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# redcarpet

Pierrejean Design Studio presents a virtual airline brand, highlighting the company's integrated approach to design



Pierrejean Design Studio is often contacted by airlines to conceive both specific areas (for example first-class Minisuites, a bar and shower spa for Emirates' A380) and all-encompassing brand concepts (clients for which include Air Mauritius and Etihad). The following is an example of the latter, a theoretical concept encompassing the passenger experience both on the aircraft and on the ground.

The concept begins with a red carpet. "Our idea for this project is to roll out the red carpet throughout the aircraft," says Jacques Pierrejean, director of the studio.

A deep red and warm grey form the base of the cabin colour scheme, and by extension, are the company's identifier everywhere. In association with these two basic shades, a Chinese ink pattern is used on the partitions to create a strong visual identity. Pierrejean has avoided a 'trendy' image that would go out of fashion in favour of a more timeless design.

- 01. The economy-class cabin
- 02. A business-class airport lounge



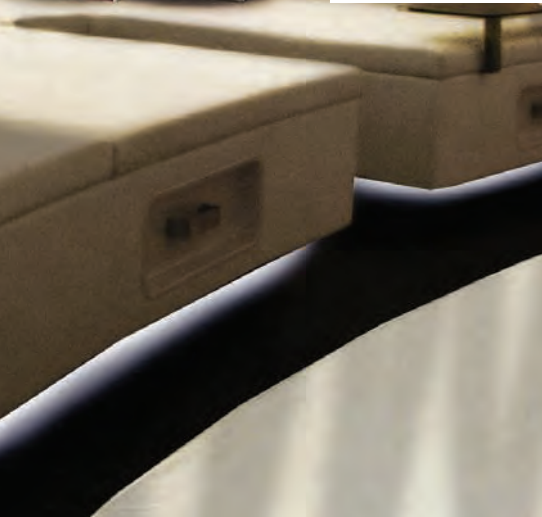
The company's logo should be applied across all its aircraft as well as on all airport equipment. "Bearing in mind the financial impact such an investment (changing its brand identity) represents for an airline, this concept should be applied to all cabins operating on domestic and international routes," says Pierrejean. "This principle

also eases the maintenance of the aircraft by eliminating the need to keep a varied stock of spare parts."

**CABIN CLASSES** The economy-class cabin is designed to create a feeling of space and freedom. This is partly achieved by a tone-on-tone cloud pattern on the window panels, which

“

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reflects the light. Apart from the red carpet, the dominant tone is the grey of the seats, designed to impart calm and serenity. The dark grey of the seat pan evolves to a lighter grey on the backrest and to very light grey on the headrest. “The subtle gradation in the intensity of the grey makes the seat look wider and higher,” says Pierrejean. Brand details



are repeated on the seat covers, with touches of vibrancy from both the red cushions and the cabin partitions, which are decorated in an Asian ink painting style.

In business class, the aim was to create a semi-private space for pleasure or work. “The red of the carpet supports a harmony of grey which befits a group of passengers who tend to move about frequently and detest over-intense colours,” says Pierrejean. “The passenger will feel himself transported through the clouds, which are depicted on the cabin’s sidewalls. This cloud print decor will be enhanced by coloured lighting which will render the cabin sky blue, midnight blue and orange, simulating the harmonies of sunset and sunrise.”

The seats are upholstered in flannel-style fabric, and finished with a pillow and blanket set distributed personally to each passenger. A reading light, storage and a series of personalised functions complete the passenger’s seating environment.

In first class, everything is designed for the ultimate in comfort and elegance. “The global style is simple but refined, and the sense of luxury is supported by the use of Chinese lacquer and grey sanded wood,” says Pierrejean. A demarcation on the floor between the red carpet of the aisles and the warm grey/beige carpet of the seating area evokes a private space. The design includes a touch of wood to provide natural warmth, while the seat is upholstered in a thick, silky fabric inspired by haute couture. “The environment is taken care of down to the last detail, so much so that the passenger forgets he is on board an aircraft,” says Pierrejean. “The partition behind the seat has an upholstered appearance, enhancing the plushness of the cabin.”

**OTHER ONBOARD AREAS** The aircraft cabin concept also includes a convivial area, where passengers can enjoy a drink and socialise together. “The restricted space allocated to this area

03. Business class



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will be widely enlarged by covering the lining (dado, windows and ceiling panels) with illuminated lexan panels," says Pierrejean.

Meanwhile the rest room is dedicated to relaxation and wellbeing with light therapy and soft sounds inspired by nature (such as a light breeze or birds singing). Special care has been paid to the details, which include illuminated textured walls, a waterfall and tall vases of flowers.

Finally, in the galley, a lot of effort has been devoted to avoiding the 'workspace' effect. "As an integral part of the cabin, the galley needs to blend in with the general scheme," says

04. The first-class seat  
05. The onboard rest room



Pierrejean. "Attention has been paid to the decorative panels so that the passenger perceives them as part of the decor rather than technical spaces."

**GROUND SUPPORT** Pierrejean's concept also extends to all of the passenger's interactions with the airline on the ground, starting with the travel agency. "The travel agency may be the airline's first contact with future passengers," explains Pierrejean. "The visual impact is immediate and has to be trendy, welcoming and provide a feeling of confidence."

Increasing numbers of airline companies now also pay a lot of attention to welcoming passengers at the airport, and preparing them for their flight. In Pierrejean's airport lounge concept, partitions covered in stretch fabrics are designed to blend imperceptibly, as if in a breeze. On the architectural level, walls and partitions have been eschewed to evoke a feeling of openness. "The architecture will provide for varying sources of ambient lighting to illuminate indirectly the reception, rest, relaxation, work, bar and restaurant areas," says Pierrejean. "For this reason the symbolism of the white colour, evoking purity and

freedom, has been chosen to lend full value to the light."

Business- and first-class passengers have a dedicated lounge, a vast open space in which each passenger can find their own corner to relax, work, have a snack or socialise. The lounge includes a play area for children, a business centre and a space dedicated to wellbeing. In the later, the feeling of the design is intimate, with Feng Shui-inspired, muted architecture. The space includes a large spa area, a place dedicated to meditation and Tai Chi.

Pierrejean believes lounge catering is also very important and must be carefully planned. "Many passengers now benefit from the pleasure of delicious cuisine before resting, sleeping or quite simply enjoying an unforgettable flight," he says.

The concept is rounded off with crew uniforms that take their cue from Courreges and Cardin styles.

"Around this global concept, each passenger must be able to get his bearings, to feel that he is taken care of by the company, and have an enjoyable experience," says Pierrejean. "The passenger will thus remain loyal to the company and our work as designers will have been accomplished!" ☒



05

Contact: [pierrejean@wanadoo.fr](mailto:pierrejean@wanadoo.fr)  
Web: [www.pierrejean-design.com](http://www.pierrejean-design.com)



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