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EXIT

The Emirates logo, featuring a stylized falcon emblem above the word "Emirates" in a serif font.


magnificentseven

When Emirates recently took delivery of the 1,000th Boeing 777, it was just part of the success story of the world's best-selling twin-aisle, long-range aircraft. What role does the cabin play in this achievement?

AUBREY COHEN, AIRCRAFT INTERIORS INTERNATIONAL



02

 The Boeing 777 got to 1,000 deliveries faster than any wide-body aircraft in history, largely due to its economics, range, size and reliability. “It’s very much the workhorse of the fleet,” says James Boyd, vice president of communications for Singapore Airlines in the Americas. Singapore Airlines has ordered 73 of the 777s and received 65.

But don’t discount the 777’s interior: “The interior was certainly an important consideration,” states Mahmood Ameen, vice president of engineering projects for Emirates, the 777’s top customer, with 136 ordered and 52 received. “Currently, we believe the Boeing 777 interior architecture to be one of the very best in terms of space, ergonomics and comfort. Overall, the 777’s interior creates a feeling of spaciousness that contributes to passenger comfort and well-being in the air.”

The 777 is a great aircraft to work with, believes Luke Hawes, a director and head of the aviation team at design firm Priestmangoode. “When one of our designers outlines a cabin vision for an airline and looks at ways of pushing the brand forward, the 777 is top of our list,” he states. “That’s the aircraft we want as the flagship.”



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going the distance

On November 10, 2005, a Boeing 777-200LR Worldliner set a Guinness World Record for the distance travelled nonstop by a commercial aircraft, demonstrating that the 777 can connect nonstop almost any two cities in the world. A 777-200LR flew 11,664 nautical miles (21,601km) during its 22-hour 42-minute flight that left Hong Kong flying eastbound the evening of November 9 and landed at London Heathrow Airport on November 10.

That distance is farther than any previous commercial jetliner has flown and equates to a flight of more than halfway around the world.

More distance and speed records were won in April 1997, when a Malaysia Airlines 777-200ER set a new Great Circle Distance Without Landing record, flying 12,455.34 miles (20,044.20km) from Seattle to Kuala Lumpur. The aircraft then returned to Seattle at an average speed of 553mph, setting a new speed world record at the time for its size and class of aircraft.

Why? “It’s just a very, very flexible platform,” Hawes explains. “We’re able to create a much more ‘wow’ entrance area, because the 777 cabin lining allows us to customise the sidewalls, galleys, lavatories and stowages. Likewise we’re able to get many more branded items as attachment parts. Other aircraft are much more restrictive.”

Airlines have given new attention to the boarding area over the past four or five years, according to Gary Weissel, vice president at consulting firm ICF SH&E. “They’re installing social areas including bars in the entry area, trying to provide a feeling of spaciousness. They don’t want the passengers to feel like they’re walking into a claustrophobic tube, but rather into an airport lounge.”

The 777, like many aircraft, normally has a galley right by the entrance. But the 777 allows for a variety of options that help make this area more open and give galleys a less industrial look.

The 777’s flexibility covers where bins start and stop (allowing for different zone sizes) and whether there are bins at all in first class, explains Hawes. “With no bins at eye level, it gives you a much bigger impression of the space, so the first-class space seems a little bit more indulgent.”

01. Previous page: Emirates’ custom door entry and first class cabin were designed collaboratively by Teague, Boeing and Pierrejean Design Studio
02. The 777 is still flying high after 17 years
03. Singapore Airlines has fitted the widest seat in business class to its 777s, at 32-34in wide
04. Emirates First Class Private Suites, made by B/E Aerospace



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