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Words: [Charlotte Coates](#)

11th October 2024 | 5 min read

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Carnival Jubilee marks the debut of Carnival Cruise Line's newest Excel Class ship, which offers exciting new spaces for guests unique to the 6,500-guest vessel. These include the underwater-themed Currents zone, a two-deck-high promenade with a massive wave-shaped LED ceiling, six LED windows, show lighting, and an immersive sound system.

The goal was to create a stunning space between the ship's theatre and dining area where guests could be immersed in a sea of sound, light and media while enjoying the ship's entertainment space in fun ways.

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To help achieve this vision, Carnival assembled a team of experts: Infinite World Studios and batwin+robin productions for media, Brian Monahan to produce the show lighting, Clay Tipton for D3 show programming, David Gregory to create immersive sound design, Raven Sun Creative for creative design input, and **Beaudry Interactive** to help create a zone-wide activations.



“We designed the Currents zone on Carnival Jubilee as a transformative and immersive space, using innovative technology and imaginative storytelling to transport guests to whimsical underwater environments,” says **Glenn Aprile**, senior director of brand experience and product development at Carnival Cruise Line.

“We are pleased to have partnered with Beaudry Interactive to create unique interactive activations. It is a joy to watch as guests of all ages connect with each other and enjoy the zone”.

Diva show control

Beaudry Interactive created three interactive activities for the Currents zone that operate at various times and days on the 7-day voyage to add to the fun and offer fresh ways to engage guests. Each interactive uses a specialised tablet or kiosk to control behind-the-scenes operations, making the experience accessible for guests.

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Giving the guests influence over the environment was made possible by Beaudry Interactive's cutting-edge behind-the-scenes show control system, Diva. Thanks to this technology, the immersive underwater-themed zone invites guests not only to control the media on six enormous media "windows" but also to activate the entire two-story deck area by controlling the environmental lighting and the surrounding soundscape.

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With all experiences having to start and end inside a specific multi-day cruise timetable and operate with little, if any, personnel input, Diva also assisted in addressing unique scheduling and staffing issues.

Hands-on fun



In the Change the Currents experience, visitors can transform the area into six different aquatic worlds brought to life by Infinite World Studios. The underwater scenes portrayed on the enormous digital windows and ceiling, as well as the colours and sounds the visitors see and hear—all inspired by nature—change the area's ambience.

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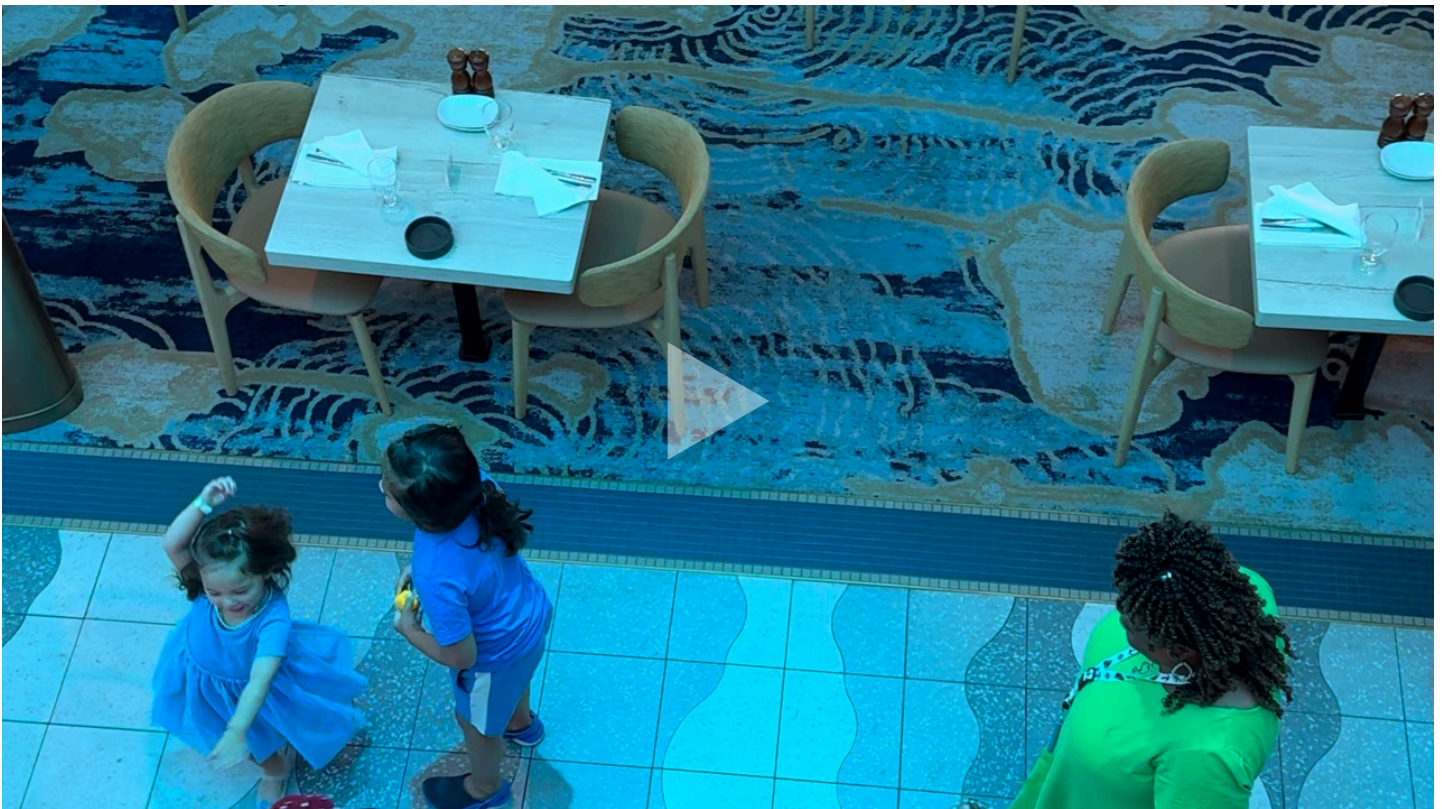
Meanwhile, the Virtual Aquarium Experience combines a cinematic seascape with the fun of building your own marine creature and witnessing it magically come to life on the screens, enjoyable for both kids and kids-at-heart. Carnival guests can build fish from the kiosk, choosing body forms, fins, colours, and eyes.

