Corner of the Crow's Nest and Lido depending on the ship. Specific to *Koningsdam*, there are two Stephen Card paintings located in the Captain's Corner, Crow's Nest.

At the Lido Pool, midship, on ships built before 2006, there is a sculpture by Susanna Holt of dolphins, penguins or bears. And aboard *Eurodam* and *Nieuw Amsterdam* there is a water sculpture designed by Bjorn Storbraaten. The Pinnacle Class ships in the fleet, *Koningsdam* and *Nieuw Statendam*, and feature a huge movie screen where outdoor movies are shown rather than a sculpture at the Lido pool.

TOTAL PIECES OF ART ONBOARD AND CURATORS

1,920 total pieces were procured (1,800 by YSA DESIGN which includes all art in staterooms and 120 by ArtLink)

- Forward Stairs - Portraits (YSA DESIGN)
- Mid Stairs - Music (YSA DESIGN)
- Aft Stairs - Surreal (YSA DESIGN)
- Cabins and Corridors (YSA DESIGN)
- Public areas and large-scale sculptures (Artlink)
- Spa, Tamarind, Observation Lounge, Neptune Lounge, Seaview Pool, Teens & Kids (YSA DESIGN)

TOTAL SPENT ON ART

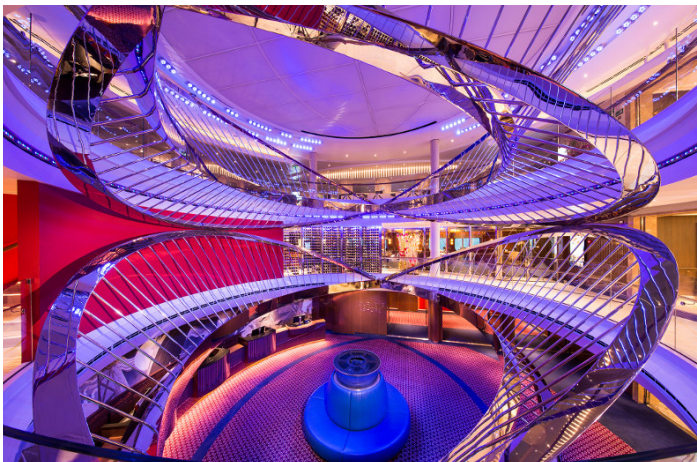
Procured art is valued at \$4.1 million. Range of value of each art piece is \$500 to \$600,000.

TYPES OF ART OBJECTS ARE ONBOARD

- Photography
- Painting
- Mixed media
- Illustration
- Prints
- Sculpture

LARGEST SCULPTURE

The largest sculpture is Harps, a 7.5-ton atrium stainless steel sculpture, which spans three decks and was produced and designed by ArtLink based on a concept by Tihany Design. Cost was \$600,000.



DETAILS OF THE CRYSTAL GLOBE (DECK 3 MID-SHIP ELEVATOR)

This is a custom piece made for *Koningsdam* by Dutch design group Studio Job using Swarovski crystals which is valued at \$100,000.

ARTISTS THAT WORKED ON SITE

Three artists were brought on site to complete their work—Jason Krugman and Peter Gentenaar were both brought on board to complete installation of their multi-deck sculptures, while Sandra Spannan actually produced her mural and glass works in the contractor's workshop, using materials cut specifically to size.

STORY BEHIND THE CURVING TULIP MURAL ON DECK 3

The two large-scale tulip works behind the reception on Deck 3 are works by a Netherlands-based artist who was specially commissioned to photograph Holland America Line's Signature Tulip. This unique flower only blooms for a couple of weeks every year, so ArtLink's team traveled to the Netherlands to collect the flowers directly from the only grower in the world of the Signature Tulip and make sure they arrive at the photographer's studio in time.

TOP THREE COUNTRIES THAT ART OBJECTS WERE SOURCED FROM

The Netherlands, USA and UK.

THE NETHERLANDS - The selection features work from many Dutch artists, most notably Peter Gentenaar, whose work was recently exhibited at the Louvre. Gentenaar's sculpture spans across two decks of the main dining room. Other Dutch artists include:

- Paco Raphae (three Bambi pieces)
- Bouke de Vries (Fragmented Vases 4 & 5)
- Richard Brocken (Cello series)
- Lisandro Suriel (The Living Room 1 & 2, in the Photo Gallery)
- Han Huisman (Gymnopedies-I, in the Explorer's Bar)
- Zdenek Sindelar (Holland America Tulips, Deck 3 reception mural)

UK- Several artists from the UK, including the up and coming Miss Aniela, whose photographs are displayed in the photo gallery.

