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News release

North Devon artist chosen for UK's largest floating art gallery

Bideford artist Stephen Ring has been commissioned by P&O Cruises to supply photographic images of the British coastline, for the latest and largest superliner designed for Britain, Ventura.

The photographs will be part of a £1 million, 7,000-piece modern art collection, featuring works from 40 British artists.

The featured artists reflect the best contemporary art in the UK today. The collection will showcase work from all disciplines including sculpture, photography, digital print, mural, painting, glasswork, lenticular and mosaic. The photographs by Stephen Ring will be a stunning addition to the collection.

P&O Cruises, head of brand marketing, Philip Price, said, "We are proud to be working with the best and most up and coming artists in Britain, Stephen Ring is certainly one of those. The artwork on board Ventura is being created to stimulate and appeal to anyone of any age. It will not be static, but will bring the ship to life and provide a unique experience every time.

"Even if people don't think of themselves as modern art buffs, they cannot fail to be inspired by the breadth of the collection of art on show.

"Ventura will be different from other superliners. She is all about choice and flexibility and landmarks a new era in cruising – our art collection is evidence of this contemporary feel."

Ventura will be the largest exhibit of Stephen's work, with 1800 of the coastal images displayed around the ship in total. Inspiration for the images comes from Stephen's passion for the outdoors and for recreating the dramatic, ever-changing coastlines in his work.

The images featured have been taken over the past three years by Stephen, and chosen carefully by P&O Cruises to display in the cabin corridors of Ventura.

Stephen Ring said: "This is such a fantastic opportunity for my photographs to be seen by a large and varied audience. I am delighted to be involved in such an exciting new venture."

Ventura will be based in Southampton from April to October, offering holidays of between two and 16 nights in duration in the Mediterranean, Baltic and Atlantic Isles. From October 2008 to March 2009 she will offer 14 night Caribbean fly-cruise holidays from Barbados.

Ventura is being designed to appeal to British passengers and will offer a wide choice of dining, entertainment and relaxation. She will have an array of evening venues to rival any cosmopolitan city and there will be a number of at sea innovations in family entertainment, including a 3D cinema, Scalextric at sea, Cirque Ventura and Rock School – where teenagers can perform and record their own songs.

All artists have been selected by Tempest Radford Ltd on behalf of P&O Cruises.

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About P&O Cruises

P&O Cruises has been operating cruise ships for more than 170 years and combines innovation, professionalism and unrivalled experience on its fleet of five ships dedicated to the British market. P&O Cruises offers passengers the most stylish and contemporary holidays afloat with destinations including the Caribbean, South America, Scandinavia, Mediterranean, Atlantic islands and round the world cruises. Ventura, the largest and most innovative ship to be built for the British market launches in spring 2008. An as yet unnamed 116,000-ton newbuild is scheduled for delivery in spring 2010.

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