



The ImaginOcean poster and Plaintiffs' Shipsomnia poster share the same central composition — a mermaid figure set against an underwater castle and ruins, deep blue and teal tones, and a celestial ocean atmosphere — reflecting the same visual identity and color palette.

IMAGINOCEAN -
"Underwater Amazement"
9/28/22
[LINK](#), [LINK 2](#) (new article)

Available on: MSC Seascape
Location: Chora Theater

"Dive deep into this celebration of the ocean"

It's described as "an ocean-themed show featuring aerial and flying acts, aquatic animal puppetry, vocalists, and dancers in couture costumes inspired by the sea."



MSC's ImaginOcean live production features aquatic puppetry and costumed ocean characters in elaborate marine costumes with vibrant colors — the same aesthetic as Plaintiffs' live Shipsomnia events, photographs and video footage of which were disclosed to Defendant Vago and MSC executives.



Plaintiffs' presentation described Shipsomnia as 'a story driven entertainment-travel experience like no other' in which 'audiences are taken beyond a story and immersed into an alternate reality world seeped in steampunk inspired ocean folklore with an environmental understorey.' ImaginOcean mirrors the core narrative premise, visual identity, and immersive ocean mythology of Shipsomnia — both centering on an ocean festival universe populated by mermaids, mythical sea creatures, and anthropomorphic marine characters in elaborate couture costumes. The ImaginOcean and Shipsomnia posters share the same composition — a central mermaid figure set against an underwater castle or ruins, deep blue and teal tones, and a celestial ocean atmosphere. MSC's live production features aquatic puppetry and costumed ocean characters that directly mirror Plaintiffs' live event aesthetic.

