

Celebrity

ED
GEE

ENTERTAINMENT



The revolutionary new *Celebrity Edge* is the first in Celebrity Cruises' new series of ships designed to leave the future behind. It's a modern marvel that's poised to change the way guests experience the world. With its visionary design, *Celebrity Edge* will raise the bar on cruise vacations to even greater heights. But, what the brand has yet to tell guests is that the entertainment on board is just as revolutionary and carefully crafted as the ship itself. Welcome to *Celebrity Edge* where the brand will immerse guests in the world of Celebrity entertainment morning, noon, and night – and late night, too.

Celebrity believes entertainment isn't something that should start and stop on a schedule, it should happen 24/7. It isn't predictable, just the opposite. Entertainment on a Celebrity ship lives and breathes. It moves and surprises. Entertainment with Celebrity is something that surrounds guests at every turn and makes their vacation an unforgettable journey.

When guests step aboard *Celebrity Edge*, they will discover more entertainment venues than ever before – with some of the most unique spaces they will find anywhere in the world, including The Theatre, The Club, Rooftop Garden, and Eden.

FAST FACTS

CELEBRITY PRODUCTIONS

- Celebrity Productions uses roughly 6,810 shoes per year
- During rehearsals alone, Celebrity Productions uses approximately 1,000 AA batteries
- The brand's 132,000 sq. ft. rehearsal studio in Miami, FL sees more than 2,400 rehearsal hours each year
- Celebrity auditions more than 10,000 performers each year

THE THEATRE



The Theatre is a truly unique space designed to blur the line between audience and performance and immerse guests in an entertainment experience like they've never seen before.

Celebrity took away the typical theatre design and turned it on its head. With four stage areas and three gigantic, moving backdrops—The Theatre offers an ever-changing canvas for the productions that live here. The main stage extends out into the audience creating a theater-in-the-round sensation. Guests will be brought closer to the performance than ever before with seating all around.

DESIGNED BY

To help bring Celebrity Cruises' vision of a space to life, the brand turned to award-winning architect and designer Scott Butler, founding partner of Wilson Butler Architects.

FAST FACTS

- **Total Square Footage:** 13,600 sq. ft.
- **Guest Capacity:** 900 guests
- Like the Eiffel Tower in Paris, The Theatre consists of more than 18,000 metal parts
- The Theatre features two rotating spiral staircases for performers, each weighing approximately 1.5 tons
- The Theatre's 10 giant video screens move along three tracks, powered by 32 motors
- 16 projectors act as one to make one 120 ft. panoramic scene on 10 massive screens, covering an angle of 160 degrees
- The two center rotating lifts in The Theatre can raise up to two meters whilst rotating at a speed of 0.1m/s or 0.2mph
- There is more than 20 miles of electrical theater cable in The Theatre
- The Theatre on *Celebrity Edge* will have more than 40 Wi-Fi receiving towers so guests can stay connected at all time, compared to other ships in the industry.

ENTERTAINMENT WITH AN EDGE – THE THEATRE

EVENING PROGRAMMING

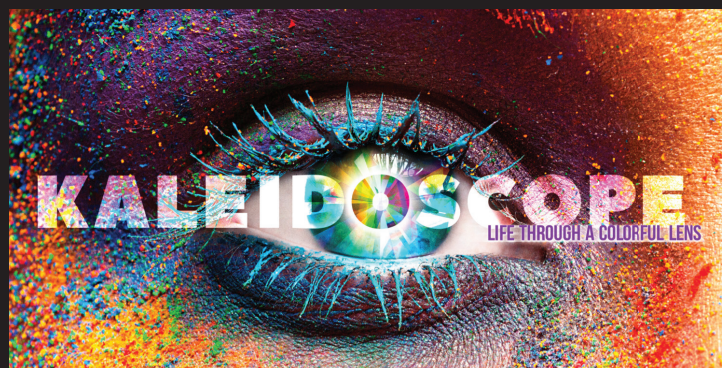
Celebrity Cruises created five full productions. From the edgy experiences produced by the Black Skull Creative group to the whimsical productions of Three In One Entertainment and Consulting, guests should always come prepared to leave their disbelief at the door and kick start their imagination for mesmerizing performances like no others at sea.

