



## **AIDAnova named! 25,000 Celebrate in Papenburg at the AIDA Open Air with Star DJ / Producer David Guetta**

September 1, 2018

Cruise company AIDA Cruises has named its latest ship AIDAnova on Friday evening. The spectacular naming ceremony took place at the completely sold-out AIDA Open Air at the Meyer Werft shipyard in Papenburg, attended by 25,000 spectators. The highlight of the evening was the biggest solo headline show by star DJ / producer David Guetta.

"AIDAnova's naming ceremony was a special event in a special place: We are delighted that we were able to stage the AIDA Open Air in Papenburg at the Meyer Werft shipyard, so that we could share our enthusiasm about our new ship with so many people. At the same time, this event was a thank-you to our partners, to the Meyer Werft shipyard, and to the many thousands of people who have helped make AIDAnova what is already the eighth AIDA cruise ship to be built on the Ems," said AIDA President Felix Eichhorn.

AIDAnova was imposingly illuminated with lighting and laser effects in front of the shipyard hall in Papenburg, and an impressive laser show brought the ship to life. The 20 multicolored laser projectors, over 300 strobes and more than 100 floodlights and spotlights made the ship glitter and shine. Two aqua acrobats ascended with their luminous flyboards to a height of 20 meters, gliding across the surface of the water, and creating fountains in the air with their amazing stunts.

Another novelty at the naming ceremony: For the first time it was not just one godmother who named the ship but rather an entire family: Sonja (31), Asad (33) Mirza, and their children Sophia (2) and Adrian (3) from Hanau. Mother Sonja spoke the blessing.

"Dear Godchild, You are very welcome to the AIDA family. You bring the whole world together in a single place, and you will make many guests of all ages happy. We name you AIDAnova and hope you, your guests and your crew will always enjoy smooth sailing, fair winds and following seas."

The hand of godmother Sonja hit the buzzer and the champagne bottle shattered against the bow. A laser wave effect brought a smile to the AIDAnova lips, and made the eye wink. After that, fireworks lit up the sky above AIDAnova in golden colors before the evening's highlight concert started.

DJ / producer David Guetta got the ecstatic audience dancing with real chart fireworks, including songs such as "I Gotta Feeling," "Flames" or "When Love Takes Over." This thrilling live concert was rounded off with a perfectly staged laser and pyrotechnics show.

At the end of September AIDAnova will be going on her first short trip, setting sail for Eemshaven in the Netherlands for final fit-out and sea trials. AIDA will take over the new ship from the Meyer Werft shipyard on November 15, 2018, in Bremerhaven. On that day, the first guests will also be arriving. They can all look forward to a huge range of new culinary pleasures and entertainment such as the Street Food strip for delicious treats, the first floating TV studio, or the Time Machine Restaurant. The popular Theatrium, the Four Elements activity area with ropes course and water slides, and the relaxing Beach Club are of course also integral elements of AIDAnova. The ship further features a wellness area of around 3,500 square meters, an outdoor gym, a Penthouse Suite which extends over two decks, single staterooms, 17 restaurants and 23 bars.

AIDAnova is the world's first cruise ship that can be powered by low-emission liquefied natural gas (LNG) both at sea and in port. Two further AIDA ships of this new generation will be built by 2023 – also at the Meyer Werft shipyard in Papenburg. More information and videos about LNG operation and AIDA Cruises' commitment to the environment are contained in the current AIDA Sustainability Report at [www.aida.de/en/aidacares](http://www.aida.de/en/aidacares).

During her premiere season, from mid-December 2018 AIDAnova will be sailing the island world of the Canaries and Madeira on seven-day cruises. More information can be obtained at [www.aida.de/aidanova](http://www.aida.de/aidanova). AIDAnova cruises can be booked at travel agencies, at the AIDA Customer Center by calling +49(0)381/202 707 07 or at [www.aida.de](http://www.aida.de).

Pictures of AIDAnova's christening and the AIDA Open Air Festival with the star DJ David Guetta in Papenburg are provided under the following link, which is constantly being updated. [http://www.image.net/Taufe\\_AIDAnova](http://www.image.net/Taufe_AIDAnova)

The AIDA Open Air was organized by Hannover Concerts and Four Artists Booking.

Rostock, September 1, 2018

### **About AIDA Cruises:**

*AIDA Cruises is one of the fastest growing and commercially most successful tourism businesses in Germany. The company employs about 11,400 people from 40 countries on shore and on board AIDA ships. AIDA Cruises operates one of the world's most state-of-the-art fleets, currently comprised of 12 cruise ships. Three new ships built at the Meyer shipyard in Papenburg (Germany) will join the fleet by 2023. With its "Green Cruising" concept, AIDA Cruises will be the first cruise company in the world that can power its new generation of ships both at sea and in port with LNG (liquid natural gas) from 2018. More information at [www.aida.de](http://www.aida.de).*

### **About David Guetta:**

*Effortlessly bridging the gap between electronic and urban music, David Guetta's unique vision and innate ability to fuse the two worlds has seen him produce some of the hottest collaborations on the planet time and time again. He is one of dance music's greatest superstars, a 2x GRAMMY® Award-winning international icon with global sales now in excess of 50 million albums and singles as well as over 10 billion plays at YouTube and Spotify. His extraordinary catalog includes countless #1 singles, multiple gold and platinum certifications, two GRAMMY® Awards, and the biggest social media numbers of any DJ/producer in history. He has collaborated with Sean Paul, Becky G, Afrojack, Sia, Martin Garrix, Brooks, French Montana and Charli XCX in the last 10 months alone. While playing shows all over the world this summer, including his Ibiza residencies at Pacha and Ushuaïa, he is preparing for the release of his 7th studio album which will be released September 14th, 2018. After more than three decades working as a dance music pioneer, it is safe to say that at this stage in his career, David knows exactly where to take it next. He's proven to command the boundless energy required to keep up an extensive gig schedule and maintain a steady stream of releases at the same time, with no signs of losing his genre-bending, poppy streak. Now that his new album is right around the corner, David Guetta is once again set to woo the world with his incredible sound.*

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