Sampling of other UK artists includes:

- Miss Bugs (Die Old, Live Slow made with car toys)
- Ed Fairbur (Portraits on city maps)
- Damilola Odusoterom (gold plated deconstructed sneaker sculpture)
- Nicholas Gentry (Portraits made of floppy discs)

USA - The selection features over 10 American artists. Jason Krugman and Sandra Spannan are both New York-based artists who have contributed some of the ship's largest works. Spannan created the murals and eglomise glass walls at the Pinnacle Grill restaurant and Krugman's work "Quad Helix" is the 6-meter light sculpture in the Queen's Lounge.

Sampling of other USA artists includes:

- Michael Mapes (deconstructed Dutch Masters)
- Craig Alan (Looking over Shoulder and Audrey Hepburn made up of little figures)
- Thomas Barbey (Piano piece, Striking a Chord, Docking in Madam's Butterfly)
- Todd Sabelli (Fosteriana Tulip #1 & Parrot Tulip, Deck 3 reception)
- Josephine Cardin (Bailaora I & II, Ocean Bar)

GERMAN ARTISTS REPRESENTED

Examples include:

- Georgi Tchkhaidze (David Bowie)
- Kai Schäfer (Are you Experienced - Jimi Hendrix)
- Sandra Spannan, though based in New York, she is a German artist

AUSTRALIAN ARTISTS REPRESENTED

Examples include:

- Guy Whitby (4 portraits of rock and Hollywood stars)
- Loui Jover (Dancer series)

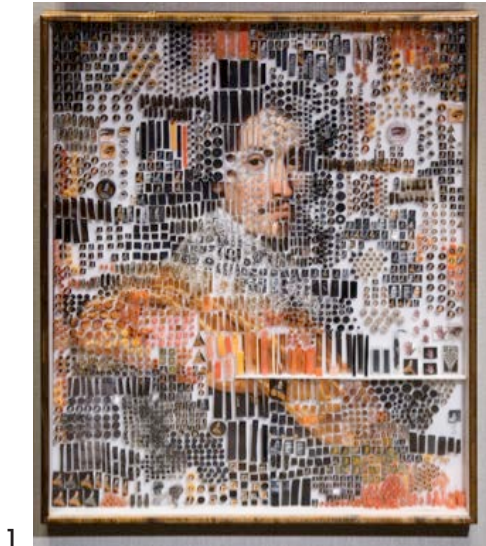
SAMPLING OF OTHER ARTISTS

- Alexandre Bordereau from France (Three pieces: Sphere 4,5 & 9)
- Pil-Hyun Park from Korea (Digital Planet and Life of Journey surreal pieces)
- Caras Ionut from Romania (Traveller, Water World Girl and End of the Show II)
- Livia Firmani from Chile (Nomad Patterns - melting blue & white milk creamer)
- Ximo Gascón from Spain (Lady III series)
- Per Didrik Waerner from Norway
- Bence Bakonyi from Hungary (Floating No. 1 & 2)
- Ingrid Bugge from Denmark (A Folk Tale & La Bayadère, Ocean Bar)
- Seung mo Park from Korea (Contrabass, Music Walk)
- Shin Chi Hyun from Korea (Human & Chicken from the Penetrate Series, Culinary Blvd and Music Walk)
- Kim Kyoung Soo from Korea (Excerpts from the Full moon story series, in the photo gallery)
- Martha Rieger from Israel (Emergence, ceramic works at Deck 3 reception)
- Luis Rocha dos Reis from Portugal (Two works from the Lisbon Ballerina Project, Ocean Bar)
- Ji Yen Lee from Korea (Gravity #1 & #3 and Gloomy Sunday, Deck 2 plaza)
- Vasille Troian (Antic Obsession, in the Music Walk)

DESIGNERS OF PINNACLE-CLASS SHIPS *KONINGS DAM AND NIEUW STATENDAM?*

There were two—Designer Adam D. Tihany and architect and designer Bjørn Storbraaten.

