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Travel Pulse > Airlines > Finnair to Add Heritage Design Elements to Onboard Livery

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Finnair to Add Heritage Design Elements to Onboard Livery

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As Helsinki gears up for its tenure as World Design Capital in 2012, leaders from the worlds of art and business are turning their attention to Finnair and Finland's design heritage. As a boutique, designer airline from a country with a tradition of design, Finnair has taken the design approach to air travel as well.

"With 10 destinations in Asia and more than 60 direct connections with the rest of Europe, for many Design Capital visitors their initial flight to Helsinki with Finnair will be their first experience of Finnish design," said Jarkko Kontinen, Finnair's vice president of brand and marketing. Finnair's latest renewal of its visual look and service culture is in keeping with its tradition of customer-focused design.

Finnair turned to clothing, jewelry and home designer Ritva-Liisa Pohjalainen to create new uniforms that fulfill rigorous ergonomic and safety requirements while also expressing a uniquely fresh and Nordic identity for cabin personnel. Starting in December, the new uniforms will be coming into everyday use on all Finnair aircraft. Finnair has also begun renewing its overall service design in a process called Peace of Mind to develop a vision of optimal air travel experience. Finnair's Customer Experience Design Unit, the first of its kind in the airline business, mapped the entirety of the consumer aviation experience, identifying customers' most crucial encounters with staff and anticipating what customers want before they've ever thought of it themselves.

The World Design Capital is a project by the International Council of Societies of Industrial Design to celebrate and recognize the accomplishments of cities that have used design as a tool to reinvent themselves and improve social, cultural and economic life. Helsinki's Design Capital year will feature design-oriented events and experiences programmed both for local citizens and international visitors, intended to stimulate further discussion and awareness of the social role of design in everyday life. Turin, Italy (2008), and Seoul, Korea (2010), are the previous design capitals. For more information, visit www.finnair.com.

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