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EXPLORA JOURNEYS ANNOUNCES NEW ART COLLECTION AND IMMERSIVE ART EXPERIENCES ON BOARD EXPLORA I



Geneva, Switzerland, 15 July 2024 – Explora Journeys, the luxury lifestyle ocean travel brand of the MSC Group, is delighted to unveil a newly curated art collection and immersive art experiences on board EXPLORA I, including a collection of rare limited-edition screenprints and lithographs by Andy Warhol and Roy Lichtenstein as well as an original acrylic and silkscreen on canvas by Andy Warhol. This new exhibition perfectly complements the permanent art collection of fine art and sculptures, offering an inspiring and immersive journey for guests on board.

Curated Artistry: A Serene State of Mind

Every piece of the permanent art collection on board EXPLORA I has been meticulously chosen by the owner's family to embody this serene state, providing guests with an immersive art experience. The art selection on board the ship features a blend of renowned and emerging artists, alongside master artisans, enhancing every space from suites to restaurants, passing areas, lounges, and the lobby.

Guests can find commissioned limited edition prints in the suites and corridors, while abstract three-dimensional paper wall reliefs and specially commissioned paintings adorn the restaurants. These artworks showcase the owner's family's commitment to aesthetics and elevating the onboard experience. Sculptural masterpieces by Yves Dana in the lobby serve as focal point, seamlessly integrating with the ship's unique design. For the public areas on deck five, Explora Journeys has acquired Yinka Shonibare's extraordinary and important British Library collections (Philanthropists, 2021; Activists, 2021; Actors, 2020; Female Artists, 2020; Writers, 2019). British-Nigerian artist Yinka Shonibare CBE exhibits his work across the



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globe and currently has pieces in (among others) the Tate, the Victoria and Albert Museum in London, MOMA in New York, the Perez Art Museum Miami, the National Museum of African Art at the Smithsonian in Washington DC and Moderna Museet in Stockholm.

Koray Savas, Vice President Hotel Operations Explora Journeys said, *“Art has always been one of the main focal points of the guest experience on board our ships. The carefully curated art selection features a blend of renowned and emerging artists, alongside master artisans, creating an immersive art experience for guests throughout their journey. From the suites to the restaurants, and from the public areas to the lounges and lobby, the artworks enhance every space, ensuring that each guest’s experience is enriched with beauty and inspiration.”*

Iconic Pop Art at the Galleria d’Arte on board EXPLORA I

Galleria d’Arte now features a privately-owned collection of limited-edition prints from two legendary pop art masters: Andy Warhol and Roy Lichtenstein. Guests will have the unique opportunity to view some of the most iconic and influential works by these world-renowned artists. Furthermore, expert art luminaries and hosts will be able to guide guests through these legendary artworks, elevating the art experience on board.

The installation debuted on 19 June 2024 in Barcelona, Spain, and will remain on board until spring 2025.

Pop Art exhibition highlights:

Roy Lichtenstein

1. Brushstroke, 1965 (Screenprint on heavy, white wove paper)
2. I Love Liberty, 1982 (Screenprint on heavy, white wove paper)
3. Bull Profile Series, 1973 – 6 Prints (Complete portfolio of 6 lithographs, with screenprint and line-cut on Arjomari paper)
4. Blue Floor, 1990 (Lithograph, woodcut and screenprint on paper technologies, inc. museum board)
5. As I Opened Fire, 1966 (3 offset lithographs in colour on wove paper)

Andy Warhol

1. *Campbell’s Soup I, 1968 - 8 Prints (Screenprint in colour on paper)*
 - o Black Bean
 - o Tomato
 - o Onion made with Beef Stock
 - o Beef with Vegetables and Barley
 - o Green Pea
 - o Pepper Pot
 - o Consomme (beef) gelatin added
 - o Cream of Mushroom
2. *Campbell’s Soup II, 1969 – 3 Prints (Screenprint in colour on paper)*
 - o Old Fashioned Vegetable Made with Beef Stock
 - o Tomato Beef Noodle O's
 - o Cheddar Cheese



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3. Superman, 1981 (Screenprint on Lenox Museum Board)
4. Apple, 1985 (Screenprint on Lenox Museum Board)
5. Moonwalk, 1987 (Screenprint on Lenox Museum Board)
6. Campbell's Soup Box: Chicken Rice, 1986 (Acrylic and silkscreen on canvas)

-ENDS-

About Explora Journeys

Explora Journeys is the privately-owned luxury lifestyle brand of the MSC Group, headquartered in Geneva, Switzerland, created at the heart of Swiss luxury hospitality. The brand stems from the long-held vision to redefine the ocean experience for a new generation of discerning luxury travellers, drawing on the Aponte family's 300 years of maritime heritage. The brand's aspiration is to create a unique 'Ocean State of Mind' by connecting guests with the sea, with themselves, and like-minded others, while remarkable itineraries blend renowned destinations with lesser-travelled ports, for a journey that inspires discovery in all its forms.

A fleet of six luxury ships will be launched from 2023 to 2028, starting with EXPLORA I's delivery that took place on 24 July 2023. Equipped with the latest environmental and marine technologies, Explora Journeys introduces a new style of transformative ocean travel. EXPLORA I offers 461 oceanfront suites, penthouses and residences designed to be 'Homes at Sea' for guests, all with sweeping ocean views, private terrace, a choice of eleven distinct culinary experiences across six vibrant restaurants plus in-suite dining, Chef's Kitchen, twelve bars and lounges (eight indoor and four outdoor), four swimming pools, extensive outdoor decks with 64 private cabanas, wellness facilities, and refined entertainment. Inspired by the company's European heritage, Explora Journeys will provide guests with an immersive ocean experience and respectful and intuitive hospitality.

EXPLORA II has just successfully passed her sea trials and will come into service in 2024. EXPLORA III will come into service in 2026 and EXPLORA IV in 2027 with both ships being LNG-powered. EXPLORA V and EXPLORA VI will enter service in 2027 and 2028, respectively.

To learn more about Explora Journeys, visit explorajourneys.com or follow us on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).