

hello,

**I'm Jana Nishi Yuen and following
are some of my long form design
projects. Enjoy!**

e // jana@studiojny.com
m // 206 619 0960
w // studiojny.com

CHALLENGE

Microsoft wanted to create branded messaging around its reinforcement learning research group and get people inspired about it. Folks outside of the group weren't quite sure how it fit into the broader artificial intelligence landscape at Microsoft and its identity, values and beliefs seemed a tad murky.

I share this project to demonstrate my conceptual thinking in communicating an idea that was, at the time, difficult to explain and show. This was done several years ago before chatgpt or generative ai were everyday words.

PROBLEM STATEMENT

How might we get people excited about reinforcement learning and its role at Microsoft? What kind of images can represent reinforcement learning?

SOLUTION

Reinforcement learning is exactly what it says: learning through decisions guided by feedback from the environment, where outcomes reinforce good or bad choices, enabling systems to learn.

Inspired by the “yes, and” principle from improvisational comedy, the concept emphasizes continual building upon previous actions. Using an inspirational imagery overlaid with a matrix of dots, the design symbolizes the vast possibilities of reinforcement learning. The dots serve as a versatile graphical device, transforming into various illustrations to convey potential applications.

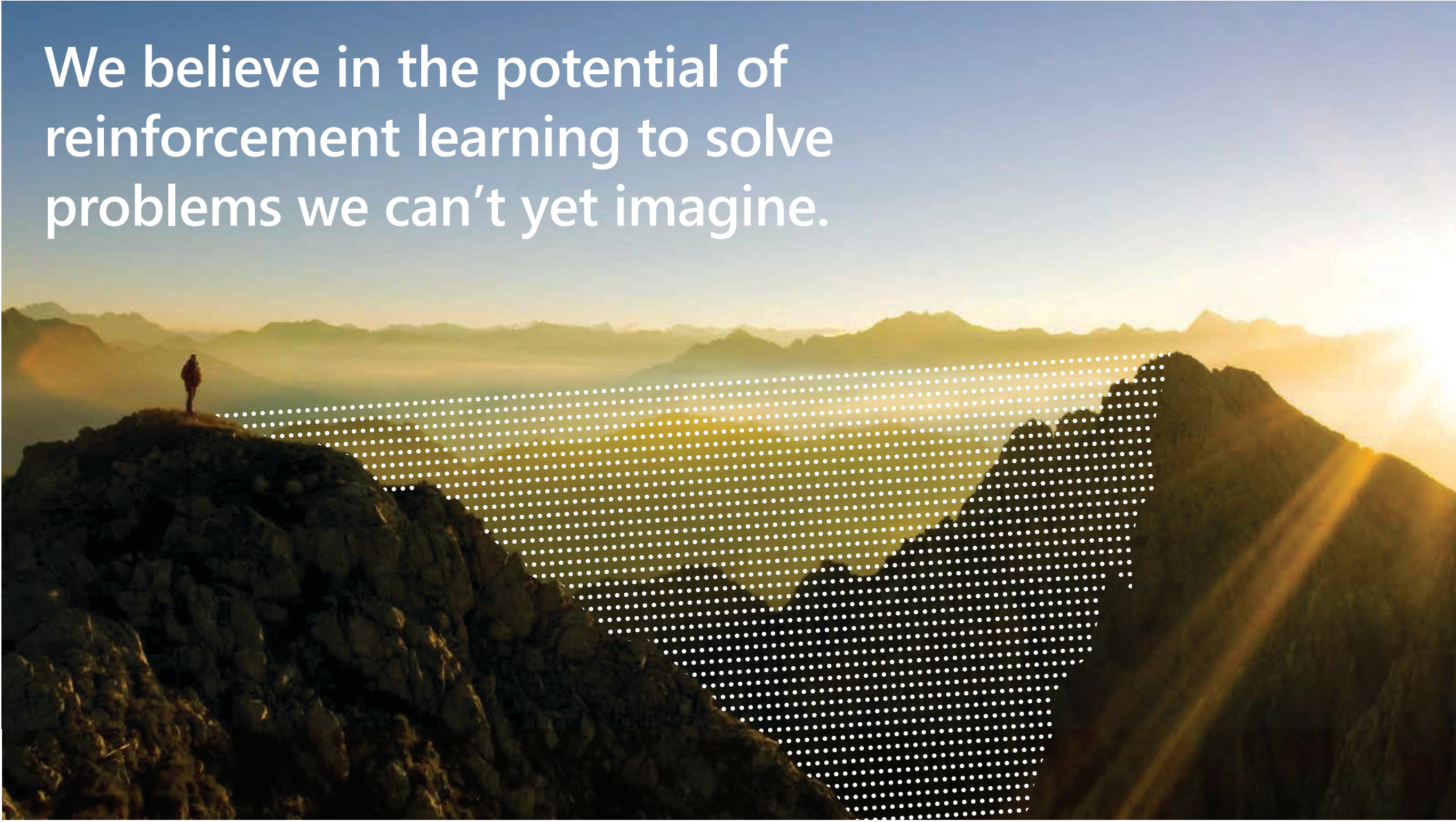
IMPACT

The client was very happy and used the deck extensively to spread the word of reinforcement learning.

For thousands of years, humans have learned via reinforcement learning, helping us distinguish a good choice from a bad one. Once we learn a lesson, we use what we've learned to move forward. But that simple principle hasn't been able to be applied to machine learning.

Until now...

We believe in the potential of reinforcement learning to solve problems we can't yet imagine.



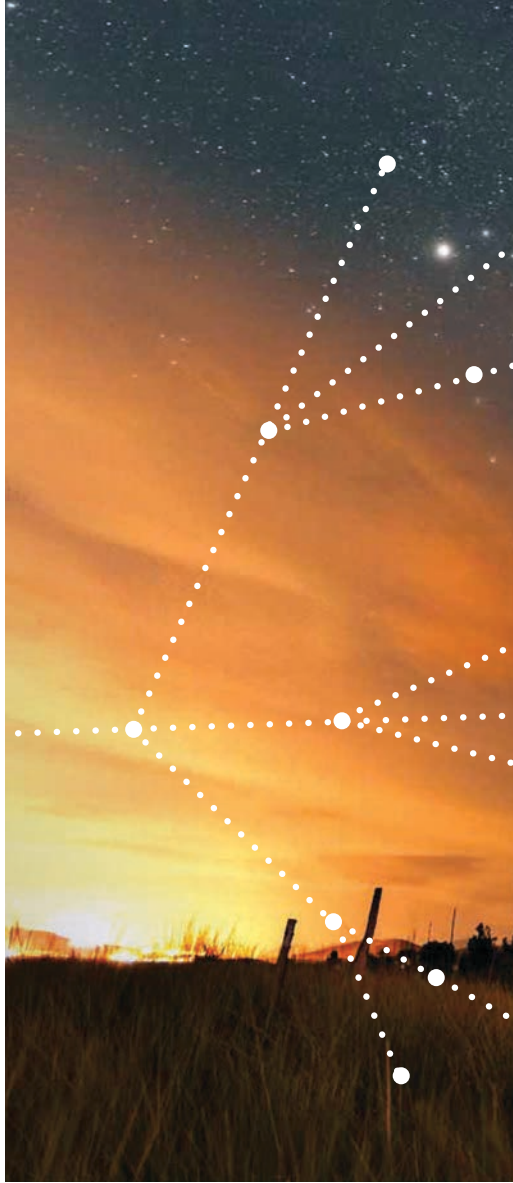
...asking “what if” thousands of times per second...

There are so many possibilities for the application of reinforcement learning that it's easy to overlook how it's already transforming the tools we use every day. Microsoft allows you to deploy, manage, and infuse intelligence into your systems from the cloud.

No matter where the future of reinforcement learning leads us, Microsoft will be leading the conversation because of our commitment to an ecosystem of solutions. We're part of an open partner ecosystem of industry leaders that will help ensure interoperability and scale into the future. Can we help chart that future safely and reliably?

Yes.
And...