Kids can also use bespoke marine animal colouring papers and markers to express their creativity without screens. After finishing, their fish are scanned and added to the Virtual Aquarium's colourful guest fish schools.

On the lowest level of this two-story interactive, a playful spotlight shines every few minutes. Guests that step into the light unleash a playful localised aquarium takeover with media, lighting, sound, and music. Guests might be surprised by the appearance of rubber ducks on their way to the Seacation resort, see their favourite sea life perform, or be greeted by a friendly scuba diver.

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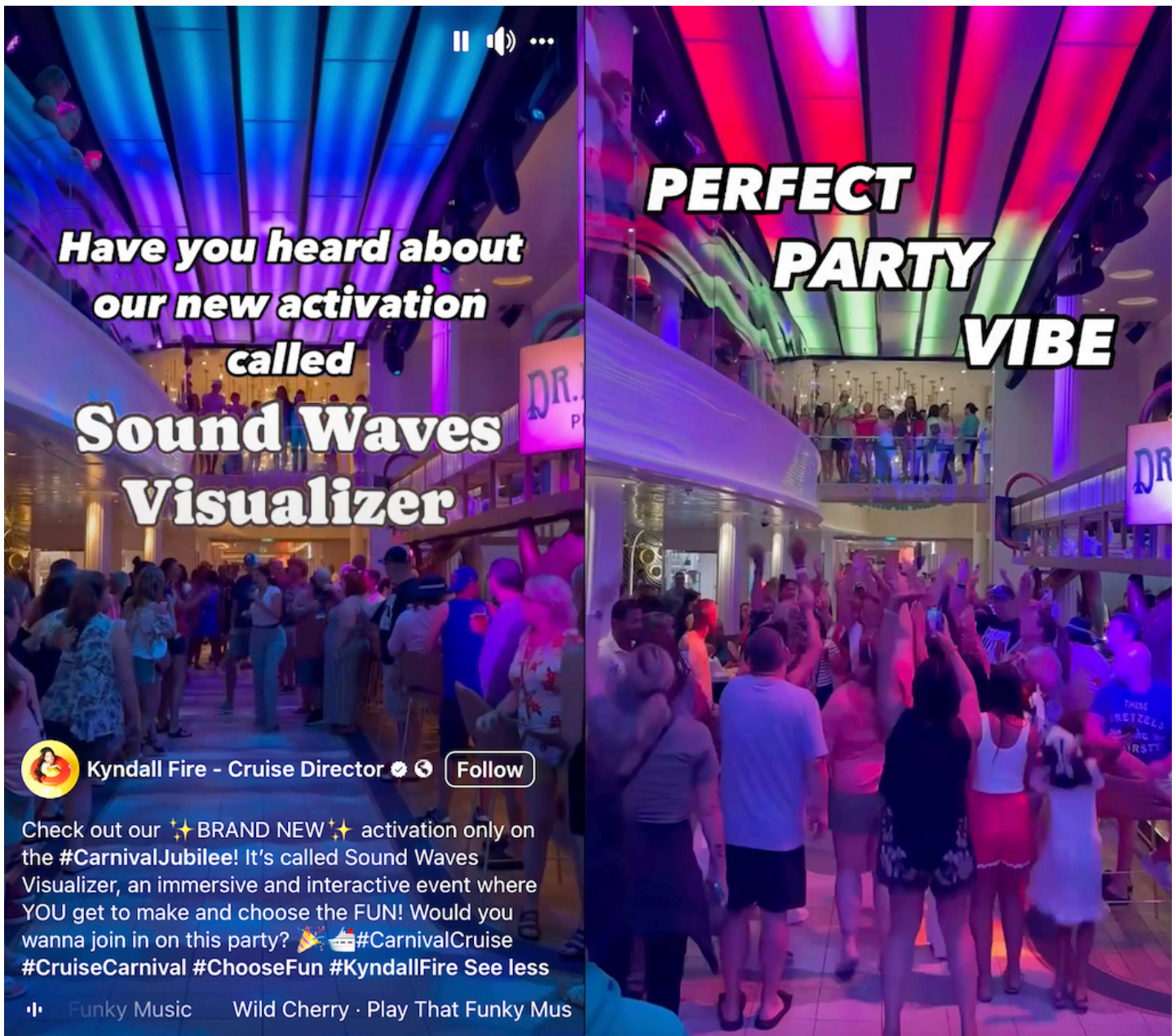
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“SoundWaves” is a nighttime show that completely takes over the Currents Zone and elevates the concept of a jukebox to a whole new level. Through this interactive, visitors can select the music they want to hear along with the show they want to watch by matching the song with lighting and digital visual effects. Their visualiser effects and lighting design queue up in response to the chosen song, creating a unique spectacle that brings the music’s beats to life with various dynamic visuals and light.

