



# Environmental Pioneer

MSC Poesia is leading MSC Cruises towards its aim of having the most modern and environmentally friendly fleet by 2010, writes **Melanie Dayasena**

**M**SC Cruises' new 89,600-gt MSC Poesia has a strong focus on the environment, being the first ship to use the latest foul release coatings system, Interstreak 900, from International Paint Ltd.

MSC Cruises is the first company to apply the biocide-free, foul release coatings system on a cruise product. Benefits from low levels of average hull roughness, reduced carbon dioxide emissions and improved fuel efficiency. Interstreak 900 offers predicted savings of 6% compared with biocide containing self-pollishing copolymer antifouling (depending on application and in service conditions), according to International Paint Ltd.

**Sevenfold ambition**  
MSC Cruises predicts that in nine years (2001-2010) it will have increased its berth capacity by seven times (12 ships with 24,864 berths by 2010) and in nine years passenger capacity will have risen by 10 times (1,128,045 passengers by 2010).

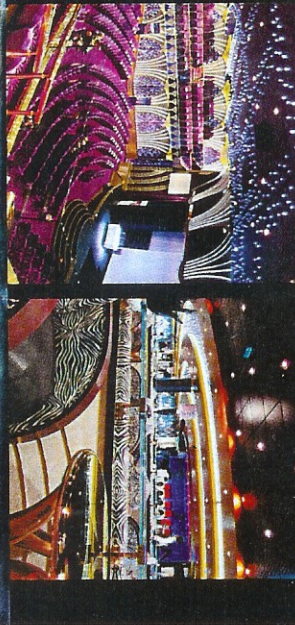
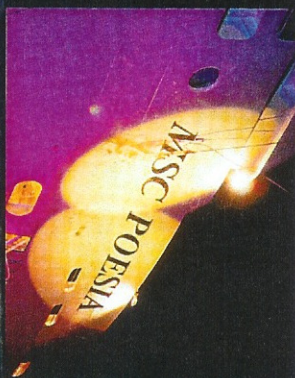
"We can make sure and show that this type of tourism can also be eco-friendly. I think it is a major plus," said Pierfrancesco Vago, chief executive of MSC Cruises, speaking at the ship's christening on April 5. MSC Poesia's other "green" qualities include fuel tanks with the highest standard of equipment for the treatment and retention of oil and fuel wastage based on Marpol restrictions. Energy saving onboard is achieved by the use of

the cabin cruise card, which acts as the on/off switch for electricity and air conditioning in the cabin. It disposes lights, handdryers and air conditioning when the cabin is unoccupied, resulting in saved energy and reduced gas emissions.

The air and fuel mix in the carburetors is treated by depurators before being burnt in the engines, generating energy with pollution levels below 1.5%. The emissions levels comply with the Venice Blue Flag agreement, which MSC Cruises has signed up to. All onboard waste is treated, including aluminium cans which are recycled into sheet aluminium in port. Over 15 tonnes of aluminium cans were recycled by MSC Cruises in the second half of 2007. There are also incinerators on board for wood and paper recycling.

"Our key aim is to have the most modern and environmentally friendly fleet by 2010 and this new ship ensures we are definitely on track," said Mr Vago. Bureau Veritas has awarded its Clean-Sea and Clean-Air certificates to MSC Cruises for strictly limiting and treating funnel emissions. The ISO 14001 certificate is a voluntary rule that applies to public or private organisations and specifies the requirements for an environmentally friendly system.

**Interior design**  
Sharing similarities to her sisters MSC Musica and MSC Orchestra, MSC Poesia also has 85% outside cabins and 65% with balconies. The interior design, created by De Iorio Design International, also highlights a number of innovative features.



The new secondary lounge (Moulin Rouge) can be used day and night, with a glass window increasing the natural light inside the space. The sushi bar (Kaizo Sushi Bar), similar to that on MSC Musica, includes a Zen garden and artefacts. The musical hall (Zebra Bar) is an exotic meeting place with an African theme. The textiles and flooring are in zebra stripes with a bold black and white colour scheme. The poker room is a new addition next to the music hall containing three game tables to accommodate 27 players. La Cateria on deck 13 offers seating for 722 guests, an increase on MSC Orchestra's 614.

The Lido pool has more outside showers for passengers. The new children's room uses the prehistoric theme of the Stone Age while the outside games area, located on deck 14, features a new puppet theatre. The cabins and suites are identical to those on MSC Musica and MSC Orchestra except for a new colour scheme and textile designs.

The interiors of MSC Cruises ships are "contemporary with European taste, Italian taste and culture in a

**Principal Particulars MSC Poesia**  
Gross tonnage: 89,600  
Length: 293.8 m  
Width: 32.2 m  
Cabins: 1,275  
Outside cabins with balcony: 827  
Passengers: 2,550  
Crew: 987  
Maximum speed: 23 knots

current mix to reach a high level of elegance," said Marco de Iorio, project manager, De Iorio Design International, at the christening.

"Interior design is the propeller or artistic engine of the cruise industry," he added.

**Official launch**  
MSC Poesia made her debut in Dover on April 5 with a midnight christening ceremony performed by the ship's godmother, actress Sophia Loren. She was joined on the night by the Prince and Princess Michael of Kent to celebrate the first ever launch of a MSC Cruises ship outside Italy.

Joining the celebrations on board were opera singer Andrea Bocelli, singer/songwriter KT Tunstall, jazz superno Peter Grant accompanied by the Ronnie Scott band, and entertainment from US artist Brian Olsen and DJ Annie Mac.

"We are very proud to be here today. It is a historical moment presenting our hardware and software to the British market," said Mr Vago.

**Hineraries**  
MSC Poesia embarked on her maiden voyage on April 6 from Dover to Venice. The 13-night cruise called at Cork, Lisbon, Barcelona, Civitavecchia, Naples, Messina and Dubrovnik. The ship operates seven-night cruises all summer from Venice calling at Bari, Katakolon, Izmir, Istanbul and Dubrovnik. During winter 2008/2009 she will be based in Genoa and operate 11-night Mediterranean cruises.



Pierfrancesco Vago: green targets