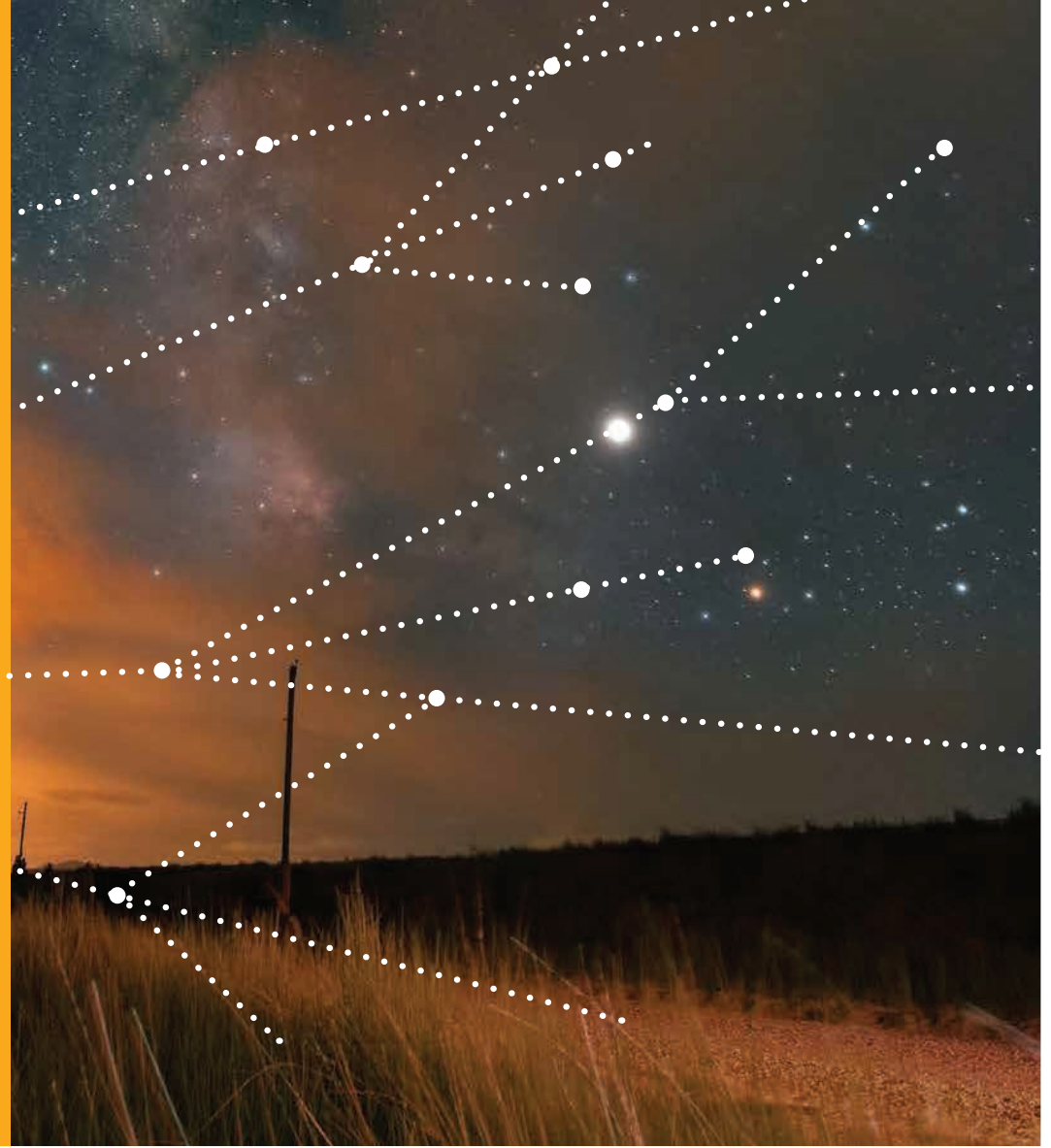


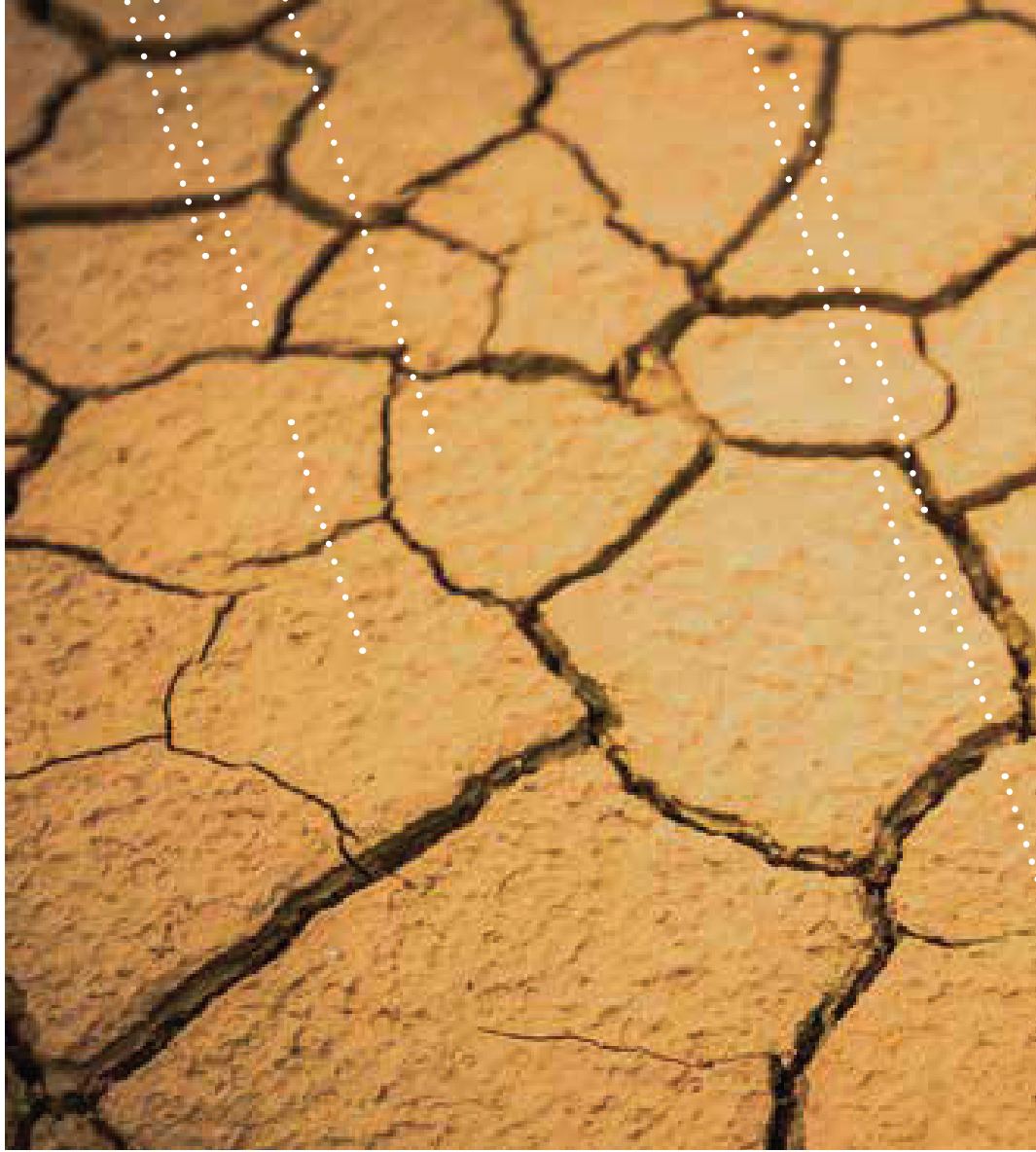
...designing algorithms to help choose the best algorithm...

Deep reinforcement algorithms are impressive—especially when we put them to work for us. At Microsoft, we train several of them simultaneously and make them compete. After extensive testing, our system yields a better final performance than any single architecture on its own. Through research like this, we're learning how best to manage autonomous systems responsibly with explainable and auditable predictions and leverage built-in mechanisms that enable fail-safe modes.

Reinforcement learning products from Microsoft provide responsible use guidelines so you can be secure with the intelligence in your products or services. Can we consistently use those guidelines to get technology into the hands of those who can use it?

Yes.
And...