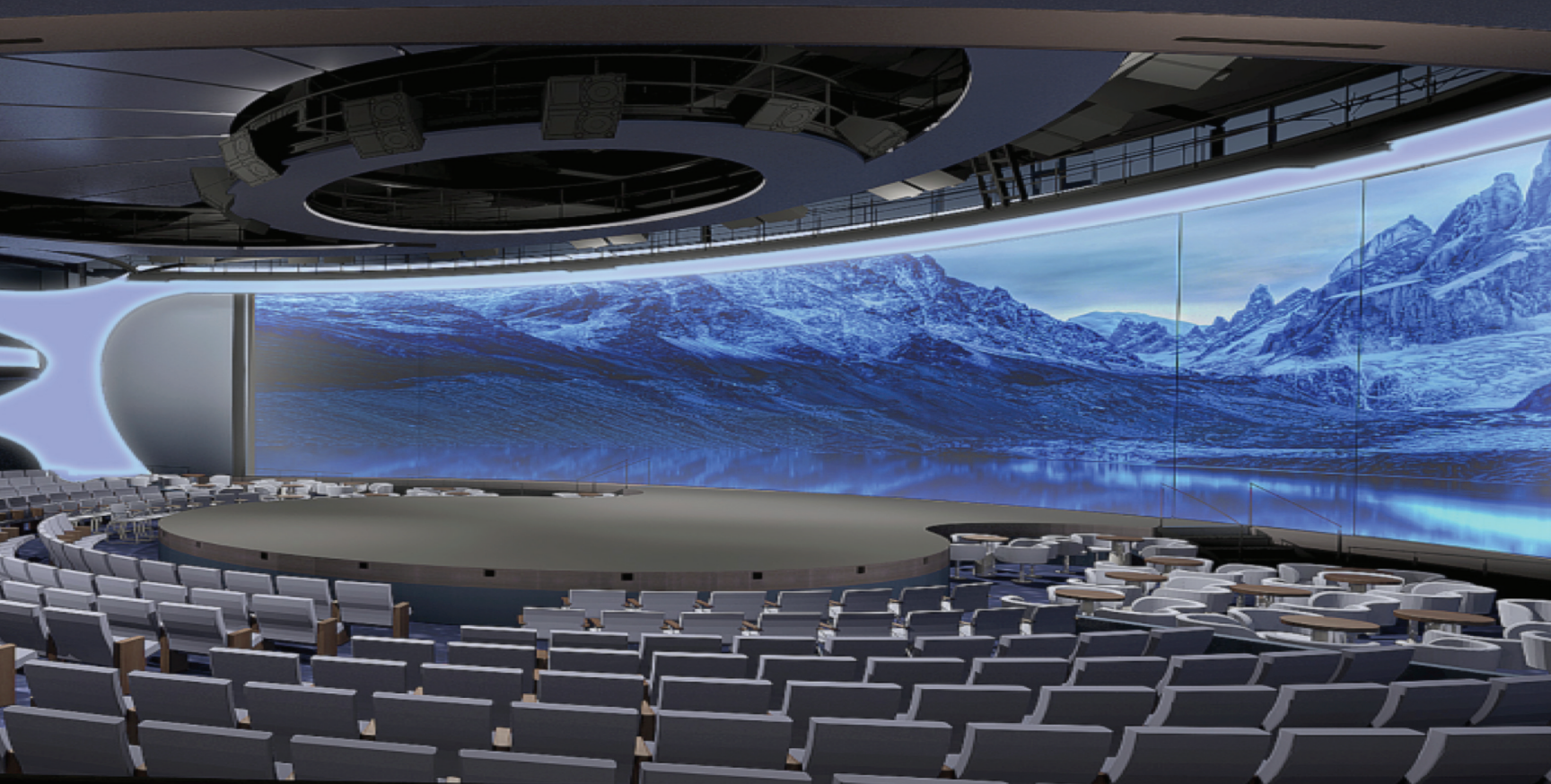
A tale of order and disorder, reality, appearance and love, **A Hot Summer Night's Dream** is told over the course of a single enchanted, hot summer's night. Guests will be thoroughly immersed in a light-hearted journey that fuses music with extraordinary acrobatics and a little bit of Shakespeare.

For a century, the great kingdom of Kaleida has been enshrouded in darkness; besieged by a dark curse that has imprisoned the royal court, and its magical powers, within the confines of the ancient jewelry box. Step into to the bold and daring production of **The Jewelry Box**, where jaw-dropping technology and evocative acts merge to create an entertainment experience that will keep guests talking long after the stage lights go down.

