FOR IMMEDIATE RELEASE
FROM AMERICAN CRUISE LINES

American Cruise Lines Unveils Interior Concepts of New Modern Riverboats

Guilford, CT—November 17, 2020—American Cruise Lines unveiled more than ten images showcasing the interior spaces of its new class of modern riverboats today. The release marks the biggest change in American Cruise Lines interior design history, but remains true to its sophisticated style and brand. American recently partnered with Studio DADO to design the interiors of the new riverboats, including the 175-passenger American Melody. American also unveiled a new Virtual Tour of the new riverboats, which is available on the American Cruise Lines’ website at all times and here below.

Studio DADO, a boutique firm based in Miami, Florida, has recently designed interiors for some of the biggest names in the cruise industry, but this is the company’s first foray into the domestic river cruise market. DADO’s work on the new riverboats integrates an elegant and refined aesthetic with American’s tradition for the spacious comfort found aboard all the ships in its fleet.

Dropbox link to Design Photos for American Cruise Lines’ New Modern Riverboats: https://www.dropbox.com/sh/slphlutnarncn7e/AACgh_u1HYOdVqJ4IR-x2SGoa?dl=0

“Studio DADO has a remarkable ability to blend the sophisticated and the modern. Their design vision closely aligned with our mission to provide sophisticated experiences on modern ships” said Charles B. Robertson, President and CEO of American Cruise Lines. “We have been proud to partner with them in creating the new class of modern riverboats. American Melody and its sister ships are the biggest step forward in American Cruise Lines design history, but continue to offer the same great experience that has defined us since our founding.”

The magnitude of the American Melody build reaches beyond the normal anticipation we see with clients celebrating the expansion of their fleet,” remarked Studio DADO Founding Partner Jorge Mesa. “From our first insightful meeting through the entirety of the collaborative design process, our team was clear and honored, frankly, to step into the moment with American Cruise Lines and create a fresh, but still cultured atmosphere aboard its new ship. We leaned-in and considered every element from palette to architectural structure to functional details- while still paying homage to the brand’s perfectly American origins.”
Both Studio DADO and American Cruise Lines are two of the fastest growing companies in their respective fields. *American Melody* will be the first boat to showcase the new design, but will be the 13th new ship in American’s rapidly-expanding domestic fleet, and the 2\textsuperscript{nd} new riverboat debuting on the Mississippi for the Line in 2021 (following *American Jazz*). American Cruise Lines looks forward to a long partnership with Studio DADO, as the Line plans to continue introducing new small ships for the domestic river cruise market each year.

![American Cruise Lines Modern Riverboats: Suite Living Room](image)

**About American Cruise Lines:** American Cruise Lines offers the finest river cruising and coastal cruising in the U.S.A. Year after year, American continues to launch the newest small ships and uniquely curated itineraries for exploring and Cruising Close to Home™. On all American’s cruises, guests discover the history, spirit, and culture of the United States aboard the most sophisticated fleet of modern riverboats and small cruise ships in the country. American operates 14 ships, all accommodating just 100-190 passengers, which cruise more than 35 itineraries in over 30 states. For more information please visit: [www.AmericanCruiseLines.com](http://www.AmericanCruiseLines.com)

**About Studio DADO:** Studio DADO is an award-winning, Miami-based boutique hospitality design studio with over 60 years of cumulative design experience; delivering striking, clever design solutions and thinking outside the box to remain at the forefront of industry innovation. By synthesizing functionality and elegance, DADO breathes vibrance and utility into every space its designers take on. Both passionate and purposeful, DADO designers have transformed some of the most impressive spaces onboard ships for Norwegian Cruise Line, Regent Seven Seas Cruises, Princess Cruises, Carnival Cruise Line and Royal Caribbean. Since its inception in 2016, memorable aesthetics, appreciation of culture, and a firm understanding of both client and patron needs have established Studio DADO as a world-class
hospitality design studio. To learn more about current projects, follow Studio DADO on Instagram @studiodado or visit: www.studiodado.com