



Press Release

Show premiere on board AIDAluna

AIDA Cruises celebrated premiere of the new artist and dance show „Augenblick“

It's not just the ship and its destinations that make up a cruise with AIDA, but also the award-winning entertainment program on board.

The new show „Augenblick“ (engl. „Moment“) celebrated its premiere on board AIDAluna. The show is a new music and artistry program in which the performers interact with the LED screen. Spectators can enjoy exciting light and shadow effects between the dancers and the LED screen. For example, the actors form and move an LED cube on the wall, playfully pull up virtual pillars or interact with their supposed image.

In addition to the use of LED technology, the futuristic-looking show also offers many other artistic highlights. For example breathtaking bungee and cube artistry in which an artist performs artistry on a bungee rope and a hanging cube in dizzying heights as well as a touching fusion of music and movement.

The audience was impressed by the artistically sophisticated show. From autumn / winter 2018/2019 on, guests of other ships can look forward to the thrilling new program by the AIDA Stars as well.

The show "Augenblick" is part of the project "Stars shine brighter at sea", where currently seven ships are being equipped with a new show program. With innovative, unprecedented show concepts, a remake of the most popular AIDA formats and a comprehensive program for pool events and licensed TV shows, AIDA offers a different stage and theater experience with even more variety every day. Soloists from the national and international musical scene, grandiose ballet dancers and breathtaking circus performers guarantee a variety of high-quality shows and diversified entertainment of the highest class as the fleet grows.

This and many other offers from the AIDA entertainment world can be found at www.aida.de/Entertainment and www.aida.de/aidaplus.

AIDA cruises can be booked at travel agencies, by calling the AIDA Customer Center at +49 (0)381/202 707 07 or at www.aida.de.

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