

PRESS RELEASE

Press release April 6, 2017

Erik Bruun, Finland's most famous graphic designer, to be exhibited on M/S Viking Grace

An artistic breeze will sweep across M/S Viking Grace when an exhibition by the renowned graphic designer Erik Bruun takes to the waves of the Baltic Sea. Bruun is known for his travel, city and nature motifs, and cruise passengers will now be able to enjoy an exhibition of his works on the Turku (Finland)–Stockholm (Sweden) route from April 21 to June 4, 2017. Passengers will have free access to this unique art experience showcased in a marine setting, which is guaranteed to bring delight to both children and adults.

Erik Bruun, who is acclaimed for his iconic posters of Finnish brands such as Jaffa soft drinks, the gaming company Veikkaus and Finnair and for his poster of the Saimaa ringed seal (1974), which became famous as the symbol of the Finnish Association for Nature Conservation, is one of the country's most distinguished and beloved graphic designers. In his career, Bruun has created more than 500 posters, dozens of stamps, banknotes and logos for companies and associations as well as the design of numerous publications. This multitalented artist, who will turn 91 in April, cannot bring himself to retire yet; recent projects on his desk include a poster for the Pori Jazz Festival (2016) as well as the Feather stamp (2016) and Arktika stamp sheet (to be issued May 9, 2017) for the Finnish postal service. The exhibition, to be held on Viking Grace from April 21 to June 4, 2017, includes selections from Bruun's entire output.

"It is an honour and a joy to be able to have Erik Bruun's work displayed on board the most wonderful vessel sailing the Baltic Sea. Many recurring features in his work are also very important to us: respect for nature and an interest in travel and new places. It was natural to launch a collaboration and be able to delight our passengers with an art experience, along with countless other experiences," says Valpuri Mäkinen, Viking Line's Turku-Stockholm Route Manager, enthusiastically.

The exhibition will be on display for more than a month, with the official opening on April 20 at three o'clock. Passengers have the opportunity to attend the opening by taking the night sailing from Turku on April 19 or a picnic cruise on April 20, which departs from Turku in the morning, calls at Mariehamn and returns the same evening to Turku.

For further information, please contact:

Valpuri Mäkinen, Turku–Stockholm Route Manager,
valpuri.makinen@vikingline.com, +358 50 384 2105

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Christa Grönlund, Communication Manager, Marketing Communications,
christa.gronlund@vikingline.com, +358 9 123 5242

Johanna Boijer-Svahnström, Vice President, Corporate Communications,
johanna.boijer@vikingline.com, +358 18 277 48