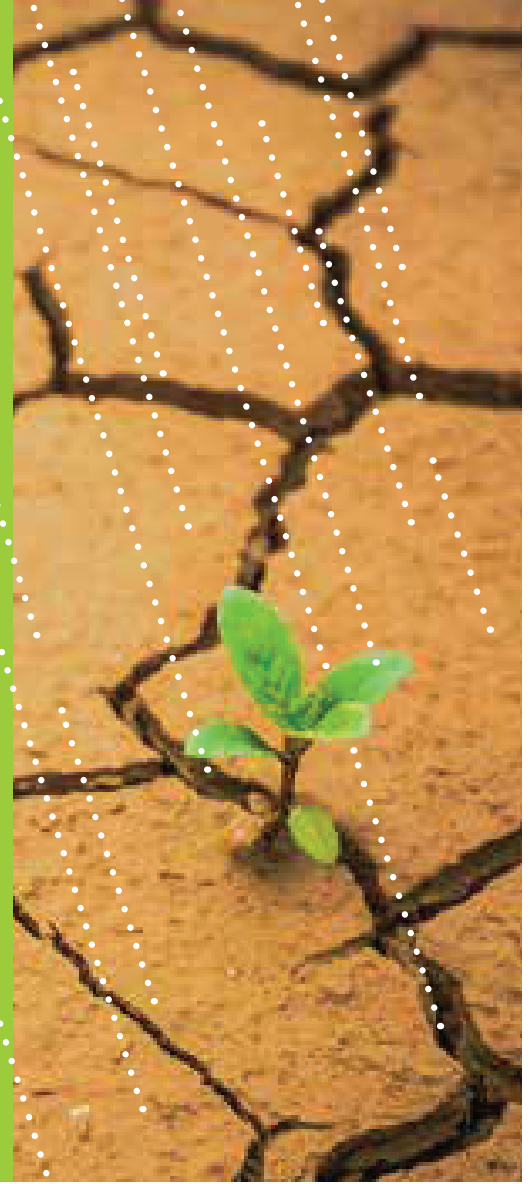


...creating technology designed to create tools of lasting value...

At Microsoft, we believe in making technology useful, accessible, and available to those who need it today. It's a fundamental difference in our operating philosophy, one that's deeply ingrained in how we work.

Do these high standards translate into practical application?

Yes.
And...





...bringing reinforcement learning to life...

We give our researchers the freedom to explore possibilities, supporting them from promising ideas to powerful technology.

From transfer learning to contextual bandits, from agriculture to manufacturing, we are relentlessly focused on breaking ideas out of the lab and into the world. If you want to make a difference in the real world and create tools of lasting value for the next generation and beyond, welcome to Microsoft. Are we setting a higher standard for the industry every day?

**Yes.
And...**

CHALLENGE

Serving the communities of Seattle, the Seattle Public Library (SPL) and its branches originally adopted the logo system that all city departments had: a circular corporate mark, a globe for libraries, (in a book silhouette) with some type. SPL wanted a new identity that better reflected who they were and represent the vast network of neighborhood libraries. When they sent out their RFP (request for proposal) they asked for the organization to pitch some ideas as part of the overall proposal. As a manner of business decorum, designers follow AIGA guidelines to not engage in “spec” work.

PROBLEM STATEMENT

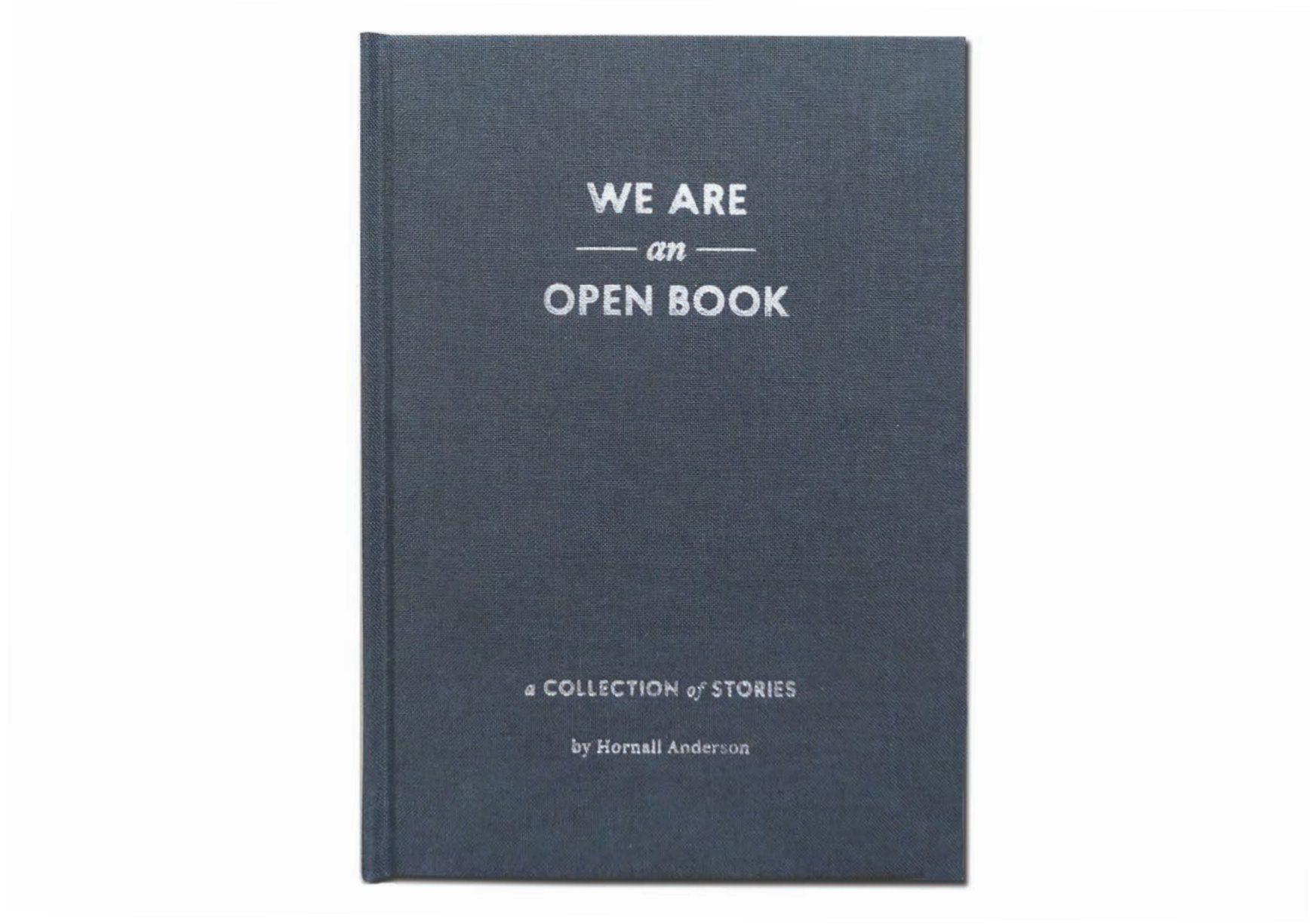
How might we win the work to redo the library identity without doing “spec” work?

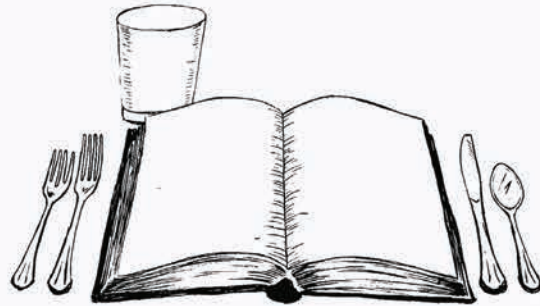
SOLUTION

We designed a book on why we love libraries, putting into words our stories and fond memories, demonstrating strong conceptual thinking and design prowess.

IMPACT

We won the work!





The Library is an access hub to the world and beyond, through imagination and story.

It's where we get books for our whole family—books that allow us to creatively explore together with our children, or to independently unwind and immerse ourselves.

The Seattle Central Library is my favorite lunchtime retreat.

Within a few blocks of work, I get to pick out new stories for my kids while visiting one of the most interesting buildings in the world.

