



SWAN HELLENIC: PRESS RELEASE (30 November 2020)

The Swan Hellenic world that takes you to see what others don't

Iconic cultural expedition cruise pioneer reveals the elegant world of its Vega Class ships in a virtual tour video by designers Tillberg Design of Sweden

Nicosia, Today, Monday 30 November 2020, Swan Hellenic and Tillberg Design of Sweden released a virtual tour video unveiling what the adventurous and creative-minded can look forward to in its five-star cultural expedition cruise ships currently being built at Helsinki Shipyard.

The video takes viewers through the ship as they would when returning from an expedition by zodiac, which is how the video starts. So, the first thing you see aboard is the concierge-service Basecamp changing room, where guests are assisted to leave their expedition outfits for cleaning and sanitising to prevent biological cross-contamination. But it's also a place to socialise over coffee before and after expeditions, relaxing in a signature décor of airy natural textures and tones.

Making your way through the spacious reception with its bold clean lines, you enter the vortex of light that is the main staircase, the sunlight filtering through geometric wooden slat walls.

Reaching the Swan Restaurant with its varied seating choices and dramatic picture windows, you enjoy the same thematic abundance of wood and warm natural materials. Only there's a trick up the sleeve, with lighting and table furnishing changes that transform its daytime rich casual comfort into a sophisticated evening dining venue.

The Observation Lounge – the heart of the ship – is your next stop and a complete contrast, with chrome and massive picture windows that make the plush sofas and easy chairs feel both inside and outside at the same time. Offering a variety of different seating spaces, including cosy niche indoor and outdoor areas, this lounge also features a large LED screen for lectures as well as a piano and pop-up screens for entertainment and multiple other uses.

Pausing in the Club Lounge, with its round-the-clock sophisticated food, varied intimate seating and holographic fireplace surrounded by panoramic views, the tour then takes you to explore the outdoor Pool Bar and Grill. Here you see the heated infinity pool and extensive outside decks that allow Swan Hellenic cultural expedition cruisers to truly immerse themselves in the inspiring landscapes they visit.

Next it's off to the astonishing panoramic sauna and outdoor hot tub, where you can sweat it out to arctic views after an indulgent massage. After which it's time to discover the understated elegance of your Balcony Stateroom or Suite, a modern medley of pastel colours, natural textures, hi-tech entertainment and multiple lighting options for every mood, set off by a holographic fireplace to warm the atmosphere.

With Swan Hellenic's first ship Minerva arriving in November 2021, and a whole array of exceptional itineraries attracting strong bookings for the return of the original name in cultural expedition cruising, the virtual tour video now on the Swan Hellenic website is the perfect start to an unforgettable journey of discovery. As you watch it, you can easily imagine yourself on SH Minerva's extraordinary Antarctic polar solar eclipse maiden cruise.

Fredrik Johansson MA, Tillberg Partner and Executive Project Director, observed: "Defining a new generation of expedition ships for the legendary Swan Hellenic has been incredibly inspiring and rewarding for us. We are humbled by the trust and confidence that has been placed in us throughout the design process, working closely with a team that has a very clear vision for its iconic brand but which also gave us the creative freedom of a blank slate."

Tillberg Cruise Newbuild Director Iina Forsblom explained: "The keynotes of the Scandi-design interiors we have created are sophisticated elegance and comfort, while never forgetting that with Swan Hellenic the focus is always on the extraordinary views outside. So we have conceived all the interiors to create a seamless connection with the outside world".

Swan Hellenic CEO Andrea Zito commented: "We're delighted with the way these designs have come together, creating unique experiences that honour Swan Hellenic's cultural expedition heritage while bringing it bang up to date — in comfort, services and above all vision, transforming the inward-looking paradigm of classic cruise ships into a world of casual comfort and elegance that looks outwards to see what others don't."

Renderings factsheet and video for download

https://swanhellenic.filecamp.com/s/Swan_Hellenic_PR/fo

About Swan Hellenic

Swan Hellenic was relaunched in September 2020 to proudly continue the spirit of cultural expedition cruising the company had pioneered in the 1950s. Building on its British roots, the new company has a global cultural cruising outlook dedicated to providing guests with the opportunity to 'see what others don't'.

Two new 5-star polar PC5 ice-class expedition cruise ships arriving in November 2021 and April 2022 will each accommodate 152 guests in 76 spacious cabins and suites, the majority with large balconies. A larger P6 ice-class vessel accommodating 192 guests in 96 cabins and suites in the same distinctive comfort and style as its sister ships will be arriving year-end 2022.

Dedicated to guests with a passion for adventure and cultural exploration, the company's meticulously planned itineraries explore the wild landscapes, wildlife, peoples and unique cultures of the world's less travelled regions.

Its ships feature elegant Scandi-design interiors, extensive outdoor spaces and dedicated expedition facilities. The crew includes an expedition team comprising expert guides, speakers and lecturers, and numbering 120 and 140 respectively almost equals the number of guests, reflecting the high levels of attentive personal service provided.

About Tillberg Design of Sweden(TDoS)

The world's leading marine architecture and interior design company, Tillberg plans and designs innovative, elegant and timeless interiors of all kinds and sizes, both at sea and ashore. Our four offices are located in Höganäs Sweden, Wroclaw Poland, Miami USA and Singapore in South-East Asia.



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