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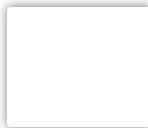
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Finally, Beaudry Interactive's touch-screen interactive map, Jubilee Atlas, allows visitors to explore ships and locations worldwide while engaging in a deeper, more contemplative experience within the Currents Zone.

Featuring a live fleet, the map shows the whereabouts of Carnival ships in real time, as well as their future destinations. Visitors can watch fascinating, educational animations that capture the thrill of travel, discover fun facts about aquatic life from around the globe, and dive deep into the fascinating wonders of their ocean cruise, uncovering the mysteries and marvels beneath the waves.

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Creativity meets technical expertise

“I’m incredibly proud of the creativity and technical expertise our team brought to this project,” says **David Beudry**, principal at Beudry Interactive.

“Not only do I feel we hit it out of the park with the design and realisation of these experiences, the level of engagement and collaboration with all the teams involved in the Currents zone was something very unique. Seeing how enthusiastically the guests react and engage with the space throughout the day is a testament to the specialness of this team.”

Andrei Graunte, creative director at Infinite World Studios, adds: “Having partnered with Carnival for many years on entertainment and experience design, you’ve learned that Currents needed to stand out with exceptional quality and stability. The customer experience is a top priority, so we used cutting-edge technology and innovation to create beautiful, fun experiences for Carnival’s guests 24/7 throughout their cruise.”

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“The underwater world scenes seamlessly blend CGI and realistic visuals, while spatial sound and lighting design deliver a truly immersive, impactful experience. When media displays are this large and close to the audience, every pixel and detail matter. We’re thrilled with how it all came together.”

Earlier this year, Beaudry Interactive celebrated the launch of the brand new Children’s Educational Activity Center at the National Automobile Museum in Reno, Nevada, US. Beaudry Interactive **led this project from the initial design to the opening** and beyond. In addition to creating and managing interactives, the team also created and managed spatial planning, interior design, product sourcing, educational material, and environmental graphics.

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Charlotte Coates is blooloop's editor. She is from Brighton, UK and previously worked as a librarian. She has a strong interest in arts, culture and information and graduated from the University of Sussex with a degree in English Literature. She spends her time either with her head in a book or planning her next travel.

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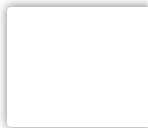
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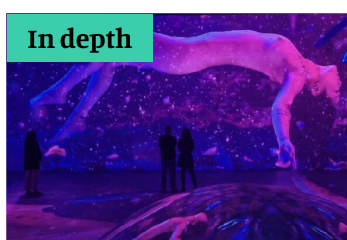
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