



GENTING CRUISE LINES CELEBRATES FLOAT OUT OF DREAM CRUISES' NEW SHIP, WORLD DREAM, IN GERMANY

"A Tale of Two Dreams" - New hull artwork by renowned artist Jacky Tsai unveiled



Hong Kong, 30 August 2017 – Genting Cruise Lines celebrated the float out of its newest cruise ship, Dream Cruises' World Dream, on Saturday, 26 August at the Meyer Werft shipyard in Papenburg, Germany. This milestone also marked the unveiling of World Dream's new hull artwork by renowned London-based, Shanghainese artist, Jacky Tsai. Entitled "A Tale of Two Dreams", the visual narrative will play upon the age old themes of pure love and harmony.

The float out of World Dream is an important step in the construction process of the new ship as it symbolizes the official "launch" of the vessel, where it leaves dry land and becomes waterborne for the first time.

"Genting Cruise Lines is extremely proud to commemorate the float out of World Dream, the newest member of our family, for Dream Cruises, "Asia's Luxury Cruise Line," said Mr Kent Zhu, President of Genting Cruise Lines. "Well on her way to completion, World Dream will effectively double Dream Cruises' capacity in the Asia Pacific to cater to the high-end and fly/cruise markets in the region with even more enhanced facilities and amenities."



World Dream floats out at Meyer Werft in Papenburg, Germany

The float out also served as the first introduction to the public of the colourful new hull artwork that adorns the exterior of the vessel.

“Dream Cruises is excited to have Jacky Tsai return to continue the story he began on *Genting Dream*,” said Mr Thatcher Brown, President of Dream Cruises. “Tsai’s distinctive artwork skilfully blends Asian and Western influences together to create a truly iconic visual statement that encapsulate our brand’s ethos – Asian at heart, international in spirit.”

Mr Tsai had already distinguished himself by providing the artwork for Dream Cruises’ inaugural ship, *Genting Dream*, with the epic love story between a mermaid and an astronaut gracing the hull of the vessel – a grand “canvas” to depict the “Voyage of a Lover’s Dream”.

On *World Dream*, Mr Tsai will conclude this tale while introducing brand new characters to create a new masterpiece of truly oceanic proportions.

“Where *Genting Dream* told the tale of a romantic love between an astronaut and a mermaid, the artwork for the new ship, *World Dream*, is about a stronger, purer love of family and everlasting friendships,” said Jacky Tsai.

The story unfolds on the starboard side of *World Dream* with the main character, the Captain of the ship, looking through his telescope at Chang’e, the Chinese fairy, who is surrounded by whimsical elements as she floats through the air. In the background, the Mermaid and the Astronaut are seen in silhouette on the moon as they hold hands and fly away into the distance. On the port side of the ship, the Mermaid and the Astronaut, hand in hand, are rendered more fully in dazzling colour to bring to a close this compelling love story.

Following the float out, *World Dream* will then travel next month across the river Ems to the North Sea before going on her most-awaited journey to Asia.

World Dream is scheduled to make her debut in Asia with dual homeports out of Hong Kong and Guangzhou (Nansha).

To hear from Jacky Tsai about *World Dream* and his artistic vision, please visit: <https://youtu.be/OFayg9hmSgs>.



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For more information about Dream Cruises, please visit www.dreamcruiseline.com; like us at www.facebook.com/DreamCruisesHQ and follow us at www.weibo.com/dreamcruises.



New hull artwork on the port side of World Dream



New hull artwork on the starboard side of World Dream

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Photo link: <https://goo.gl/nFmKa7>



About Dream Cruises

Genting Hong Kong brings over 20 years' of Asian cruise industry experience together with internationally-acclaimed luxury cruise expertise in creating its new cruise line – Dream Cruises.

With a heritage of international and regional cruise expertise embedded in its DNA, Dream Cruises is the first-ever Asian luxury cruise line and caters specifically to the large and rapidly growing high-end market in China and Asia.

Dream Cruises aims to be a pacesetter in the cruise industry in the region, meeting the needs of the 'emerging generation' of confident, independently-minded and affluent Asian travellers. Dream Cruises offers inspirational luxury, which is Asian at heart and international in spirit.

Purpose-built for the China and Asia market, World Dream is the second new ship of the Dream Cruises' fleet, making her debut in November 2017 following the launch of her sister-ship Genting Dream in November 2016.

About World Dream

The 18-deck, 151,300 ton World Dream was designed from the onset for an international cruise experience with authentic Asian characteristics. World Dream offers guests the highest levels of service and spacious comfort in the region with accommodations reflecting both size and choice for travellers with over 70 per cent of staterooms featuring private balconies and over 100 connecting rooms catering to extended families and groups. Two floors of lavish suites in the exclusive Dream Palace will feature European butler service and special guest privileges.

With the finest Asian and international dining, exceptional service, enthralling entertainment and inspirational experiences, World Dream aims to redefine vacation travel with a transformational journey at sea.

About Genting Cruise Lines

Genting Cruise Lines is a division of Genting Hong Kong comprising of three distinct cruise brands - Star Cruises, Dream Cruises and Crystal Cruises - providing a range of products from contemporary cruises to ultra-luxurious vacation experiences spanning the sea to air.

Established in 1993, Star Cruises is the pioneer in the Asia Pacific cruise industry currently with a fleet of six ships catering to the contemporary market segment. As "The Most Popular Cruise Line in Asia", Star Cruises will further expand its footprint in the region with the delivery of two new "Global Class" ships, each measuring 201,000 gross tons, in 2020 and 2021.

"Asia's Luxury Cruise Line", Dream Cruises delivers the highest level of guest service and spacious comfort in the region via newly launched Genting Dream (November 2016) and the upcoming World Dream (late 2017). Developed for the high-end consumers in China and Asia, Dream Cruises will provide passengers with more choice, comfort and value to create a perfect dream voyage.



DREAM CRUISES

Crystal Cruises is "The World's Most Awarded Luxury Cruise Line", having earned more "World's Best" awards than any other cruise line, hotel, or resort in history. Recently, Crystal has embarked on a significant brand expansion introducing two new classes of cruising - Crystal Yacht Cruises and Crystal River Cruises - and reaching new heights with Crystal Luxury Air and Crystal AirCruises.