Rob Zwiebel

LO

THE LIBRARY, FOR ME, MEANS ACCESS. ACCESS TO BOOKS, TO MAGAZINES, TO VIDEOS. IT MEANS DISCOVERY—A NEW BOOK, A NEW E-BOOK, A GREAT DOCUMENTARY, COUNTLESS MAGAZINES AND NEWSPAPERS, ALL THERE FOR ME TO EXPLORE. I USUALLY GO WITH NO AGENDA IN MIND, WALKING THE AISLES LOOKING FOR SOMETHING THAT CATCHES MY EYE. IT'S A GREAT WAY TO ESCAPE THE CRAZY CITY LIFE FOR AN HOUR OR TWO. AND... IT'S FREE.

LOVE, LOVE, LOVE OUR LIBRARY.

Mandy Robertson

WE

I LEARN SO MUCH ABOUT MY CHILDREN WHEN WE GO TO THE LIBRARY—WHAT THEY'RE CURRENTLY INTERESTED IN, WHAT GETS THEM EXCITED, WHAT TYPE OF HUMOR MAKES THEM LAUGH, AND WHAT THEY STILL HAVE YET TO ABSORB ABOUT THE WORLD.

Angela Gamba

LE

I AM AN IMPULSIVE PERSON.

THE LIBRARY'S APP AND WEBSITE ALLOW ME TO QUEUE UP ANY BOOK OR ALBUM I HAPPEN TO HEAR ABOUT. IT'S WAITING FOR ME ON MY OWN DIGITAL SHELF, WITH MY NAME ON IT, A FEW DAYS LATER.

I LOVE THAT THE COLLECTION IS HUGE AND THAT I CAN FIND MOST ANYTHING, AND THAT I HAVE THE OPTION OF SUGGESTING ITEMS FOR PURCHASE IF I CAN'T.

TRUTHFULLY, IF I HAD TO GO FIND THE MATERIALS IN PERSON, I WOULD PROBABLY END UP GETTING SIDETRACKED BY PIZZA, OR SOMETHING.

I AM AN IMPULSIVE PERSON.

Pete Gibson





The library represents a commitment: to provide readily accessible information and resources for everyone, which is one of the best things we can do for this city. It's also the place that allowed my childhood imagination come to life. Whenever I visit the library, I still feel that same electric *energy of a million books*, just waiting to be devoured.

Katie Lee

CHALLENGE

1001 Fourth Avenue (now the Safeco Building) is a classic post-modern skyscraper built in the late 1960's. It was slated to undergo a huge internal renovation in hopes of attracting a new major tenant. I was brought onboard to rebrand it as the class A-rated building that it continued to be and create a marketing package the sales team could use. The building needed to compete with the newer built skyscrapers changing the landscape with community roof tops, open office concepts and interesting materials.

PROBLEM STATEMENT

How might I rebrand the majestic 1001 Fourth Avenue building so that it could compete for tenants, while respecting and being proud of it's history and classic lines.

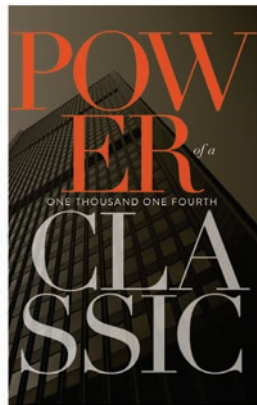
SOLUTION

I doubled down on the architecture's imposing strength and simplistic beauty. I demonstrated that legacy and tradition were meaningful, resilient and relevant. I developed the typical marketing materials of a folder, business cards and letterhead and surprised with a smaller, more intimate brochure. We also printed posters echoing the imagery and typography of the brochure to have on display for tours.

IMPACT

The management team went on to secure Safeco as it's major tenant which continues to occupy most of it. The building was renamed Safeco Building.

- Small 5"x8"
- Quick turning.
- One statement per page.
- Tell the story of the building and the values and beliefs it upholds: the mantra of the building.



Cover



Page type - full color/full bleed

Copy – We are built to last. Like your Business. STRONG.1001 Fourth is a place that embodies enduring virtues: strength and stability, integrity and intensity. Like you, it's powerful, focused, and unmistakably clear.



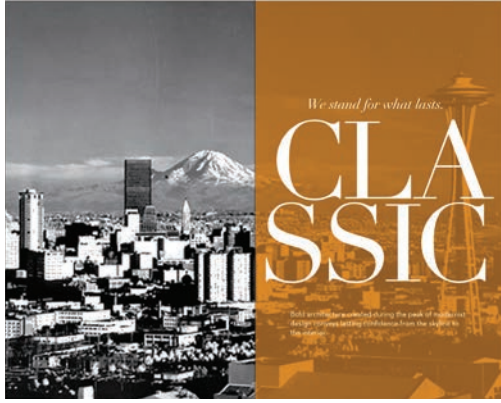
Page type - B/W with color overlay

Copy – We mean BUSINESS. Located at Seattle's business, legal and financial core, 1001 Fourth is filled with forward-thinking businesses like yours. If you're serious about success, this is the place for you.



Page type - full color/full bleed

Copy – We embrace the UNFORGETTABLE. 1001 Fourth is more than a building: it's a community. One that never misses a chance for a Blue Angels rooftop party or a charity drive for a good cause.



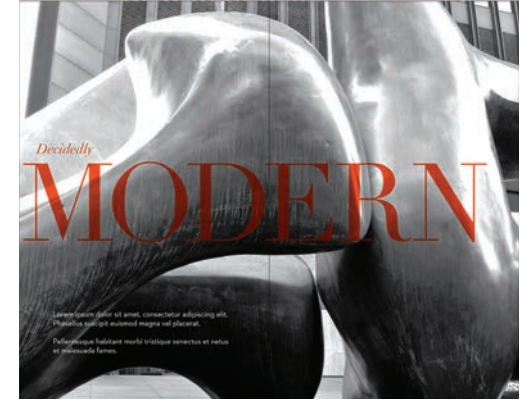
Page type - Historical Imagery
 Copy – We stand for what lasts.
 Bold architecture created during the peak of modernist design conveys lasting confidence from the skyline to the interior.



Page type - Stats Page
 Copy – Mix of current, historical, business and/or little known facts about building.
 - tons of granite in base
 - floorplate square footage
 - longest tenant occupancy
 - # vaults



Page type - Full color with Overlay
 Copy – We support your VISION
 Flexible floor plates and up-to-date systems enable you to achieve your vision of the ideal workspace—and we are here to help you make the most of this opportunity.



Page type - Close-up Details
 Copy – Decidedly MODERN



Folder cover



Folder inside: Pocket with amenities fact sheet.

Look Book (cover) nested in frame



CHALLENGE

Holland America Line is a classic, beautiful, service-oriented cruise line that upholds the tradition and romance of sailing the seas of the world. Our challenge each and every year was to design with that tradition in mind, but with fresh imagery and dynamic layouts that both conveyed important cruise details but also made you want to be where ever the ship would take you.

PROBLEM STATEMENT

How might we develop a communication piece that is a work-horse, full of important cruise information and also differentiate the adventure and allure of cruising with Holland America Line?