Guests should prepare themselves for **Kaleidoscope**, a high-energy music and dance extravaganza that utilizes The Theatre's revolutionary panoramic projection screens, synchronized projectors, and state-of-the-art technology to take the whole performance to another level. Fun pop and dance music with a couple of hand-picked uplifting and emotionally driven ballads make the perfect mash-up of emotion and music.

Along with these incredible productions, Celebrity is also introducing its Headline Residency program where the brand will feature mainstage performers ranging from the top comedians of the day to globally inspired musicians and singers to some of the hottest concerts at sea. The first two of these full-production shows are **Get Up**, a dynamic pop concert and **The Purpose**, an uplifting production.





DAY-TIME PROGRAMMING

On *Celebrity Edge*, the brand will continue its thriving partnership with world explorer, scientist and educator Huw James to introduce a cutting-edge enrichment experience known as **Explorer's On The Edge**.

The Talkback is a roundtable discussion with the onboard cast focusing on their journey to the stage and offering guests a unique and insightful look into the creative and show production process.

An industry first, **Opus: Celebrity Masterclass** is a three-part master class workshop series cap-stoning in a showcase of the creative process.



THE CLUB



The Club on *Celebrity Edge* is a progressive, multi-purpose space that changes its persona from morning to... well, early the next morning.

During the day, The Club acts as a gathering space where guests can go to feel like part of the club. In the evening, The Club transforms into a place where talk shows, game shows, live music performances and DJs reign supreme. Guests are welcome to pull up a seat at the bar and relax as a bystander or grab a cocktail and jump into the action as the evening's events play out.

When the kids are in bed, The Club transforms into a place of discovery and imagination. The nightlife here is full of innovative and engaging moments.

DESIGNED BY

Celebrity brought in renowned Spanish designer and architect, Patricia Urquiola, and award-winning architect and designer Scott Butler, founding partner of Wilson Butler Architects.

FAST FACTS

- **Total Square Footage:** 6,300 sq. ft.
- **Guest Capacity:** 365 guests
- The Club is the first ever multi-story entertainment space outside of The Theatre on any Celebrity ship
- The Club features Celebrity's first ever laser maze with the Funovation Laser Maze, where guests work their way through a changing maze of laser beams without getting zapped

ENTERTAINMENT WITH AN EDGE – THE CLUB



DAY-TIME PROGRAMMING

Soundbooth Revolution offers guests a unique mixing workshop from Celebrity's resident DJs, followed by a performance opportunity from the best participants.

In collaboration with Funovation, The Club will feature Celebrity's first ever **Laser Maze Challenge**.

Experience creator Wildly Different premieres **Free Spirits**, a table maze tailor-made for the revolutionary *Celebrity Edge*.

Paper and Pencil trivia options are nowhere in sight on *Celebrity Edge* with the introduction of the brand's custom **Mobile Trivia** app.

Celebrity Continues its partnership with **Global Archery** to create a fully customized archery experience that makes archery fun and accessible for the entire family.



A N D R O M E D A

EVENING PROGRAMMING

Andromeda offers a thrilling experience to any life forms who dare to realize their wildest desires and satisfy their future fantasies. Shape-shifters, artists, princes and fortune-tellers collide in this truly futuristic night-time roleplay experience that is buried under the shadows of this colossal future cityscape.

Undercover at The Club is a tantalizing exhibition of opulence and hedonism loosely reminiscent of the 1920's.

A social club revolution, **Hypno** takes guests on a hypnotic journey through the night with Hypno's Experiential Camera Platform, making *Celebrity Edge* the first cruise ship to feature an experience with The Eye – a camera that is passed to capture photos, which are instantly transformed into stunning visuals and displayed on a giant LED screen behind the dance floor.

Celebrity Edge breaks the cruise ship talk show mold by introducing the first fully produced late-night live talk show at sea, **Live at The Club**. Partnering with veteran television producer and writer Kukhautusha T. Croom – whose production credits span FOX, A&E, Showtime and OWN, to name a few – this fully produced show will feature scripted segments, live music features and special guest stars.

An evolution of one of *Celebrity's* most popular programming activations, **Dueling DJs Silent Disco** is the ultimate night of extra sensory musical mixes.



CAMP AT SEA



On *Celebrity Edge*, the brand takes its popular Camp at Sea program to the next level with interactive experiences for younger travelers of all ages.

