

TRAVEL AND HOSPITALITY

## Cunard casts three-year partnership with British Film Institute

September 22, 2023



*In honor of a new relationship with the British Film Institute (BFI), the luxury cruise line will also sponsor the London Film Festival 2023. Image credit: Cunard*

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By LUXURY DAILY NEWS SERVICE

British cruise line Cunard is marrying the art of travel and cinema.

The company and the British Film Institute (BFI) are beginning a three-year partnership. Announced ahead of Queen Anne setting sail, an exclusive series of movie screenings will ensue aboard the newest of Cunard's ships.

"We are absolutely thrilled to be partnering with the British Film Institute, with our shared dedication to providing immersive experiences aligning perfectly," said Katie McAlister, president of **Cunard**, in a statement.

"We're hugely proud of our long-standing affiliation with the silver screen, with some of Hollywood's biggest names having sailed in style with Cunard from Charlie Chaplin to Meryl Streep," Ms. McAlister said. "We have dedicated spaces for film enthusiasts across the fleet, and our new ship Queen Anne will boast even more big-screen experiences for guests.

"Together with the BFI, we'll strive to create unparalleled and unforgettable moments for film lovers."

### Movie sail

A program of short films and blockbusters will show at The Pavilion on Queen Anne as the ship enters service in 2024.

The open-air space stationed upon Queen Anne's top deck will feature a glass-domed, retractable roof spearheaded by interior designers at the London-based David Collins Studio, allowing travelers to be closer to nature onboard the 14-deck luxury vessel.

There, BFI will present a curated program of 10 movies monthly on The Pavillion's outdoor LED screen, as Cunard additionally places the productions on view in guests' staterooms.

Film fans are in for a treat on Queen Anne. Not only will our newest ship feature our first ever cinematic sized screen, but we're also teaming up with the **@BFI**. The collaboration will see a curated programme of specially selected films.

Learn More - <https://t.co/xuPAu3fV4A> [pic.twitter.com/kgs1zZFtDP](https://pic.twitter.com/kgs1zZFtDP)

cunardline (@cunardline) [September 21, 2023](#)

Cunard is also the main sponsor of the 67th BFI London Film Festival from Oct. 4 to Oct. 15, 2023. The cruise line will continue this support in 2024 and 2025.

Activating further at the event German automaker BMW will also maintain a presence at the festival ([see story](#)) the travel company is throwing the Cunard Gala on Oct. 11, 2023.

The gathering will be held at Southbank Centre's Royal Festival Hall in honor of the European premiere of *The Holdovers*, an American dramedy directed by Alexander Payne.



*A conceptual rendering of the David Collins Studio-designed space, The Pavilion on Queen Anne. Image credit: Cunard*

"We are thrilled to be working alongside Cunard on this partnership and are incredibly thankful for their support of the BFI and the BFI London Film Festival," said Francesca Vinti, executive director of fundraising and enterprise at BFI, in a statement.

"We are excited to be able to reach audiences in new inventive ways with amazing films and look forward to collaborating with Cunard over the next three years."

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