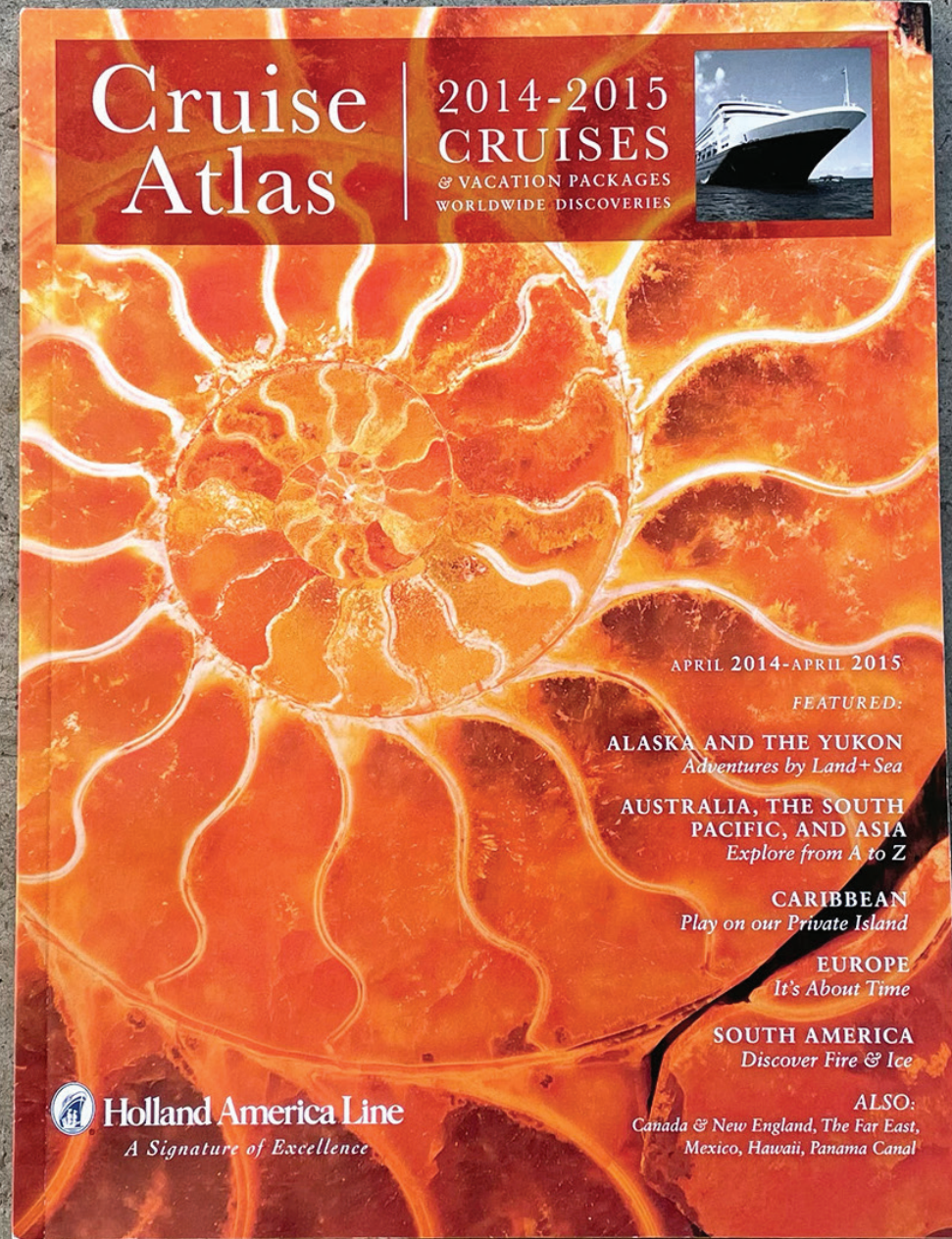
SOLUTION

The brochures featured more of a magazine, editorial style way of communicating the benefits and features of cruising with Holland America Line. The articles were written as first person engagements, infused with many moments of their traditionally famous intuitive and unobtrusive service.


Along with the traditional cruise brochures, we designed large 34"x22" posters that could serve both as inspiration on the walls and fold down to 8.5"x11" for easy handling.

IMPACT

The client was very happy and used the deck extensively to spread the word of reinforcement learning.



Cruise Atlas | 2014-2015
CRUISES
& VACATION PACKAGES
WORLDWIDE DISCOVERIES



APRIL 2014-APRIL 2015

FEATURED:

ALASKA AND THE YUKON
Adventures by Land+Sea


AUSTRALIA, THE SOUTH PACIFIC, AND ASIA
Explore from A to Z

CARIBBEAN
Play on our Private Island

EUROPE
It's About Time

SOUTH AMERICA
Discover Fire & Ice

ALSO:
Canada & New England, The Far East, Mexico, Hawaii, Panama Canal



Holland America Line
A Signature of Excellence

astounding
DISCOVERIES

From exotic adventures that reveal new landscapes and cultures to cruises close to home that offer sun, family fun and welcome escape, we invite you to join us aboard.



TABLE OF CONTENTS

- 3 | Welcome
- 4 | The Holland America Line Difference
- 28 | Mariner Society® Rewards Program
- 30 | Alaska Cruises & Land+Sea Journeys
- 40 | Australia, New Zealand, South Pacific & Asia
- 56 | Far East Explorer
- 60 | Canada & New England
- 66 | Caribbean
- 82 | Europe
- 122 | Africa Explorer
- 124 | Hawaii, Tahiti & Marquesas Islands
- 128 | Mexican Riviera & Sea of Cortez
- 130 | Panama Canal
- 138 | South America
- 148 | 2014–2015 Grand Voyages
- 166 | Customize Your Vacation
- 185 | Staterooms & Deck Plans
- 210 | Important Policies
- 212 | Our Five-Star World
- 213 | Sailing Schedule

GRACIOUS, AWARD-WINNING SERVICE: *The Holland America Line Difference*

WARM and genuine

From the moment you arrive, you are welcomed as an honored friend. Gracious service sets the tone. Polished presentation, warm and personal attention — our crew takes pride in making your cruise relaxing and remarkable in every way.

6 Holland America Line



FOCUS ON SERVICE OUR SIGNATURE STYLE

Our crew frequently earn awards such as the International Five Star Diamond Award from The American Academy of Hospitality Sciences.



1 Our professional crew has been academy trained and is adept at the art of remembering guest preferences

2 Because we sail with a high crew-to-guest ratio, you'll experience service that is truly prompt and attentive

3 Your stateroom is attended to twice a day, a morning service to clean and refresh linens and towels, as well as an evening turndown service

4 Complimentary shoe shine service is our pleasure, along with ice delivered to your room

Prompt and gracious, never in the way yet never out of touch. Relax and enjoy the signature style of service for which we are known.

5 Dining stewards work in teams of two to ensure your experience is perfect, across all five courses

6 Expert croupiers in the Casino, European-trained spa aestheticians, professional bar staff

7 Pinnacle and Neptune Suite guests enjoy the services of a personal concierge to organize spa, dining and shore arrangements



Awards & Accolades

- CONSISTENTLY AMONG THE HIGHEST-RATED CRUISE LINES *Condé Nast Traveler* Readers' Choice Awards; *Travel + Leisure* World's Best Awards
- BEST OVERALL CRUISE VALUE (20 consecutive years) *World Ocean & Cruise Liner Society*
- INTERNATIONAL FIVE STAR DIAMOND AWARD *The American Academy of Hospitality Sciences*
- HIGH DELUXE FIVE-STAR-PLUS RATING *World Ocean & Cruise Liner Society*
- BEST PRIVATE ISLAND—HALF MOON CAY (12 YEARS) BEST SHORE EXCURSIONS, BEST COMPUTER FACILITIES *Porthole Cruise Magazine* Readers' Choice Awards
- MOST ETHICAL COMPANIES LIST *Ethics Inside®* Certification from *Ethisphere Institute*
- SUSTAINABLE TOURISM AWARD, JANUARY 2013 *Hospitality Sales and Marketing International* and *National Geographic Traveler*
- AMONG THE BEST CRUISE SHIP SPAS *SpaFinder* Readers' Choice Awards

THE HOLLAND AMERICA LINE MISSION
Our corporate mission is as simple as it is bold: Through excellence we create once-in-a-lifetime experiences, every time.

hollandamerica.com 7



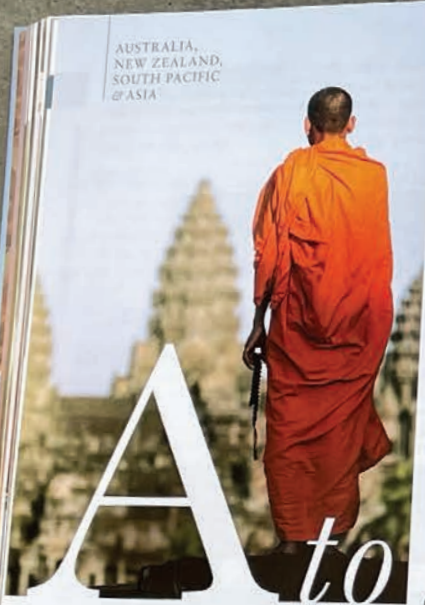
where the pulse of
EXOTIC

and **REFINED**
intersect

14 Holland America Line

hollandamerica.com 15

AUSTRALIA,
NEW ZEALAND,
SOUTH PACIFIC
& ASIA



The vast Pacific is calling. On the horizon, dreamy Polynesian isles, the wonders Down Under, the mystery of the Orient. Answer from spacious teak decks of your luxurious ship.

