

FOR IMMEDIATE RELEASE

ROYAL CARIBBEAN CHALLENGES SINGAPOREAN YOUTHS TO REIMAGINE THE FUTURE OF CRUISING

Cruise brand's first ever nationwide ship design contest now open



Artist's impression of Spectrum of the Seas, the grand cruise prize for the Brainwaves design competition.

SINGAPORE, 30 JULY 2018: To celebrate its strong culture of innovation and imagination, Royal Caribbean International is calling out to budding designers to submit their vision of a cruise ship of the future in its first ever nationwide design competition, and stand a chance to win cruise holidays and cash prizes up to SGD \$5,000.

Open to tertiary students nationwide till 28 September, Royal Caribbean's '*Brainwaves: Reimagining the Future of Cruising*' invites contestants to conceptualise and develop never before seen, innovative ideas for a cruise ship that would appeal to the next generation. Submissions need to showcase futuristic features covering the three key aspects of a cruise holiday – entertainment, activities and accommodation.

Royal Caribbean, a leading brand in pushing boundaries with the most innovative fleet at sea, hopes to inspire students to give new thinking to a travel category that has been rapidly evolving over the last decade, while supporting Singapore's ongoing drive to instil creativity in its young.

Royal Caribbean's Managing Director, Asia-Pacific, Angie Stephen said, "Cruising has transformed well beyond the basic pools, buffet restaurants and theatres. Skydiving at sea,

robotic bartenders, virtual balconies and smart features are just a few of the latest innovations you can expect today from a Royal Caribbean cruise, and we believe nothing is impossible when it comes to the holiday of the future.”

“Which is why with *Brainwaves*, we are excited to see what the youths of today can come up with in terms of innovative and creative features, and showcase where their imagination can take them when it comes to the cruise holiday of tomorrow. Our ship is their canvas.”

The inaugural competition has also appointed local architect and TV host, Khairudin Saharom, as *Brainwaves*’ ambassador and face of the competition. Mr Khairudin will also be part of the final judging panel to determine the winning design.

Mr Khairudin said, “As an architect, I recognise the profound effect good design can have on a space and how people experience it. Whether it is on land or sea, it is important to strike a balance between form and function. I am confident that our young designers will be able to pull together some truly compelling ideas.”

From all the submissions, five finalists will be selected to go forward in pitching their ideas before a judging panel consisting of Royal Caribbean’s senior management and Mr Khairudin on 15 October. The Grand Prize will feature an Asian cruise for two on Royal Caribbean’s upcoming new ship *Spectrum of the Seas* and a SGD\$ 5,000 cash prize.

To find out more, visit www.brainwavessg.com for competition details, and follow [Royal Caribbean on Facebook](#) for regular updates.

-END-

About Royal Caribbean International

Royal Caribbean International is an award-winning global cruise brand with a 49-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Onboard, guests are catered to with the cruise line’s world-renowned friendly and engaging Gold Anchor Service by every staff and crew member. Royal Caribbean has been voted “Best Cruise Line Overall” for 15 consecutive years in the Travel Weekly Readers Choice Awards and named the “Best Cruise Operator” for 10 consecutive years at the TTG Travel Awards as well as “Best Cruise Line” at the Travel Weekly Asia’s Reader’s Choice Awards since 2015.

The cruise line sails 25 of the world’s most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand.

For more information, please contact:

Siti Jumad (Ms)
Account Executive

Baldwin Boyle Shand

DID: (65) 6239 4110 HP: (65) 9729 4524

Email: siti.jumad@bbspr.com.sg

Chin Ying Duan (Ms)

Corporate Communications Manager

Royal Caribbean Cruises (Asia) Pte Ltd.

DID: (65) 6305 0023 HP: (65) 9727 3868

Email: YDChin@rcclapac.com