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Spring 2018

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Clockwise from top left: *Young Dutch Officer* by Michael Mapes computer (USA), mixed media; *Die Old, Live Slow* by Miss Bugs (UK) - Silkscreen, aerosol, toy cars float-cast in resin on wood and aluminum; *Melchoir's Medley*, from *Surreal Fashion* by Miss Aniela (UK), giclée print on Hahnemüle photo rag paper; Close up of *Wings of the Pharao*, by Peter Gentenaar; *One of a kind, Honest to Goodness* by Tim Berg & Rebekah Myers (USA), fiberglass; *Untitled* by Bradley Hart(Canada), paint injected bubble wrap; *Cello Boat - 2014* by Nancy Fouts (USA); *Looking Over Shoulder* by Craig Alan (USA), mixed media; *Harps*, 3-story, 7.5-ton steel sculpture. Concept by Tihany Design (USA), design and execution by ArtLink.

making waves

Holland America Line is known for having art on board their luxury liners. But on their new ship, MS *Koningsdam*, the art collection has become part of the design, which is a revolutionary new concept for the cruise industry

Imagine having over four million dollars to spend on art to furnish your home - what would you choose? Well that was the challenge facing the designers of the latest Holland America ship, MS *Koningsdam*.

Holland America Line (HAL) was founded in 1873 in Rotterdam and it originated to take people from Europe to the USA. Today they are one of the few cruise lines that sail all over the world. Art has always been an important component across the Holland America Line fleet, and traditionally the ships have been filled with notable works of art.

But with their new ship, MS *Koningsdam*, they are going one step further than just providing art works to look at: now the art on board is part of the design of the ship itself - which introduces a whole new concept for the cruise industry.

The curator and designers worked together with YSA design and Artlink (who particularly promote young artists), to find all 1,920 pieces of art for the ship. The works are from American, Argentinian, Australian, Brazilian, British, Czech, Canadian, Danish, Dutch, Filipino, French, German, Israeli, Italian, Japanese, Norwegian, Portuguese, Romanian,

South Korean, Spanish and Swiss artists, although most works are from the Netherlands, the UK and the USA.

The pieces on board include many museum-quality antiques as well as contemporary pieces by recognised artists. There are also many pieces by upcoming artists on board, and it is one of the largest collections of art at sea.

The theme for the works of art on the ship was 'the architecture of music', and many of the works feature music, dance and movement from the whimsical to the surreal. So not only are the pieces chosen to be part of the ship's overall design, but they are also 'quality' pieces that can compete with what the passengers will see on their excursions. They have also been chosen to stimulate conversation - which given the variety on offer both in topic and construction - is guaranteed.

The largest work of art and one of the most stunning pieces on board is constructed over three floors in the atrium entitled *Harps*. It is a 7.5 ton steel sculpture that is a stunning piece of engineering, let alone art. Nearby is *Crystal Globe*, a custom piece made for the ship by Dutch design group Studio Job using Swarovski crystals, valued at \$100,000.

Another fascinating piece is by Dutch



Above: *The Singer Sawing Mashine LP* by Nancy Fouts (USA); Below: left to right: *Crystal Globe* by Studio Job (the Netherlands), Swarovski crystals; *Wings of the Pharaoh*, by Peter Gentenaar (the Netherlands); *Contrabass* by Seong mo Park, (Korea), aluminium wire

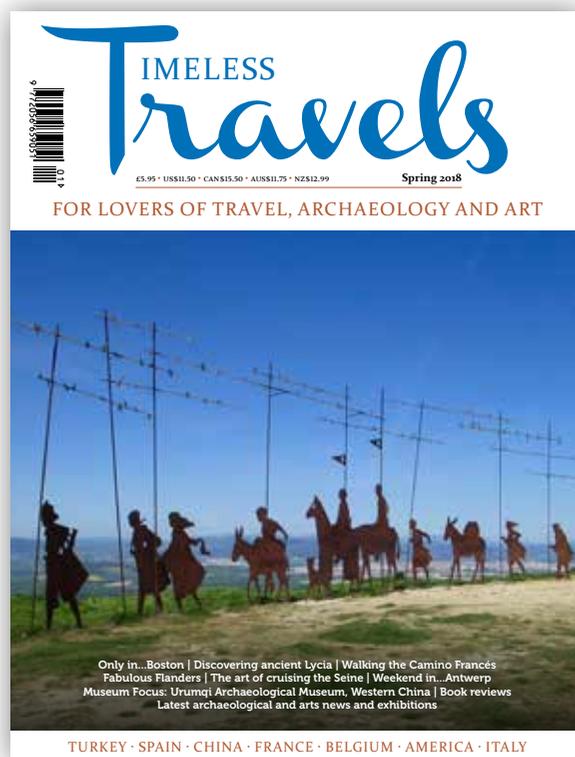
artist Peter Gentenaar, who has made a two-storey sculpture named *Wings of the Pharaoh* from handmade cast paper, Belgian linen and bamboo. It winds its way up through the ceiling of the dining room looking delicate, but in its centre is a steel cable. It is easy to forget that all the art works connected to the decks have to be carefully secured, as the ship is always vibrating. Many of the pieces were commissioned to fit a certain place on board, and Gentenaar and a couple of other artists were brought on board to complete the installation of their pieces.

There is a lovely story behind the large photographs of white tulips behind the guest service desk - which are the HAL's signature tulip. This unique flower only blooms for a couple of weeks every year, but the photographer had to be on standby and ready to drop everything over a long period of time. This was because there is only one grower in the world of this particular type of tulip, and he couldn't be sure when they would be in bloom. Such is the dedication of the HAL designers!

So if you like to enjoy your art while you sail the world, then the MS *Koningsdam*, where art is an integral part of design, is for you.



*This article has been reproduced
from the Spring 2018 issue of*



FPE MEDIA

Timeless Travels Magazine is published by FPE Media Ltd

www.timeless-travels.co.uk

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