A to Z

ANGKOR WAT, CAMBODIA

If the walls of this ancient temple of the Khmer kings could talk... but they do — in the intricate bas reliefs that adorn the walls. Each tells a tale, the most famous about how a cosmic serpent retrieved the "elixir of life" in the Churning of the Sea.

BUDDHAS OF BANGKOK

In Bangkok, over 400 gilded temples — wats — house Buddhas of every size, shape and material: bronze, jade, gold. But only four poses are allowed: standing, sitting, walking or reclining, representing the daily activities of the Buddha.

DIVERSE DINING

Holland America's On Location program brings the tastes of the Pacific on board: Thai curry, Chinese dim sum, Kobe beef. And daily, in the Lido Restaurant, selections from around the world: Asian stir-fry, pizza, sushi.



CLOWN FISH

"Nemo" is among the more than 2,000 species of fish found in the Great Barrier Reef. Snorkel, dive or ride a semi-submersible to view intricate coral formations and the odd wonder of a giant clam garden.

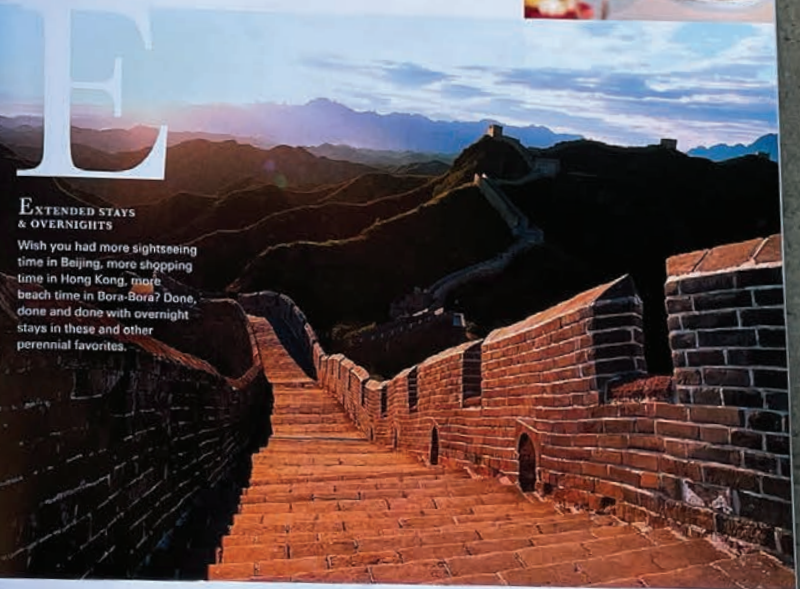


FIORDLAND NATIONAL PARK

Breathtaking peaks, steep-sided fiords laced with waterfalls and wildlife: New Zealand's natural treasure is so pristine it has been named a UNESCO World Heritage Site. You'll spend a full day here, cruising Milford, Doubtful and Dusky sounds.

GRACIOUS SERVICE

Our academy-trained professional crew members take genuine pride in making your cruise relaxing and remarkable in every way. It is uncanny, really, how they remember your every preference.



EXTENDED STAYS & OVERNIGHTS

Wish you had more sightseeing time in Beijing, more shopping time in Hong Kong, more beach time in Bora-Bora? Done, done and done with overnight stays in these and other perennial favorites.

HALONG BAY

Another UNESCO World Heritage Site for you to collect. On a converted fishing junk with bat-winged sails, wend your way through this watery wonderland of jagged limestone islands, pristine beaches and hidden coves.

IMPERIAL PALACES

Emperors, khmers and shoguns all created their royal palaces. But none is grander than Beijing's Forbidden City, a sprawling complex of halls and inner courts from which 24 emperors ruled for nearly 500 years. Once forbidden, now open to all who visit.

JAVA

Step back to the colonial days of the Dutch East India Company in Old Semarang. Achieve nirvana or, at the very least, an inspired view of the surrounding mountains from atop the Borobudur Temple.



CARIBBEAN

66 Holland America Line

A day of **PLAY**

The anticipation is palpable as we approach Half Moon Cay, Holland America Line's private island, set aside just for us. The first thing we learn: Here in the Bahamas "cay" is pronounced "key." "Conch" sounds like "conk." Didn't ask. Just going with the flow, *Bahamian style.*



hollandamerica.com 67

#1 ALASKA EXPERIENCE
More Glacier Bay
Denali
Endless Yukon

Holland America Line
SAVOR THE JOURNEY

THE ULTIMATE ALASKA CRUISE
The best of Alaska's glaciers and coastal towns are yours, with perfectly sized ships and special programming that get you closer to all the wonder.

THE PREMIER DENALI EXPERIENCE
Our Denali Land+Sea Journeys combine the best of an Alaska cruise with the most authentic and immersive ways to experience the wonders of Denali National Park & Preserve.

EXCLUSIVE ACCESS TO THE YUKON
Embark on a voyage where adventure waits at every turn with the only cruise company taking you beyond Alaska and Denali to the wild Yukon Territory.

ALASKA & THE YUKON

2020 CRUISES & LAND+SEA JOURNEYS
MAP & PLANNING GUIDE

Best Alaska Cruise
AFAR
Best in Alaska
CRUISE CRITIC
HollandAmerica.com

WE ARE ALASKA

Inside Passage

THREE WAYS TO EXPLORE THE GREAT LAND

With **deep knowledge and expertise** across Alaska and the Yukon, Holland America Line has designed three options that get you closer, take you farther and create memories that last a lifetime.

BY SEA

At the heart of it all is the ultimate Alaska cruise experience. These **carefully crafted itineraries** span 7 to 14 days, feature the famed Inside Passage and give you more options for cruising **Glacier Bay National Park & Preserve**. Your **perfectly sized ship** gets you closer to it all, while **Cruise and Travel Directors** and **onboard Naturalists** add enthusiasm, information and insight to your journey.

BY LAND AND SEA

A Denali Land+Sea Journey combines your cruise with a land-based adventure that lets you stay up to three nights at Denali National Park & Preserve—a Holland America Line exclusive! Travel to Denali on board our **McKinley Explorer® luxury domed railcars**, stay in elegance and comfort at our own **McKinley Chateau Resort** property and embark on a thrilling Tundra Wilderness Tour deep into the Park.

BY LAND AND SEA AND BEYOND

Extend your journey into the remote Yukon Territory with the only cruise line to take you there. A Yukon+Denali Land+Sea Journey combines the wonders of an Alaska cruise and Denali National Park & Preserve with a visit to the historic Yukon. Our **long-time partnerships and insider access** create an authentic experience, while knowledgeable **Journey Hosts** and **exclusive hotels and resorts** in Skagway, Dawson City, Anchorage, Fairbanks and at Denali make your journey easy, comfortable and convenient.

McKinley Explorer® luxury domed railcars

Yukon gold

ALASKA CRUISES

ALL ABOUT GLACIERS
Alaska's awe-inspiring glaciers are best viewed from the sea, and Holland America Line gives you the most opportunities to witness these frozen giants. We are a proud Authorized Concessor of Glacier Bay National Park & Preserve and offer more cruise departures that include Glacier Bay than any other cruise line. We also offer more options for glacier viewing overall—every Alaska cruise includes one or more glaciers: Glacier Bay National Park, Hubbard Glacier or the Twin Sawyer Glaciers of Tracy Arm.

THE GREAT LAND COMES TO LIFE
On board and ashore, exclusive programming, activities and Alaska-themed entertainment bring you closer to the people and places you encounter. Visit Explorations Central™ to deepen your understanding of Alaska. Take part in discussions with onboard naturalists and local tribe members. Embark on an award-winning shore excursion to experience Alaska's unrivaled scenery, iconic wildlife and native cultures.

DENALI LAND+SEA JOURNEYS

THE PREMIER DENALI EXPERIENCE
Every Denali Land+Sea Journey includes access to the region's best properties, starting with our McKinley Chateau Resort, a sprawling, 60-acre campus owned by Holland America Line and conveniently located near the gates of Denali National Park & Preserve. It welcomes you with new premier lodging, including thoughtfully upgraded rooms and new Denali Suites with more space to spread out.

