

TRAVEL AND HOSPITALITY

Cunard commemorates historic firsts with digital centennial retrospective

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Celebrities and private citizens alike feature in this historical retrospective. Image credit: Cunard

By LUXURY DAILY NEWS SERVICE

British cruise line **Cunard** is inviting guests on a voyage through its history with a new online photo exhibition.

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Visitors to Cunard's website can take in the "Sea Views," a collection of photos featuring guests famous and otherwise making memories aboard Cunard's ships throughout the last 100 years. Curated by British photographer and filmmaker Mary McCartney, the exhibition celebrates major moments in the brand's story, particularly with its *Laconia* being the first cruise ship to circumnavigate the globe.

"It was a joy to dig deep into the archives," Ms. McCartney said in a statement, "and [to] discover never-before-seen photographs that capture the essence of Cunard's signature moments, showcasing the glamour, elegance and adventures families and friends shared together.

"It was not just about showcasing the history, but also celebrating the millions of travelers who have embarked on unforgettable voyages across the globe," she said.

"As I went through the archives and read the stories submitted by passengers from all corners of the world, I was struck by the strong sense of community and connection that Cunard has fostered over the years."

Bon voyage

In addition to celebrating the *Laconia*, which completed the first "world cruise" upon its to New York on March 30, 1923, the exhibition celebrates the 100 years since Cunard began to incorporate onboard photography as part of its guest experience.

Since then, the brand has amassed an archive featuring some of the most famous faces of the last century, including entertainers Bing Crosby and Elizabeth Taylor as well as famed social and political activist Nelson Mandela.

Alongside these luminaries are less familiar faces who were no less integral to forming the brand's legacy.

Cunard's proud to launch its Sea Views exhibition curated by [@maryamccartney](#). Thanks to

everyone who entered. Visit <https://t.co/xe57a1pxwK> to discover the exhibition!
pic.twitter.com/OYaTPWJXCE

cunardline (@cunardline) [March 2, 2023](#)

One participant, Barry Robins, submitted a photo showing himself and his sister, Lynne, emigrating to the United States in 1964 aboard Cunard's ship the *Queen Mary*.

At present, Cunard counts three cruise ships among its fleet: *Queen Mary II*, *Queen Victoria* and the *Queen Elizabeth*. In early 2024, they will be joined by the *Queen Anne*.

The original *Queen Mary* ship also carried a group of soldiers from Sydney to Europe to be deployed during World War II, and a picture from this 1940 journey is featured in the collection.

From the same era, former British Prime Minister Sir Winston Churchill can be seen operating the *Queen Elizabeth* ship's controls while holding a cigar. Visitors are welcome to peruse the exhibition on Cunard's [website](#).

Today, those passengers who ride the *Queen Elizabeth* to Alaska will have the option of adding another mode of travel to their journey.

Last month, Cunard partnered with luxury scenic train company Rocky Mountaineer to give guests the option of adding a train journey to either end of their cruise ([see story](#)).

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