

IN-STORE

Cunard looks to art deco past for redesign of Queen Mary 2

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Cunard's Queen Mary 2

By STAFF REPORTS

Cruise liner Cunard is showing how its Queen Mary 2 was inspired by the original as the ship's interior is redesigned for the 80th anniversary of its predecessor's maiden voyage.

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Cunard screened "Inspired by the Original" for the first time at the Seatrade press conference in Fort Lauderdale, FL, before sharing with its followers on social media March 16. The film pays tribute to the beloved Queen Mary and shows how the original ship was the basis of Cunard's current flagship, Queen Mary 2, as it heads to dry dock for an extensive refit.

Set sail

Citing the Queen Mary as inspiration, the Queen Mary 2 will enter into dry dock for the refit on May 27, the 80th anniversary of its predecessor's maiden voyage.

The original cruise liner became a symbol of recovery during the Great Depression when the ship entered service in 1936, becoming the most popular before retiring in 1967. Cunard, fittingly, is taking cues from the original's grandeur and notoriety for the Queen Mary 2's redesign.

In the video short, Alison Clixby, director of hotel designs and projects at Cunard, speaks to the art deco touches in the Queen Mary, and how along with her team, including interior design firm SMC, they aimed to incorporate this aesthetic into the details of the Queen Mary 2.

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How #QM2Remastered has been inspired by the original Queen Mary As the original Queen Mary celebrates her 80th anniversary this year, take a look at how Queen Mary 2's remastering in June 2016 has taken inspiration from such an iconic legend. Circus-inspired artwork from the original Verandah to be showcased in QM2's new Verandah restaurant as well as new stateroom interiors inspired by the art deco era, are just a few examples of the attention to detail that is woven throughout this remastering. #QM2Remastered

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These elements include marble, brass and bronze fittings, all of which will contribute to a modern style and setting. Within the Grills suites and restaurants, a scheme of soft tones contrasted with bold colors and fine details reflect Cunard's art deco heritage.

Continuing its tribute to the Queen Mary, the modern ship's Verandah restaurant will have circus-inspired artwork and black geometric carpet similar to the Verandah Grill on the original liner.

Also included will be art deco chandeliers, fixtures and fittings in the King's Court buffet area, inspired by the design of Cunard's Booking Hall building in Liverpool, Britain. In its and suites staterooms, Cunard has included historic images of its buildings in Liverpool, Southampton and New York, photographed by Paul Ward.

Cunard is faithful to its heritage and frequently incorporates its past into its future.

For instance, Cunard feting its 175th anniversary in 2015 with a series of onboard events pointing to its history.

From retracing the original transatlantic crossing to remembering the sinking of the Lusitania, Cunard involved consumers in both the highs and lows of its heritage through special packages and online content. Commemorating a milestone can help prompt booking from loyal travelers, who want to experience the special time with their favorite brand ([see story](#)).

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