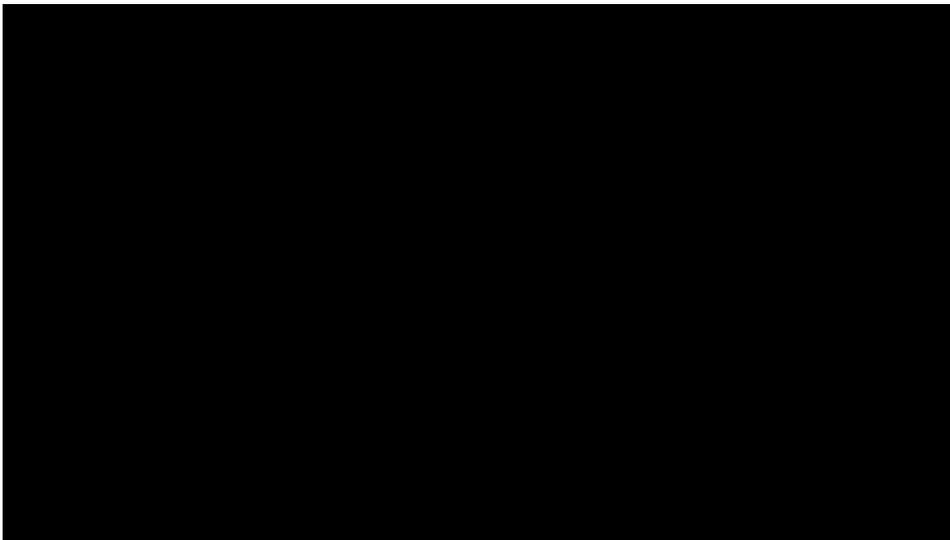


July 27, 2016

Norwegian Cruise Line's First-Ever Ship For China To Feature Custom Artwork By Chinese Artist Tan Ping

World's Leading Large Ship Cruise Line Commissions a Renowned Chinese Artist to Paint the Hull of its New Breakaway-Plus Class Vessel for China, Norwegian Joy

SHANGHAI, July 27, 2016 /PRNewswire/ -- Norwegian Cruise Line announced today that it has commissioned renowned Chinese artist **Tan Ping** to design the artwork to be featured on the hull of its soon to-be-unveiled Breakaway-Plus class vessel Norwegian Joy. Scheduled for release in Summer 2017, with home porting in Shanghai and Beijing, Norwegian Joy will be Norwegian Cruise Line's first ship that is purpose-built for the Chinese market to deliver on the promise that guests will enjoy 'First Class at Sea' experiences, starting with her VIP accommodations. Tan Ping's distinctive artwork will serve to underscore Norwegian Cruise Line's commitment to providing an unparalleled cruise experience for Chinese consumers.



A painter, printmaker, and educator, Tan Ping straddles the worlds of both art and design. His abstract paintings and copper plate etchings are in the collections of such renowned museums as The National Art Museum of China; Portland Art Museum, USA; Ludwig Museum, Germany; and The Shanghai Art Museum. Tan Ping also enjoys the distinction of having led and directed a team of designers from Central Academy of Fine Arts to complete the 2008 Beijing Olympic Games Image and Landscape Design Project.

His subject for Norwegian Joy is the phoenix, an iconic mythical bird believed to reign supreme over all birds of the world. It is a ubiquitous motif in Chinese art and can be found throughout the centuries in paintings, silk brocades, architectural flourishes, and more.

"The Phoenix symbolizes beauty and good luck in Chinese culture, and Norwegian Joy will bridge across the West and the East and bring Chinese people's best wish to the world and everyone in her path," said Tan Ping.

Tan's modernistic design is simple, yet graceful, as flowing lines simultaneously convey forward movement and majestic poise. The artwork's color palette is dominated by red and yellow, traditionally the two most regal colors in China. Red signifies joy, a perfect match for a ship of the very same name. Yellow represents grandeur, the feeling that a ship of this size evokes in those who see it. The design also includes hints of blue, signifying the sea. These three colors are also primary colors, the starting point for all other colors in the spectrum of visible light. Through this subtle reference, Tan conveys the sense of an auspicious beginning to an unforgettable voyage.

"We are incredibly honored to be partnering with Professor Tan Ping," says David Herrera, President, Norwegian Cruise Line China. "Tan Ping's ability to design concepts that easily blend traditional Chinese culture with moving and changing aspects of life is inspiring. He has perfectly captured the feel of Norwegian Joy as a luxurious, technologically advanced ship while honoring traditional Chinese values. The hull art embodies the essence of the best of The East meshing perfectly with

the best of The West."

Norwegian Joy will see the vision of the Phoenix artwork transferred to a medium of enormous scale on the hull of this unique ship. "This design is by far my largest artwork," says Tan. "Traveling worldwide on Norwegian Joy, I also expect that it will reach a far greater number of viewers than any of my previous works."

Tan Ping's stunning hull artwork promises to be the finishing touch on one of the most ambitious vessels in the Norwegian Cruise Line fleet. Norwegian Joy will accommodate 3,850 guests with luxurious suites in the exclusive ship-within-a-ship complex, The Haven by Norwegian®, along with a brand new Concierge category of staterooms, plus a wide array of mini-suite, balcony, ocean view and interior staterooms, many with virtual balconies, to meet every guests' needs. Dining options will feature the finest of both Chinese and Continental cuisine. When it comes to at-sea entertainment, guests aboard Norwegian Joy will be spoiled for choice with state-of-the-art Virtual Reality gaming at The Galaxy Pavilion, the world's first two-level competitive racetrack at sea, an open-space park, two multi-story waterslides and plentiful options for duty-free shopping.

For more information on Norwegian Joy, please contact an authorized Norwegian travel partner or visit www.goncl.cn (in China) or <https://www.ncl.com/norwegian-joy> (in US).

About Norwegian Cruise Line

Norwegian Cruise Line (Nasdaq: NCLH) is the innovator in cruise travel with a 49-year history of breaking the boundaries of traditional cruising. Most notably, Norwegian revolutionized the cruise industry by offering guests the freedom and flexibility to design their ideal cruise vacation on their schedule. Today, Norwegian invites guests to "Feel Free" to explore the world on one of 14 purpose-built ships, providing guests the opportunity to enjoy a relaxed, resort style cruise vacation on some of the newest and most contemporary ships at sea.

Recently, the line was named "Europe's Leading Cruise Line" for the eighth consecutive year, as well as "Caribbean's Leading Cruise Line" for the third time and "World's Leading Large Ship Cruise Line" for the fourth straight year by the World Travel Awards.

For further information on Norwegian Cruise Line visit www.ncl.com; contact us in the U.S. and Canada at 888-NCL-CRUISE (625-2784); or follow us on the following social channels for the latest company news & exclusive content: Facebook, Instagram and Youtube: @NorwegianCruiseLine; Twitter, Periscope and Snapchat: @CruiseNorwegian; and WeChat: @gonclcn. High resolution, downloadable images are available at www.ncl.com/media-center.

Editor's Note: Please [click here](#) for rendering images and a video of the artwork



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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/norwegian-cruise-lines-first-ever-ship-for-china-to-feature-custom-artwork-by-chinese-artist-tan-ping-300304306.html>

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