



## **MITSUI OCEAN FUJI to be Named in Traditional Maritime Ceremony on December 7, by Ikenobo Ikebana Headmaster Designate Senko Ikenobo**

Newest Luxury Cruise Ship from MITSUI OCEAN CRUISES Will be Welcomed to the Fleet by Sister Vessel, Nippon Maru, in the Ceremony to Take Place in Tokyo Bay



Images of Ikenobo ikebana Headmaster Designate Senko Ikenobo and ikebana arrangement are available to download here: <https://we.tl/t-nGYCX8ygbr>

**[Tokyo, Japan – November 27, 2024] – MOL Cruises, Ltd.** [Tsunemichi Mukai – President]: MITSUI OCEAN CRUISES, the most experienced cruise line in Japan, today announced Ikenobo ikebana Headmaster Designate Senko Ikenobo will officially name its newest cruise ship - MITSUI OCEAN FUJI - in a traditional maritime ceremony in Tokyo Bay on December 7, 2024.

Senko Ikenobo's appointment as Headmaster Designate of the Ikenobo school is a significant moment in the history of Japanese flower arranging (ikebana), as the first woman to succeed the headmastership of the Ikenobo family at this institution deeply rooted in tradition, offering a fresh perspective from her unique position. The Ikenobo school, founded by Ono no Imoko in the 15th century during Japan's Muromachi period (1336–1573), is recognized as the oldest and most influential school of ikebana.

The Ikenobo tradition of ikebana emphasizes a philosophy of creating harmony between humans and nature, and it has evolved over centuries, incorporating various schools of thought and techniques. The art form is not merely about arranging flowers but also cultivating mindfulness.

Tsunemichi Mukai, President of MITSUI OCEAN CRUISES, remarked: "It's inspiring to see how Senko Ikenobo's artistry and values align with the essence of our new ship, and we're honored she accepted our invitation to officially name MITSUI OCEAN FUJI. Much like the delicate artistry of ikebana, which blends the natural beauty of flowers with the mindful arrangement of form and

space, our ship symbolizes the experience fusion of nature, tradition and culture by offering beautiful encounters with Japan.”

The naming ceremony of MITSUI OCEAN FUJI on December 7, will take place onboard while the ship is alongside at Tokyo International Cruise Terminal. Nippon Maru, MITSUI OCEAN CRUISES’ other luxury ship, will be in Tokyo Bay to welcome MITSUI OCEAN FUJI to the fleet, and wish her “fair winds and following seas.”

Prior to the naming ceremony, the 458-guest, 32,477-ton MITSUI OCEAN FUJI will debut in Yokohama on December 1, as Japan's most luxurious all-suite cruise ship, sailing on a six-day inaugural cruise to Beppu, Busan, Shimonoseki and returning to Tokyo on December 7. Featuring spacious venues, exquisite cuisine, lively entertainment, and captivating ports of call, bookings are now open for the inaugural season which includes special New Year’s sailings and a 66-day Grand Asia Cruise.

For more information on MITSUI OCEAN CRUISES, booking details, and a video tour of MITSUI OCEAN FUJI, visit <https://mol-cruises.jp/en>.

### **More About Ikenobo Headmaster Designate Senko Ikenobo:**

Senko Ikenobo’s life and work exemplify the integration of cultural heritage, spiritual practice, and global outreach. As Headmaster Designate of the Ikenobo school, she is not only responsible for the preservation and evolution of ikebana but also uses her role to embody the broader philosophy of ikebana, a practice rooted in mindfulness, nature, and harmony. By promoting ikebana to the next generation, she ensures that this vital tradition is passed down, confirming its relevance and resonance in the modern world.

The Ikenobo Society of Floral Art in Kyoto serves as the center for advancing and teaching this traditional art form, with chapters around the world. Under Senko Ikenobo’s stewardship, the school continues to play an important role in both preserving the traditional elements of ikebana and adapting to contemporary trends, ensuring that the art remains relevant in the modern world.

Her work extends beyond the art of flower arranging as Vice Head Priest of Shiunzan Chohoji (Rokkakudo) Temple in Kyoto, where she blends her expertise in ikebana with spiritual leadership. Rokkakudo, a well-known temple associated with the Ikenobo family, offers a space where ikebana and Buddhist teachings intersect, emphasizing the meditative and life-affirming qualities of the flower arrangement practice.

Her position as honorary Consul of Iceland in Kyoto allowed her to bridge Japanese traditional arts with global audiences, nurturing intercultural exchanges. Her ikebana workshop at Harvard University and her flower offering ceremony at the United Nations headquarters in New York allowed her to use ikebana as a tool for fostering understanding, peace, and goodwill across borders.

In her pilgrimages to 33 locations in western Japan, she paid tribute to those affected by disasters, offering floral tributes as prayers for peace, healing, and remembrance. Through her actions, Senko Ikenobo underscores the belief that ikebana is not just an aesthetic or artistic pursuit, but also a means of offering blessings and comfort to people and communities in need.

**About MITSUI OCEAN CRUISES:**

Rooted in Japanese heritage, nature and traditions, from the blue sea, MITSUI OCEAN CRUISES connects people with the wonders of nature and Japanese culture to enrich people's lives and secure a happier and more sustainable future. MITSUI OCEAN CRUISES is the brand of the MOL Cruises, Ltd, the most experienced cruise line in Japan and is part of the Mitsui O.S.K. Lines. Ltd. (MOL) group of companies. It operates the cruise ship NIPPON MARU and will begin operating its second luxury cruise ship, MITSUI OCEAN FUJI, in December 2024.

Contact Information:

MITSUI OCEAN CRUISES

Public Relations

Karen Candy

[karen.candy@molgroup.com](mailto:karen.candy@molgroup.com)

+1 661-644-3999