Every journey also features the bustling Denali Square™. It's your launching pad for adventures into Denali National Park & Preserve and the perfect place to celebrate Alaska. Enjoy Alaska-themed dishes like cedarwood-grilled salmon at Karstens. Sit on the boardwalk and visit our Artist-in-Residence. Share tales with friends new and old as you make s'mores around the fire pit.

ANSWER THE CALL OF THE WILD
The adventure of a lifetime: our popular Tundra Wilderness Tour is included on all 2- and 3-night Denali stays. Venture deep into the park to witness unamed beauty and to see grizzly bears, caribou, Dall sheep, wolves and moose in their natural habitat.

YUKON+DENALI LAND+SEA JOURNEYS

GO IN SEARCH OF TREASURE
Our carefully crafted itineraries immerse you in fascinating Yukon Gold Rush history and spectacular scenery. As you wander through frontier towns, travel through unspoiled wilderness and ride the paddlewheeler *Mandawie Spirit* down the Yukon River past abandoned mining camps, you'll come face to face with nature's marvels and find hidden-seen treasures waiting to be unearthed.

TRAVEL IN STYLE
Your Yukon+Denali Land+Sea Journey includes an unforgettable ride aboard the White Pass & Yukon Route Railroad. The railroad got its start in 1908 after the discovery of gold in the Klondike. Today its vintage railcars carry you through some of North America's most rugged terrain.

YOUR JOURNEY HOST
Part local expert, part concierge, your professional Journey Host accompanies you throughout the land portion of your Yukon+Denali Land+Sea Journey, providing in-depth insights on the places you visit and ensuring your trip goes smoothly.

Alaska and Yukon poster (front) 34" x 22"



EUROPE

2020 PLANNING GUIDE

NORWEGIAN FJORDS

Blessed with otherworldly beauty, Norway's breathtaking fjords, plunging waterfalls and charming villages are proudly on display. Sail across the Arctic Circle and discover the stark, windswept brilliance of Honningsvåg and the North Cape. Hike to the top of Pulpit Rock in Stavanger for a stunning view. Spend a day in Ålesund, dubbed Norway's loveliest city.



NORTHERN ISLES

Europe's northern islands are lush, lively and brimming with legends. Follow in the footsteps of the "Fab Four" in Liverpool, from Penny Lane to Strawberry Fields. Keep your eyes peeled for the elusive Nessie as you visit the fabled Loch Ness. Soak in the waters of the world's most famous geothermal spa - Iceland's celebrated Blue Lagoon.



BALTIC SEA

Grand palaces, medieval towns and fairy-tale charm fill your voyage with magical delight. In St. Petersburg see Russia at its most spectacular, from the gilded St. Catherine's Palace to the magnificent Hermitage. Contrast medieval frescoes with chic shops in Aarhus, one of Scandinavia's oldest cities. Walk Stockholm's Gamla Stan, awash in cobbled streets and colorful buildings.



NORTHERN EUROPE

SEE EUROPE WITH THOSE WHO KNOW IT BEST

BORN IN THE NETHERLANDS IN 1873, HOLLAND AMERICA LINE HAS NEARLY 150 YEARS OF EXPERIENCE SAILING THE BREADTH OF EUROPE. NO ONE ELSE BRINGS YOU TO THE SIGHTS, IMMERSES YOU IN THE CULTURES AND GIVES YOU THE UNIQUE MOMENTS THAT MAKE YOU FEEL LIKE A LOCAL.

ENJOY OVERNIGHT STAYS IN POPULAR PORTS

Europe's landmark cities shine brightly at night, which is why we offer overnight stays in many of the most popular cities including Barcelona, Dublin, Venice and St. Petersburg. In 2020 we're adding overnights in Istanbul and Lisbon as well.

TRANSFORM YOUR TRAVEL WITH EXPLORATIONS CENTRAL™

Go beyond the usual tourist track and connect with Europe's cities and cultures in an authentic, vivid and meaningful way with our exclusive Explorations Central destination programming.

GET A TASTE OF EUROPE

Deepen your understanding of Europe's cultures with special culinary programs like immersive shore excursions in partnership with FOOD & WINE® magazine and hands-on cooking demonstrations with local chefs, as well as authentic regional dining on board.

EXPERIENCE THE PLEASURES OF YOUR PERFECTLY SIZED SHIP

Spacious surroundings, sophisticated staterooms and suites, unrivaled dining and the best live music at sea take your journey to new heights.



WESTERN EUROPE

Moorish marvels, sparkling riverias and seaside villages dot your path along the Mediterranean as centuries of culture unfold before your eyes. Explore Monte Carlo, taking time to people-watch at an elegant café. Learn the secrets to authentic Neapolitan pizza in Naples. Take in a thrilling flamenco performance over tapas and drinks in Cádiz.



ADRIATIC & GREECE

Treasures from the distant past and marvels of the modern era rise to greet you. Wander Istanbul's Sultanahmet neighborhood, brimming with palaces, temples and mosques from the Roman, Byzantine and Ottoman eras. Swim in Kotor's famous Blue Cave, whose iridescent waters bathe the entire cavern in ever-shifting shades of blue. Find a quiet corner of Santorini to soak in the unforgettable views of its breathtaking caldera.



MEDITERRANEAN

Europe poster (front) 34" x 22"



OUR EUROPE IS YOUR EUROPE

With nearly 150 years of history sailing across Europe, Holland America Line knows how to explore like a local.

Carefully crafted itineraries, with more than 80 sailing dates and cruises ranging from 7 to 35 days.

Overnight stays in popular cities, including St. Petersburg, Barcelona, Dublin and Lisbon.

Six perfectly sized ships in Europe, including our newest ship, *New Amsterdam*.

We're returning to *Istanbul* in 2020, offering overnight stays with more time to take it all in.

Collectors' Voyages extend your discovery and value. If you want to see even more of Europe, consider a Collectors' Voyage. These unique sailings combine back-to-back itineraries to create an extended and immersive voyage offering special savings and few or no repeating ports.

Exclusive Culinary-Themed Shore Excursions. Dig into Europe's culinary hot spots on special shore excursions in partnership with *FOOD & WINE* magazine.



EUROPE VOYAGES OF DISTINCTION ON BOARD VEENDAM

Venture to the farthest northern reaches of Europe, cruising among the scenic fjords of Norway and Iceland. Or retrace the steps of the ancients in the Mediterranean. Experience fascinating, out-of-the-way ports and more on our specially curated *Veendam 2020 Europe Voyages of Distinction*. Tailor-made for savvy travelers, these unique voyages offer a wide range of intriguing itineraries to choose from and include seldom-visited port calls across the Holy Land, Norway, Ireland, Croatia and more.



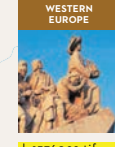
NORWEGIAN FJORDS



NORTHERN ISLES



BALTIC SEA



WESTERN EUROPE



ADRIATIC & GREECE

NORWEGIAN FJORDS

SHIP	CRUISE	DAYS	CRUISE FROM	CRUISE TO	DEPARTURES
<i>New Amsterdam</i>	Viking Sagas	7	Amsterdam	Amsterdam	May 2, 31, Jun 28, Jul 26, Aug 23
Rotterdam	Viking Sagas	7	Rotterdam	Rotterdam	May 23, Jun 13, Jul 18, Aug 8
Rotterdam	Norse Legends	7	Rotterdam	Rotterdam	May 26, Jun 20, Jul 11, Aug 15
<i>New Amsterdam</i>	Norse Legends	7	Amsterdam	Amsterdam	May 24, Jun 21, Jul 19, Aug 16
Rotterdam	Majestic Fjords	10	Rotterdam	Rotterdam	Apr 27
<i>New Amsterdam</i>	Voyage of the Midnight Sun	14	Amsterdam	Amsterdam	Jun 7, Jul 5

FEATURED ITINERARIES

7-DAY VIKING SAGAS

Sail roundtrip from Amsterdam or Rotterdam, with sweeping fjords and charming towns around every corner. Delve into Norwegian history in *Oslo* with a visit to the celebrated Viking Ship Museum and Open Air Museum. In *Kristiansund*, don't miss the round, red-capped stone tower of its old fortress. Cruise through the majestic *Sognefjord*, the longest and deepest fjord in the world, gracefully making past postcard-worthy villages.

