

news



Designer Aircraft Cabins Take Flight

With design and concept hotels almost commonplace, is it any surprise the quest for visual identity should take to the air? Two airlines recently brought big-name designers on board to create new cabin environments. Finnair announced its collaboration with Finnish design icon Marimekko for a new collection of tableware and textiles to brighten aircraft cabins with the firm's characteristic bright splashes of color and bold patterns. The new table settings debut this spring.

"Finnair has a strong design heritage, and this cooperation brings our design thinking to a new level," says Mika Vehviläinen, Finnair CEO. "Our goal is to become a design airline and bring our customers unique experiences for all five senses. Cooperation with Marimekko is an important step toward this target. Finnair aircraft will become roving ambassadors of timeless Finnish design and creativity, giving our customers a special experience when they fly with us."

As Finland's best-recognized design firm since its founding in 1951, Marimekko is a natural partner for Finnair, and both companies hope to increase their worldwide recognition, especially in design-conscious Asian markets. An exclusive selection of Marimekko design products will be available in Finnair in-flight

sales and the Finnair Plus Shop throughout the three-year collaboration.

finnair.com
marimekko.com

Singapore Airlines appointed two high-profile design firms — DesignworksUSA and James Park Associates — as part of a team to develop the airline's next-generation cabins. Intent on remaining at the forefront of airline innovation, Singapore plans to roll out revamped cabin interiors starting on new Boeing 777-300ERs entering service later this year. The retrofits will follow on the Airbus A350s, with current aircraft possible in the future as well.

Changes will affect both visual aesthetics and comfort, giving first-class cabins "a unique premium feel and experience" along with revamped seats featuring more privacy, comfort and storage space. Business-class seats are targeted for new design to improve comfort and increase stowage space. James Park Associates has a longstanding relationship with Singapore Airlines, designing the award-winning Boeing 747 First Class Suite launched in 1998, along with several other projects.

singaporeair.com