

## MATKA 2012 and Viking Line

For more than 20 years, Viking Line has participated in the Nordic Travel Fair (MATKA) in Helsinki, an event that provides an outstanding opportunity to come into contact with customers and tell about current product innovations. This year the Company's stand is different from those of prior years, both in size and appearance: it is considerably larger, with a modern new design. The stand was planned by the interior architecture office dSign Vertti Kivi & Co, which has received the assignment to handle the interior design of Viking Line's new vessel, the NB 1376. The clothing worn by the Company's staff at the exhibition was created by Camilla Mikama of the Finnish design team Touchpoint, who will also create some of the working clothes for Viking Line employees working on the new vessel. This advanced new passenger ferry will go into service on the Turku-Åland-Stockholm route in January 2013.

### **Tickets on the new vessel NB 1376 bookable from January 19, 2012!**

Starting on January 19, it will be possible to reserve tickets on the NB 1376, which begins service in less than one year on the Turku (Finland) – Åland Islands (Finland) – Stockholm (Sweden) route across the Baltic Sea. The launch of this new vessel will provide a substantial boost to Viking Line's product range. Newbuilding 1376, which represents a whole new generation of vessels, will run on liquefied natural gas (LNG) as its fuel, making it unique in the world for a passenger ferry of this size. The planning process for the NB 1376 has placed great importance not only on environmentally friendly solutions, but also on new innovative passenger experiences related to product and service concepts, as well as fresh design thinking.



The Finnish architectural design office dSign Vertti Kivi & Co was selected to handle the interior design of all twelve public areas of the vessel: walkways and entrances, restaurants and shops, children's play areas and club premises. The choice of this office was based on its track record in public design and its vision of how the cruise vessel of the future should look.

### Completely new cabin categories

The new vessel will feature new cabin categories with very high standards. All passenger cabins will be located on Decks 5-9 and equipped with state-of-the-art TVs, radios and hair dryers. *Seaside* cabins will have a view of the sea through large windows, and *Inside* cabins will be on the other side of the same corridor. The number of cabins with a double bed will be more than 170. There will be 48 *Premium* cabins featuring a double bed and a sofa that can be used as a bed. Four suites – each with its own unique concept – will be located at the far front end of the vessel. One pleasant innovation for families with children is that they will now be able to stay in a family cabin, that is, a cabin with a double bed that is combined with a four-bed cabin. The vessel will also offer many cabins specially adapted for people with allergies or limited mobility. The well-known Åland-based design team of Korpi & Gordon participated in the task of designing the cabin interiors, including the textiles and wall decorations.



**Premium cabin**

Another innovation is that as much as possible, passengers will be assigned cabins in specific areas of the vessel based on the purpose of their voyage. Passengers with cars will be placed as close to the car deck as possible so that they have short distances to their vehicles, families with children will be close to each other, passengers who request quiet accommodations will be placed in a calmer cabin department and so on. There will be extra focus on passenger satisfaction, especially in terms of maintaining order. Everyone, regardless of their needs and wishes, must be able to enjoy a calm and pleasant voyage.



### **Seaside Double cabin**

#### **For further information, please contact:**

Johanna Boijer-Svahnström, Public Relations Manager, Viking Line Abp, tel: +358 18 27 000

Christa Blomqvist, Information Officer, Viking Line Abp, tel: +358 9 123 52 42

Taru Kauppinen, Product Manager, NB 1376, Viking Line Abp, tel: +358 18 27 000

#### **Other sources of interesting information:**

[www.nb1376.com](http://www.nb1376.com)

[www.dsign.fi](http://www.dsign.fi)

[www.korpiandgordon.com](http://www.korpiandgordon.com)

[www.touchpoint.fi](http://www.touchpoint.fi)

[www.camillamikama.fi](http://www.camillamikama.fi)