7-DAY NORSE LEGENDS

See the tiny village of *Edøyfjord*, considered by many to be the most beautiful in all of Norway. Discover *Alesund* Art Nouveau architecture before taking advantage of abundant opportunities for hiking, mountain biking and kayaking. Witness *Geirangerfjord* at all its glory as you ride a rigid inflatable boat, getting right up close to cascading waterfalls. Walk along *Bergen's* medieval streets and visit a UNESCO World Heritage Site and a colorful reminder of the town's Hanseatic League heyday.

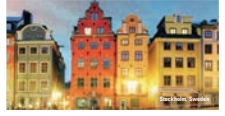
BALTIC SEA

SHIP	CRUISE	DAYS	CRUISE FROM	CRUISE TO	DEPARTURES
Zuiderdam	Jewels of the Baltic	10	Copenhagen	Copenhagen	Jul 16, Aug 9
Rotterdam	Jewels of the Baltic	14	Rotterdam	Rotterdam	May 2, Sep 19
<i>New Amsterdam</i>	Jewels of the Baltic	14	Amsterdam	Amsterdam	May 10, Aug 30
Veendam	Baltic Explorer	14	Amsterdam	Amsterdam	May 28, Jul 25

FEATURED ITINERARY

14-DAY JEWELS OF THE BALTIC

Copenhagen offers ample opportunity to sample local fare such as the renowned and award-winning pastries. In *St. Petersburg*, give you more time to explore the city's acclaimed art scene, including the grand Hermitage Museum and the iconic Mariinsky Theatre. Go to *Stockholm* to experience the charming neighborhood, home to sprawling parks and lush foliage. Soak up *Hamburg's* energetic and eclectic atmosphere as you meander its upscale shopping districts.



COPENHAGEN

NORTHERN ISLES

SHIP	CRUISE	DAYS	CRUISE FROM	CRUISE TO	DEPARTURES
Veendam	British Isles Explorer	14	Amsterdam	Amsterdam	May 7, Jul 1
Rotterdam	North Cape	14	Rotterdam	Rotterdam	May 20, Jul 25
Veendam	North Cape & Cuzco of Norway Explorer	14	Amsterdam	Amsterdam	Jun 6, Aug 8
Rotterdam	Northern Isles	14	Rotterdam	Rotterdam	Jun 27, Aug 22
Zuiderdam	Northern Isles	14	Copenhagen	Copenhagen	Jul 2, 26
<i>New Amsterdam</i>	Northern Isles	14	Amsterdam	Amsterdam	Aug 2
Rotterdam	Irish & Scottish Adventure	14	Rotterdam	Rotterdam	Sep 5
Veendam	Scandinavian Icelandic Fjords Explorer	21	Amsterdam	Amsterdam	Jun 20

FEATURED ITINERARY

14-DAY NORTHERN ISLES

Explore Norway, Iceland and the British Isles over the course of 14 exhilarating days. *Amsterdam* is your launching pad for land-based adventures, including the Globosun waterfall and the heavenly Nyhavn Market Bait. Spend an overnight in *Reykjavik* alongside locals as you immerse yourself in the city's lively food scene. For the distinctive and friendly *Shetland* ponies on their namesake islands. From *Invergorran* head into the Scottish Highlands, where glens, mountains, lochs and rivers await.



WATERFALL

WESTERN EUROPE

SHIP	CRUISE	DAYS	CRUISE FROM	CRUISE TO	DEPARTURES
<i>New Amsterdam</i>	Mediterranean Dream	10	Civitavecchia (Rome)	Civitavecchia (Rome)	Oct 5
<i>New Amsterdam</i>	Ancient Treasures	11	Barcelona	Barcelona	Apr 17
<i>New Amsterdam</i>	Mediterranean Tapestry	12	Barcelona	Venice	Apr 28, Aug 2
Amsterdam	European Splendor	12	Civitavecchia (Rome)	Copenhagen	Jun 20
<i>New Amsterdam</i>	Mediterranean Romance	12	Venice	Barcelona	Jul 21, Oct 13
<i>New Amsterdam</i>	Barisan Adventure	12	Amsterdam	Civitavecchia (Rome)	Sep 15
<i>New Amsterdam</i>	Ancient Empires	12	Barcelona	Barcelona	Oct 25
Rotterdam	Barisan Adventure	14	Rotterdam	Barcelona	Oct 1
Veendam	European River Explorer	17	Amsterdam	Amsterdam	Aug 22

FEATURED ITINERARIES

12-DAY MEDITERRANEAN ROMANCE

Italian toms, Adriatic treasures and sun-soaked ports highlight this voyage from Venice to Barcelona. Day overnight in *Venice*, with more time for a moonlit stroll along its quiet canals. Take advantage of a late departure from *Dubrovnik* and dine at a cozy bistro. See *Rome's* magnificent Colosseum and *Firenze's* towering Duomo. Follow the path of the Grand Prix in *Monte Carlo* and enjoy a leisurely afternoon on *Barcelona's* Las Ramblas.

12-DAY IBERIAN ADVENTURE

Highlights of Portugal, Spain and France are yours on this 12-day voyage on board *New Amsterdam*. In *Beja* view the jagged shoreline and peaceful grottoes that make Britain's coastline one of the world's finest. Overnight in *Lisbon* and follow on a late dinner with the moody and melodic sounds of fado. From *Cadix* observe the fusion of Christian and Moorish styles as you tour *Seville's* grand cathedral.

ADRIATIC & GREECE

SHIP	CRUISE	DAYS	CRUISE FROM	CRUISE TO	DEPARTURES
<i>New Amsterdam</i>	Mediterranean Magic	10	Civitavecchia (Rome)	Civitavecchia (Rome)	Sep 23
<i>New Amsterdam</i>	Greek Odyssey	12	Civitavecchia (Rome)	Venice	May 22, Jun 27, Aug 26, Oct 1
Zuiderdam	Greek Odyssey	12	Civitavecchia (Rome)	Venice	May 10, Jun 15, Aug 18, Sep 19
<i>New Amsterdam</i>	Adriatic Dream	12	Venice	Civitavecchia (Rome)	May 27
<i>New Amsterdam</i>	Mediterranean Enquiries	12	Venice	Venice	Jul 5, Jul 5, Sep 7
Zuiderdam	Mediterranean Empires	12	Venice	Venice	May 15
Zuiderdam	Turkey & Greece	12	Civitavecchia (Rome)	Civitavecchia (Rome)	Sep 6
<i>New Amsterdam</i>	Mediterranean Magic	12	Civitavecchia (Rome)	Civitavecchia (Rome)	Oct 15
Veendam	Turkey & Greek Isles Explorer	14	Venice	Venice	Sep 8
Veendam	Holy Land & Ancient Kingdom Explorer	14	Venice	Venice	Sep 22
Veendam	Turkey & Greek Isles Explorer	14	Venice	Civitavecchia (Rome)	Oct 6

FEATURED ITINERARIES

12-DAY ADRIATIC DREAM

In *Slovenia* make your way to Lake National Park to see seven turquoise waterfalls in transparent shades of blue and green. Search for the mysterious *Crete* and the famed Colossus in *Rhodes*. Admire the stunning facade of the Library of Calves as you inspect the ruins of Ephesus. Over-night in *Valletta*, once the headquarters of the Knights Temple, and hunt for Plocean relics on the island of *Palermo*.

12-DAY MEDITERRANEAN ENQUIRIES

Athens is your gateway to Greece's storied past, where landmarks like the Parthenon and marble amphitheatres bring antiquity to life. Start your overnight in *Madrid* with a visit to the Blue Mosque, named for its immaculate hand-painted blue tiles. Fall under *Mykonos's* spell as windswept and whitewashed houses give you clear *Corfu's* Old Town is the island's highlight, where architecture and ambience reflect almost four centuries of Venetian rule.

NOTE: Itineraries may vary on select sailing dates. For the most up-to-date details and fares see hollandamerica.com.

Call your Travel Advisor or 1-877-SAIL HAL (U.S.), 0344 338 8605 (UK) or 1300 987 322 (Australia). To learn more, visit us at hollandamerica.com.

thank
you!