

TRAVEL AND HOSPITALITY

Cunard commissions pop art phenom for exclusive onboard mural

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The company has commissioned a new project from French street artist Thierry Guetta, best known as Mr. Brainwash, for its Queen Elizabeth ship. Image credit: John Riedy/Cunard

By LUXURY DAILY NEWS SERVICE

British cruise line Cunard has partnered with a popular artist for its latest installation.

In collaboration with French street artist Thierry Guetta, best known as Mr. Brainwash, the company is hosting his newest mural in the Garden Lounge of its Queen Elizabeth ship. The Cunard x Mr. Brainwash activation is a continuation of the brand's celebration of fine arts, as galleries feature heavily onboard each of its luxury vessels.

"We are thrilled to have partnered with Mr. Brainwash for Queen Elizabeth's incredible new mural and it is a privilege to be associated with such an acclaimed and innovative artist," said Katie McAlister, president of **Cunard**, in a statement.

"We always strive to provide guests with enriching and unique experiences on board and this one-of-a-kind masterpiece will certainly be enjoyed by our many art lovers."

Artful escape

Commissioned in tandem with Clarendon Fine Art, a gallery specializing in international modern and contemporary works, Mr. Brainwash's piece offers a patchwork of Cunard posters that display imagery from throughout the 1920s alongside splashes of paint, in the artist's signature style.

While ported in Los Angeles on Aug. 22, the company hosted a ceremony to showcase the mural, opening the event to both the ship's guests and select VIPs.

Alongside the art's presence on Cunard's Queen Elizabeth, three additional editions will be presented upon other properties within the brand's fleet, including the Victoria, Mary 2 and Anne.

We can't wait to see Queen Elizabeth sailing around the Mediterranean again from this September! Which destination are you most excited to visit?

Don't miss out on the fun - <https://t.co/XWVDgUvoRt> pic.twitter.com/Og1FbyhcLZ

cunardline (@cunardline) July 12, 2023

The Los Angeles-based artist is a frequent collaborator of luxury brands, having joined forces with German automaker Porsche and Italian car manufacturer Lamborghini in the past.

"I am ecstatic to collaborate with Cunard because, throughout history, they have proven to be timeless and consistent," said Mr. Guetta, in a statement.

"This piece of mine holds massive significance," he said. "It is very special to me because it merges two worlds together and represents artistic expression on a grand scale."

"If I can manage to even bring that expression to the high seas, there truly is no limit to where art can go."

Earlier this season, Roman jeweler Bulgari partnered with three contemporary painters to release an assortment of custom Serpenti Baia bags ([see story](#))

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