EXAMPLES OF
TWO-DIMENSIONAL ART
AND SCULPTURE



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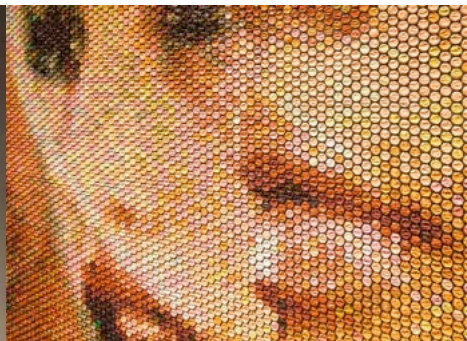
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1
Young Dutch Officer
by Michael Mapes computer
(USA) - Mixed media

2
Factory by Nick Gentry (UK)
- Oil paint & used disks on wood



3



3
Untitled by Bradley Hart
(Canada) - Paint injected
bubble wrap

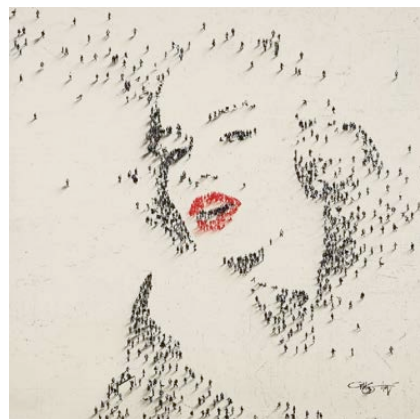
4
Bambi Series by Paco Raphae
(The Netherlands)



4

5
Looking Over Shoulder
by Craig Alan (USA) -
Mixed media

6
Paris Map with Portrait
by Ed Fairburn (UK) -
Illustration



5



6

7

Die Old, Live Slow (1 of 2 pieces)
by Miss Bugs (UK) - Silkscreen,
aerosol, toy cars float cast in resin
on wood and aluminum



7

8

Piano Peace by Thomas Barbey
(USA) - Black and white
photomontage

9

Life of Journey by Pil-Hyun Park
(Korea) - Mixed media

10

Full Moon Story by Kim Kyoung
Soo (Korea) - C-print on
photo paper



8



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11

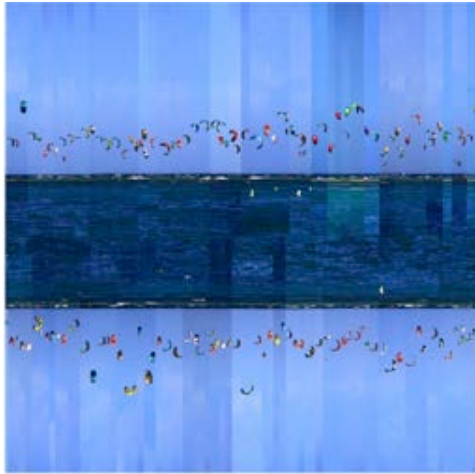
A Folk Tale by Ingrid Bugge
(Denmark) - Pigment print on
Hahnemüle photo rag ultra
smooth paper



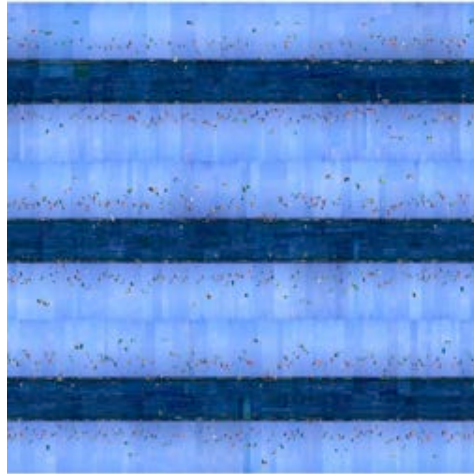
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Gravity #1

