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Fred. Olsen Cruise Lines launch lighthouse design competition to support Southampton's Light the South art trail

Fred. Olsen Cruise Lines is calling on budding artists to design its lighthouse sculpture as part of a charity art trail in Southampton – with the chance to win a cruise for two.

The Light the South art trail, in aid of Southampton Hospitals Charity, will feature 40 captivating 8ft-tall lighthouse sculptures installed in and around Southampton and Cowes from July to September this year. Each lighthouse will be designed by both local and renowned artists, with each sponsored by local businesses.

For each design received, Fred. Olsen Cruise Lines will donate £5 to Southampton Hospitals Charity, which is raising vital funds for Southampton Children's Hospital – one of the top paediatric centres across the country, providing crucial support to patients and their families.

The winning design will then be brought to life by a local artist and featured in the summer art trail. What's more, the winner will embark on a cruise for two aboard *Borealis*' five-night 'Dutch Tulips and Waterways' cruise, featuring iconic canals and windmills, and overnight stays in Amsterdam and Rotterdam.

Peter Deer, Managing Director of Fred. Olsen Cruise Lines, said:

"We love to celebrate and give back to the communities that we sail from, and as a business that has 175 years of maritime heritage, we feel a close connection to Southampton, an area that also shares an incredibly rich maritime history.

"We're incredibly proud to be supporting Southampton Hospitals Charity's art trail this year. The Olsen family are lovers of art, and by participating in this event we get the chance support the community, while celebrating local artists and raising money for an incredible cause.

"We already raised more £50,000 through art trails within the communities we operate from including Newcastle and Ipswich, and we can't wait to get fundraising under way to support this vital charity in the city of Southampton."

Ellis Banfield, Director of Southampton Hospitals Charity, said:

"Southampton Hospitals Charity are delighted to have Fred. Olsen Cruise Lines become part of our trail.

"Their ships have visited Southampton's port for more than 35 years, and they are a key contributor to our local maritime history.

"As a company know for putting people first and delivering an exceptional experience, we can't wait to see the amazing lighthouse designs that the competition receives.

“Light the South will offer our community and visitors a chance to explore Southampton and Cowes across the summer of 2024, seeing fantastic and unique art across our public spaces, and celebrating the rich maritime history of the region.

“The trail will raise vital funds to support Southampton Children’s Hospital, enabling us to improve the care and experience our young patients and their families receive.”

The sculpture trail will end in September, followed by a grand auction event, where each lighthouse sculpture will be auctioned off to its forever home.

To enter the design competition:

1. Download your lighthouse template [here](#).
2. Get creative! But, remember not to include any mentions of Fred. Olsen Cruise Lines or branding.
3. Send your design, along with your full name and contact details to lightthesouth@fredolsen.co.uk before 16th February 2024.

Four final designs will then be chosen for a public vote, with the winner announced in March.

Fred. Olsen Cruise Lines’ upcoming cruises from Southampton include:

Balmoral’s 14-night L2404 ‘In Search of the Northern Lights’ cruise, departing from Southampton on 14th February 2024. Prices start from £1,999pp.

- An incredible Arctic adventure packed with experiences
- Mush a team of huskies on an Arctic sledding adventure
- See the Arctic wilderness and natural landmarks
- Explore volcanic sites in the Azores
- Look for whales and dolphins from *Bolette* with ORCA
- Cross the path of the fascinating Solar Eclipse
- A bank holiday break of traditional Dutch experiences
- In Amsterdam, see the Keukenhof tulips in bloom
- Sail the peaceful Nieuwe Maas

Itinerary: Southampton, England – Alesund, Norway – Cruise Naeroy Sundet, Norway – Cruising Torghatten, Norway – Cruising Seven Sisters Mountain

Range, Norway – Crossing the Arctic Circle, Norway – Narvik, Norway – Cruise Tjeldsundet, Norway – Tromsø, Norway (overnight port) – Cruise North Cape, Norway – Alta, Norway – Cruise Tjeldsundet Strait, Norway – Bodø, Norway – Stavanger, Norway – Southampton, England

For more details: Visit [L2404 'In Search of the Northern Lights'](#) cruise

***Bolette's* 14-night T2406 'Islands of the Azores, Crossing the Path of the Solar Eclipse' cruise, departing from Southampton on 4th April 2024.** Prices start from £1,999pp.

Itinerary: Southampton, England – St Malo, France – Brest, France – Solar Eclipse, Portugal – Praia da Vitoria, Portugal – Ponta Delgada, Portugal – Ponta Delgada, Portugal – Cruising by Santa Maria, Portugal – Cruise by Cabo Girao, Portugal – Funchal, Portugal – Lexiões, Portugal – Southampton, England

For more details: Visit [T2406 'Islands of the Azores, Crossing the Path of the Solar Eclipse'](#) cruise

***Borealis's* five-night S2408 'Dutch Tulips and Waterways' cruise, departing from Southampton on 2nd May 2024.** Prices start from £699pp.

Itinerary: Southampton, England – Cruising Nieuwe Maas, Netherlands – Rotterdam, Netherlands (overnight port) – Amsterdam, Netherlands (overnight port) – Cruising North Sea Canal, Netherlands – Southampton, England

For more details: Visit [S2408 'Dutch Tulips and Waterways'](#) cruise

For further information on all Fred. Olsen Cruise Lines' sailings from Southampton <https://www.fredolsencruises.com/cruises-from-southampton> **Book online, call our Reservations team on 0800 0355 242 (Monday to Saturday, 9am to 5pm), or contact your ABTA travel agent.**

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