

TRAVEL AND HOSPITALITY

Silversea brings photographer on board for visual storytelling

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Photo taken by Steve McCurry in East Africa's Virunga Mountains for Silversea. Image credit: Silversea, photo by Steve McCurry

By STAFF REPORTS

Monaco-based Silversea Cruises is documenting its fleet and the remote destinations they will travel to by commissioning an artist who has a similar global background.

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The cruise line has made American photographer Steve McCurry, known for his journalistic images that have appeared in publications such as National Geographic, The New York Times and Time magazine, its creative partner, asking him to capture its portfolio expansion through his visual medium.

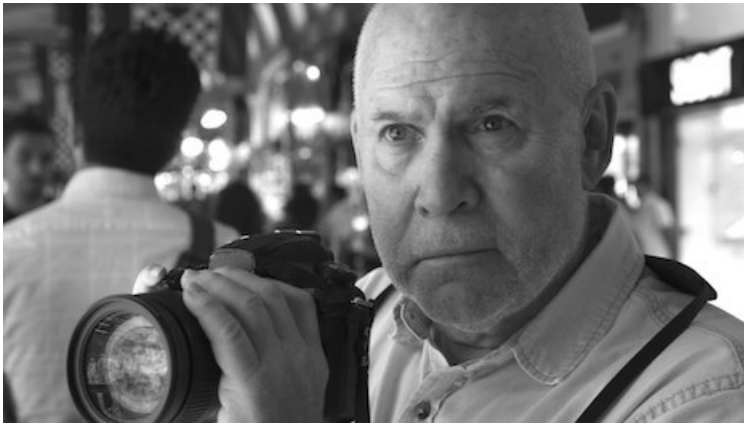
Global tour

Within his four decades of work, Mr. McCurry is best known for his photo of an Afghan refugee girl, which he took in 1984. His work has also taken him to destinations such as India and Afghanistan in the midst of war, and he has also documented events closer to home, including the fall of the Twin Towers in 2001.

Along with journalistic work, the photographer has also collaborated with brands such as Valentino and Vacheron Constantin ([see story](#)).

Among the spots that the photographer will chronicle for Silversea are the Virunga Mountains in East Africa; Istanbul, Turkey; Sicily and Svalbard, Norway.

"You're present, in focus; that's traveling, to me," Mr. McCurry said in a statement. "It's an urgent need to go and observe this world that we all share."



Steve McCurry. Image courtesy of Silversea

Silversea's ships are small vessels to allow them to travel through smaller spaces. Its latest addition to its fleet, Silver Muse, brings its total ship count up to nine.

These vessels travel to 850 different locations across the seven continents.

"Silversea has launched the most ambitious fleet and product expansion in its history, with the goal of unlocking new territories for guests and going deeper," said Barbara Muckermann, chief marketing officer at Silversea Cruises, in a statement. "Steve McCurry's artistry and storytelling align perfectly with Silversea's immersive experiences, intimate vessels and unforgettable destinations.

"He has the ability to capture the authentic beauty in the world, and express it with passion and clarity," she said. "We look forward to capturing the emotion and inspiration of global travel through Steve's lens."

Capture the authentic beauty of the world

While many hospitality companies benefit from the added imagery created and shared by consumers, a number of brands have tapped the skills of pro photographers.

Hospitality brand The Ritz-Carlton is traveling around the world in 80 stays in its next-phase global partnership with photographer and influencer Trey Ratcliff.

The Ritz-Carlton is kicking off its "80 Stays Around the World" travel photography initiative with a European photo tour. Much like today's affluent travelers, who rely on their smartphones to capture a trip's sights and personal moments to be shared on social media with their followers, Mr. Ratcliff will document his travels on the hotel brand's accounts ([see story](#)).