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AWARD-WINNING VIDEO AGENCY ARTEX PRODUCTIONS CREATES FILM FOR CELEBRITY CRUISES' BILLION-DOLLAR INVESTMENT *CELEBRITY EDGE*, ITS FIRST SHIP IN MORE THAN SIX YEARS

"The Making of Edge" Showcases Celebrity's Relentless Pursuit of Perfection and to Evolution of the Guest Experience in Partnership with World-Renowned Designers and Architects

MIAMI – March 15, 2019 – [Celebrity Edge](#) is [Celebrity Cruises'](#) first new ship in over six years, and it has already made an impact in the cruising industry thanks to its commitment to design and technological innovation. Inspired by the success and recent popularity of high-end film work covering the processes of artists and craftsmen Celebrity hired a team of filmmakers, [Artex Productions](#), to dig deeper into the story and to create a more beautiful experience for viewers, one that paralleled the experience of being on *Celebrity Edge* itself.

Through lush cinematography and placing the focus back on aesthetics and craft, "**The Making of Edge**" explores the ideas behind the inception, creation, and design of the ship, and what the designers and architects intended and their process and passion for what they do. The 30-minute film, first of its kind in the industry crosses continents and spans over two years of filming, following world-famous architects like [Tom Wright](#) (creator of the Burj al Arab, the famous sailboat-shaped building that graces the skyline in Dubai) and designers like [Kelly Hoppen](#) as they share their inspirations and processes in an intimate and personal way.

"We wanted the film to represent the experience of going on *Celebrity Edge*, in that it was beautiful, thoughtful about every detail, and it was a true labor of love on the part of its creators," said Tim Warren, Chief Creative Officer, Artex Productions. "I don't think there's ever been a piece quite like this commissioned by the cruise industry."

"The response to the transformational *Celebrity Edge* has been just incredible. So many people want to know what it took to design, build and launch this transformational ship," said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. "'The Making of Edge' special will give viewers a behind-the-scenes view and many stories that have yet to be told by so many who were involved in its creation. We are so thrilled to share this exclusive insider's perspective with the world."

Celebrity Edge was the first ship to be completely designed using 3D technology, another element that the film wanted to capture. The film experience makes extensive use of high-end 3D renderings to show

viewers the spaces as the designers intended them, in order to make a powerful connection to how the final ship came out.

"The Making of Edge" airs on NBC affiliate WTVJ/NBC6 on March 16, 2019, at 7:00 PM in Miami-Dade and Broward counties.

For more information on Artex Productions, please visit artexproductions.com, and connect via [Facebook](#), [Instagram](#), [Twitter](#) and [Vimeo](#).

Celebrity Edge began her inaugural season sailing alternating seven-night eastern and western Caribbean itineraries in December 2019. In summer 2019, the ship will transport guests to the stunning vistas of the Mediterranean with a range of seven- to 11-night sailings from iconic cities like Barcelona and Rome. Sailing round-trip from Fort Lauderdale, Florida, *Celebrity Edge* made her first maiden voyage on December 9, 2018. Bookings are now open at www.celebritycruises.com/edge, or through a travel advisor. Building on *Celebrity Edge*'s incredible momentum, she'll be joined by *Celebrity Apex* in 2020, and two additional sister ships in 2021 and 2022.

About Artex Productions:

Artex Productions is an award-winning full-service video agency, deployed around the world at a moment's notice to transform brand and business directives into compelling film work. They have offices in Miami and Los Angeles.

About Celebrity Cruises:

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 13 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible Cruise tour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel advisor.

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