

THE CUTTING EDGE

CELEBRITY CRUISES' REVOLUTIONARY NEW SHIP
TRANSFORMS THE WAY TRAVELERS
EXPERIENCE THE WORLD.





The new split-level Edge Villas are open and airy, inviting the outside in.

Celebrity Cruises is surpassing all other fleets creating the next generation of cruise vacation. With a name that reflects its ambitious design, *Celebrity Edge* is the ship designed to leave the future behind.

It all starts with the vessel's outward-facing design and continues with first-ever features such as a ship-climbing Magic Carpet platform; Eden, a see-it-to-believe-it venue that fuses design, cuisine, and entertainment; dramatically expanded staterooms with Infinite Verandas; two new Iconic Suites, the largest in the fleet; six new Edge Villas; and more than double the amount of other suites. Not to mention the futuristic way the entire project came to life: via 3-D. *Celebrity Edge* is the first cruise ship designed fully with 3-D technology, allowing every detail to be reviewed, fine-tuned, and perfected throughout the entire process.

"*Celebrity Edge* is one of the most exciting, innovative, and transformational ships I have ever been involved with," said Richard D. Fain, chairman and CEO of Royal Caribbean Cruises Ltd. "The new features and refined design will establish a new baseline for ships from here on out."

Lisa Lutoff-Perlo, president and CEO of Celebrity Cruises explained, "Our guests don't want to just skim the world like a magazine—they want to feel a human connection with it," she said. "Every element of *Celebrity Edge* is meant to make that connection intense and unforgettable. Our new class of ship will allow guests to experience their journeys with the uniqueness and sophistication that marks the rest of their lives."

It has been 10 years since the modern luxury cruise line introduced a new ship class, and there have been many daring innovations since that Solstice Class debut back in 2008. Today, Celebrity is taking every element of its 2,918-guest ship to the leading "edge" of possibility with a global team of A-list architects and designers, as well as the builders at STX shipyard in Saint-Nazaire, France.



SUITES AND STATEROOMS

Setting a new standard in ship design, *Celebrity Edge* and its new class of ship have birthed a cruise concept that merges the worlds of design and travel. With this in mind, it made perfect sense for the modern luxury cruise line to tap design icon Nate Berkus as the Design Ambassador. In this role, Berkus has been bringing his distinctive personality to host a series of 3-D-animated reveal events throughout 2017-18, leading up to the big launch of the futuristic ship. "I love the idea that we can travel beautifully, and that every moment of the experience—from start to finish—is exceptional," he said. "That's what the Edge Class is all about."

While Berkus was busy telling the story of *Edge*, famed London designer Kelly Hoppen took the lead on the suites and staterooms, bringing her deceptively simple, warm palette into Celebrity's onboard retreats. In a subtle fusion of East meets West, her clean lines and neutral tones blend with sumptuous opulence. "To me, where you sleep and where you wake up, anywhere in the world, whether on land or at sea, is the most important part of your day," she said, explaining that when you're on a cruise you are living in a space seeing the world, and that space influences your impression of the whole experience.

With that in mind, she detailed how the textures, fabrics, palettes—everything—was chosen to make guests feel like they are at home in their own luxury living room. "We wanted to create a long-lasting impression, a sanctuary that people will think about long after they've left the ship," she

told us during the early stages of the project.

Celebrity Edge more than doubled the number of available suites and added two new categories: the top-of-the-line Iconic Suites and the split-level Edge Villas. In the Iconic Suites, guests feel on top of the world from the unique locations high above the bridge with endless panoramic views. And with more than 2,500 square feet of indoor and outdoor opulence, they're now the largest, and most luxurious, in the entire Celebrity fleet.

The split-level Edge Villas, a Hoppen favorite, wow with 950 square feet, plunge pools, two-story windows, and direct walk-out access to The Retreat, exclusively for suite guests.

For Berkus, the most transformational places on *Edge* are the staterooms with the first-ever Infinite Verandas. Creating more space and a greater connection to the sea was a key factor, so now, with the touch of a button, the boundary between inside and outside disappears, letting guests walk out to the water's edge. The entire living space becomes the veranda on command. This brilliant innovation expands each stateroom with over 20 percent more outward facing space, and not only changes the accommodations from inside, but also how the sides of the ship look from the outside—almost like a smooth wall of windows. Hoppen commented, "When we were shown the template of how this was going to evolve, it hit home to us the possibilities of what could actually happen on a cruise ship."





Eden is a multi-sensory venue that changes from day to night.

EDEN

After the transformational details of the suites and staterooms stunned design aficionados and cruise lovers everywhere, Celebrity revealed another *Edge* surprise: Eden, a design and architectural feat.

Eden is a changing venue that engages all five senses, shifting its features from day to night. At 12,650 square feet, the transformational space is bigger than the Hayden Planetarium in New York City. It spans three decks at the aft of the ship with almost 7,000 square feet of glass—the largest window to the world.

Eden's breathtaking design by Scott Butler was inspired by the Fibonacci sequence's golden spiral, represented throughout nature. The golden spiral is brought to life in Eden through thoughtfully crafted architecture, such as the 295-foot serpentine ramp.

By morning, Eden is a chill escape for a book or coffee and a croissant, while taking in expansive views of the world. In the afternoon, it becomes more playful with culinary tastings, cocktail classes, and hands-on seminars, enhanced by sitar players and aerialists. As the sun sets, the evening ushers in Eve at Eden, a sinful fusion of performance art, epicurean exploration, and indulging nightlife. In the Eden Restaurant, "Edenists" serve a choreographed series of culinary temptations.

As dinner comes to an end, guests are prompted by sensory cues back upstairs, past the Tree of Life—a continuation of the tradition and evolution of the living-tree installation aboard Celebrity's Solstice Class ships—to Deck 5. Here, the Library of Plants by designer Patricia Urquiola towers 18 feet above Eden Bar, offering its bounty of fresh ingredients and garnishes for hand-crafted, artisanal cocktails.



MAGIC CARPET AND ONBOARD EXPERIENCES

Perched on the starboard side of the ship, the world's first Magic Carpet makes *Celebrity Edge's* sleek profile recognizable from miles away. The size of a tennis court, this incredible engineering wonder is the world's first cantilevered venue that vertically travels 13 stories on the outside of the ship. An all-new at-sea feature, Magic Carpet, created by celebrated architect Tom Wright of WKK, is designed with a yacht-like, breezy, casual vibe with seating, a full bar, and space for live music.

At the summit of the ship on Deck 16, the Magic Carpet becomes a specialty restaurant offering "Dinner on the Edge" for 90 guests. Alongside Deck 14, Magic Carpet transforms into an open-air expansion of the main pool area. On Deck 5, Magic Carpet extends one of the ship's specialty restaurants into the most daring al fresco

seating imaginable, and at its lowest position on Deck 2, Magic Carpet is a key component to the Destination Gateway, a luxury debarkation station where guests will be whisked away aboard sleek Edge Launches.

Also imagined by Wright, the Rooftop Garden, as part of the Resort Deck, is one of many spaces aboard *Celebrity Edge* that lures guests out to relax and play. Tended daily by a resident horticulturist, it is the perfect place for guests to enjoy games and activities throughout the day. At night, it is home to live music and the outdoor movie-and-meal pairing of "A Taste of Film."

Celebrity Edge accommodates 2,918 guests at double occupancy and sails out of her homeport in Fort Lauderdale, Florida on December 16, 2018. ●

The Magic Carpet stops at four different decks, transforming into a unique venue at each one.