The brand says it's "Never the same camp twice," because it's the first and only fully customizable Camp at Sea program. The schedule of activities changes on every sailing based on the interests of the participants. And, through the brand's collaboration with well-known companies, including Anturus, Xbox, Fat Brain Toys, and Lonely Planet, Celebrity has created four fun-filled categories of interest – Art, Recreation, Culinary, and S.T.E.M. – and has designed more than 500 activities overall.

Celebrity's Camp at Sea program makes every sailing a brand-new adventure. And, this incredibly robust program was used as inspiration to design two completely separate contemporary spaces that house the Camp at Sea activities, one for the kids – known as Camp at Sea – and one for the teens – known as The Basement.

DESIGNED BY

To help bring Camp at Sea to life, the brand turned to award-winning architect and designer Scott Butler, founding partner of Wilson Butler Architects.



KIDS AND FAMILY PROGRAMMING

In partnership with Huw James and Anturus Explorer Academy, *Celebrity Edge* will feature **the first fully produced youth coding experience at sea.**

Additional highlights include culinary events, arts and crafts, Family Campout, karaoke, scavenger hunt, drone racing and silent disco, with additional partners including **Sphero Robots, Anki Drive Cars, and Lonely Planet.**

In the **Liberi: Family Performance Series**, Camp at Sea will lead a creative writing workshop, which culminates in young participant's family members performing their work unedited.



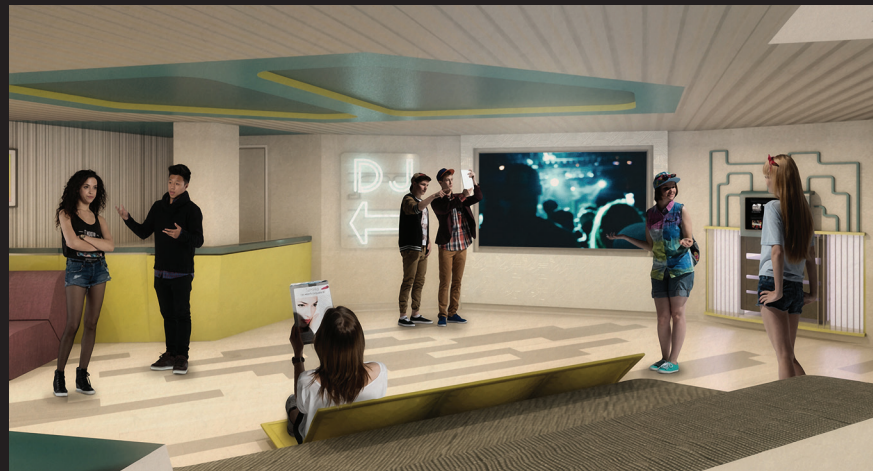
FAST FACTS

- The design of Camp at Sea was inspired by the concept of a “geometric forest”
- Camp at Sea will feature Celebrity’s first ever magnetic and Expo art wall, a Lite Brite Free-to-Design wall, and the brand’s first dedicated S.T.E.M. work station
- The space will also feature a MotionMagix MagixBox projection-mapped interactive dance floor for kids

TEENS PROGRAMMING

Wildly Different partners with Celebrity to build on the geometric patterns and urban graffiti in the teen facility to create a one-of-a-kind teen escape experience – **The Orb: Teen Table Maze.**

Celebrity Entertainment’s production team at The Studio produces a series of high-energy video dance classes taught by the casts, directors and choreographers of the brand’s award-winning cast shows at the **Teen Video Dance Club.**



FAST FACTS

- The Basement features three customized Xbox One X gaming pods, an industry first
- The design for The Basement was inspired by the concept of an “urban loft”
- The space is accented by a one-of-a-kind 55-inch digital graffiti wall
- The Basement will feature Celebrity’s first ever cloud-based jukebox

EDEN



Introducing Eden, a unique venue where state of the art design is fused into every element, including cuisine served by “Edenists.” Spanning three decks at the aft of the ship with almost 7,000 sq. ft. of glass, Eden has more outward-facing glass than any other room at sea. It is a design and architectural feat, brought to life in collaboration with internationally-renowned visionaries.

By morning, Eden is a **chillful** escape where yoga, a good book, or coffee and a croissant can be enjoyed with expansive views of the world; in the afternoon, Eden becomes more **playful**; and as the sun sets on Eden, the energy transforms inward; the views of the outdoors fade into **sinful** darkness.

