

TRAVEL AND HOSPITALITY

Cunard to stage theatrical production at sea

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The company is bringing award-winning stage shows to the Queen Anne ship, entering service in 2024. Image credit: Cunard

By LUXURY DAILY NEWS SERVICE

British cruise line Cunard is bringing a touch of drama to a soon-to-sail ship.

The company is partnering with British theater producer David Pugh to stage award-winning shows on the Queen Anne during its maiden season. Entering service in 2024, the vessel will be home to two plays that have never been seen at sea, including "Brief Encounter," a love story directed by British actor Emma Rice.

"This hugely exciting collaboration is a real celebration for theater lovers and the stage is almost set for guests to enjoy some of the most remarkable live performances on board our newest ship Queen Anne," said Katie McAlister, president of **Cunard**, in a statement.

"Whether it's the bright lights of Broadway or the buzz of the West End, the incredible David Pugh, together with Emma Rice, will deliver the very best that theater has to offer."

Shipping drama

Having been employed at the West End theater in London and on Broadway in New York City, Mr. Pugh is now taking his talents to sea.

The accomplished talent is working alongside the luxury cruise line's creative team to bring two productions to life. Just one, an onstage adaptation of British screenwriter Noel Coward's 1945 film, "Brief Encounter," has been revealed so far.



Cunard is collaborating with British theater producer David Pugh. Image credit: Cunard

A member of the narrative's original crew, Ms. Rice will serve as director for the play, going live at the Royal Court Theatre onboard Queen Anne. The venue features Art Deco-era detailing and decor befitting of the era in which the production is set.

Both multi-award winners will bring their talents to the experiential live performances.

"I am delighted that Cunard's new ship Queen Anne will play host to Brief Encounter, which is one of my favorite West End productions that I have ever produced," said Mr. Pugh, in a statement.

"It is an immense privilege to be involved with this project and I am so excited to bring the joy of live performance to the high seas," he said. "The second show is still in development, but I can guarantee it will be every bit as special as guests expect."

Setting sail from Southampton, England on May 3, 2024, Queen Anne will transport guests to various corners of the globe including the Mediterranean, Norwegian Fjords and Canary Islands. A number of additional artistic announcements ([see story](#)) support trips to more than 16 nations and 60 different destinations.

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