13

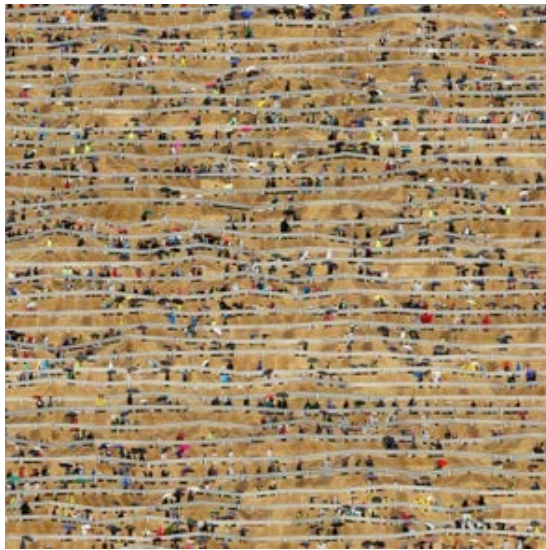
Gravity #3

14

Gloomy Sunday by Ji Yen Lee
(Korea) - Digital photo collage

15

Somewhere in Between by
Alexandra Hager (Austria) -
Hahnemüle fine art print



14



15

16
The Living Room 1 & 2 by
Lisandro Surriel (Netherlands) -
Satin print



17
Portrait with Pigeon & Poultry

18
Melchoir's Medley, from
Surreal Fashion by Miss Aniela
(UK) - Giclée print on
Hahnemüle photo rag paper

19
Harps, 3-story, 7.5 ton steel
sculpture in Atrium. Concept by
Tihany Design (USA), design and
execution by ArtLink.

16



17

18



19



20



21

20
Globe by Studio Job
(Netherlands) - Swarovski
crystals

21
Contrabass near Musicwalk
by Seong mo Park (Korea) -
Aluminum wire

22
Wings of the Pharaoh, 2-story
sculpture in Main Dining
Room by Peter Gentenaar
(Netherlands) with detail -
Handmade cast paper,
Belgian linen and bamboo

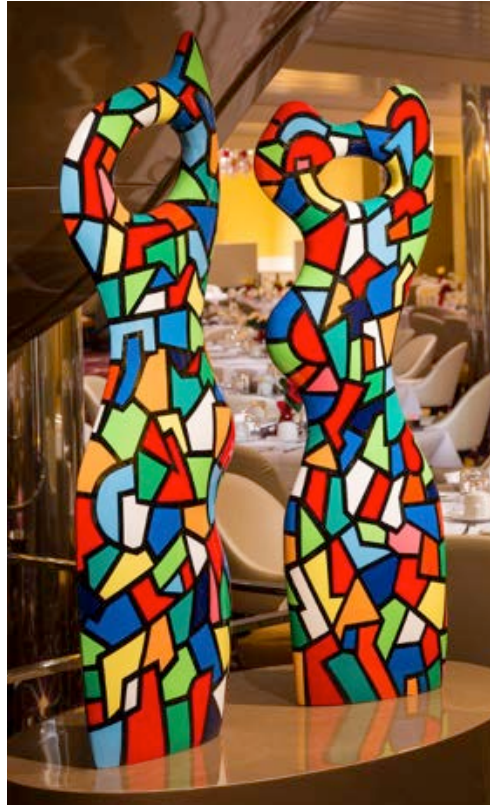


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23

Mediterranean Lady and Gentleman by Choi Sungchul (Korea) - Painted aluminum casting



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Antic Obsession by Vasilie Troian (US) - Iron, paper-macerate and aluminium



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Athletic Shoe by Damilola Odusote (UK) - cast



25

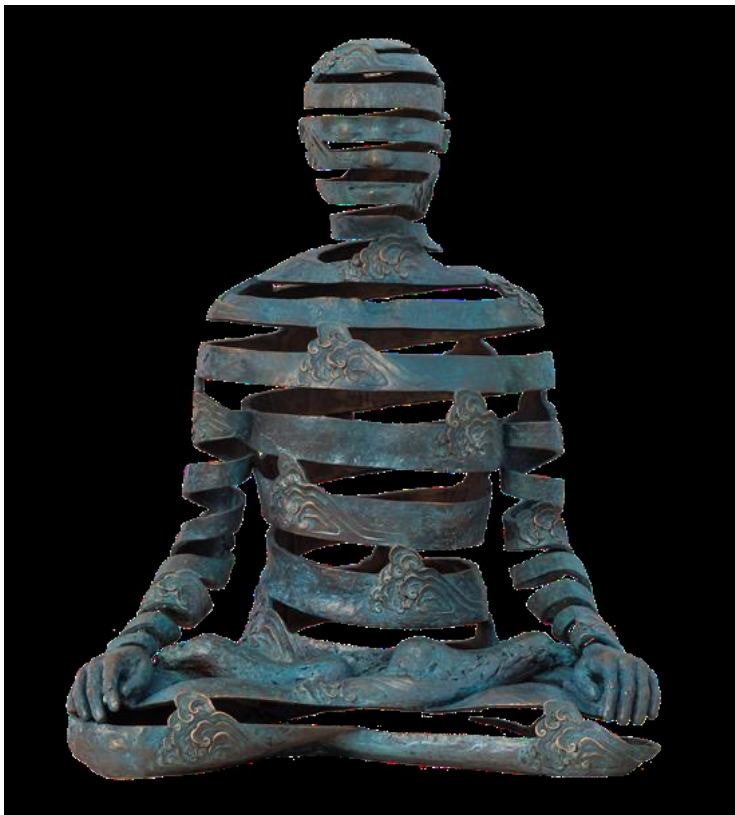


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27
Penetrate-Human by
Shin Chi Hyun (Korea) -
Powder coated bronze



28

28
Ebb & Flow near Tamarind by
Sukhi Barber (UK)