DESIGNED BY

Three innovators partnered with Celebrity to help create this dramatic, multi-story venue, including veteran Scott Butler of Wilson Butler Architects and internationally renowned designer Patricia Urquiola. Celebrity also engaged Queen of the Night creators Variety Worldwide, who have been blending unconventional theater with dining and nightlife for years. The result is an individualized, ever-evolving theatrical journey that puts guests at the epicenter of the performance.

FAST FACTS

- **Eden Total Square Footage:** 12,650 sq. ft.
- **Eden Guest Capacity:** 327 guests
- Eden spans Decks 4, 5, and 6 at the aft of the ship and is enveloped in more than 270 degrees of floor-to-ceiling glass
- Eden features 6,652 sq. ft. of outward-facing glass
- Eden has more outward-facing glass than any other room at sea
- The Fibonacci sequence inspired the design of Eden - a series of numbers in which each number (Fibonacci number) is the sum of the two preceding numbers. The simplest is the series 1, 1, 2, 3, 5, 8, 13, etc.

ENTERTAINMENT WITH AN EDGE – EDEN



DAY-TIME AT EDEN

Inspired by the Golden Radio, **Fibonacci at Eden** is an immersive and educational series hosted in Eden highlighting architecture, mathematics and lifestyle.

Partnering with a world-renowned meditation teacher and writer, **Meditation at Eden** will be a customized mental wellness experience unique to Celebrity.

Artisanal, enticing and perplexing, daily **wooden puzzle challenges** in Eden allow guests to have a truly sustainable game experience.

Inspired by cocktails, **The Art Hour** brings guests' artistic talents to life with water coloring, origami, sketching, painting and knitting.





EVE AT EDEN

As dusk falls on Eden and dinner is about to be served, the Edenists will dance down the spiraling staircase signaling for guests to follow to their tables. Edenists make way for a dramatic solo dance performance; as the performance concludes, Edenists emerge from the kitchen with the first course, which is artfully paraded to the tables and given a table-side flourish.

As the first course is finished, the full-cast of Edenists perform a multi-skilled pageant featuring dance, acrobatics, and a touch of magic occurring between the tables. As the Edenists disperse, the moon goddess Luna is lowered from the ceiling as she delivers a sultry song. Cue the second course.

As guests indulge, Eden shifts from the Moon to the Sun phase. At this time, Edenists initiate a second 'immersive interlude' wherein each table is given an intimate, interactive moment.

In the next phase of the evening, attendees are treated to additional pop-up performances around Eden, including a singing duet between Helia (the Sun goddess) and Luna, a snake-inspired aerial-contortion performance, and ultimately a breathtaking Palm Rib Balance / Rigolo performance. Out of this dramatic performance, which crumbles with the power of a feather, Edenists facilitate serving of the dessert course, which is paired with durational, ambient performances.

As the clock 'strikes midnight' guests journey through a vibrant crescendo featuring a duet vocal performance, a full cast and Edenist dance performance, an acrobatic champagne-walk performance, with accompaniment by a didgeridoo and beatbox duo.

ROOFTOP GARDEN



One of the most carefree spaces on *Celebrity Edge*, the Rooftop Garden is a living, urban playscape inspired by childhood playgrounds and designed to awaken the inner-child in everyone. It's a lively, spacious environment perfect for slowing down, wandering, daydreaming, moving watching, or outdoor dining.

The Rooftop Garden, tended to daily by a resident horticulturist, is the perfect place for guests to enjoy interactive games and activities throughout the day, or enjoy the not-to-be-missed evening entertainment where food and film merge during "A Taste of Film," and pop-up live music performances from the unexpected treetop sculptures as part of the **Rooftop Concert Series**, with shows like the Rooftop Unplugged, Modern Fusion, and Rock.

Another new entertainment feature being unveiled on *Celebrity Edge* is the **Garden Cinema Series**, an extraordinary under-the-stars moviegoing experience with live musical performances during intermissions.

DESIGNED BY

The intriguing Rooftop Garden was designed in collaboration with renowned British architect Tom Wright, the "W" in WKK Architects.

FAST FACTS

- **Rooftop Garden Total Square Footage:** 8,073 sq. ft.
- **Guest Capacity:** 270 guests

FOR MEDIA INQUIRIES

Please visit www.celebritycruisespresscenter.com for any materials needed, such as images, video, logos, ship fact sheets, additional leadership bios, etc.

Journalists are also encouraged to sign up for Celebrity's press center mailing list to receive to-the-minute updates and more exciting news from the brand.

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