



PIERRE JEAN

VISION

Press Pack

2010-2017

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AIME/MRO DUBAI

PIERREJEAN

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LUXURY TRAVELLER



This luxurious sofa for aircraft was created in cooperation with the internationally renowned designer Jacques Pierrejean. "Luxury Traveller" offers sophisticated air passengers an extraordinary amount of space, incomparable comfort and

numerous extravagant features. The finest leather and high-quality materials are processed at BOXMARK with diligent skill and guarantee a stylish atmosphere in the first-class sections as well as in business and private jets.

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INTERIOR MRO REPORT



The Qatar Airways A380 Lounge was designed by AIM Altitude to promote elegance, contemporary styling and cultural details, using advanced technical construction methods

deck and the upscale bar in the First Class area.

Today, the Middle East represents a significant part of AIM Altitude's business, according to Vice President Corporate Accounts Chris Whetter. Qatar Airways is also a major customer, as the company has created interiors for its 787 and A350 and A380 aircraft – with the latter boasting an “amazing social space”, he said.

In addition, AIM Altitude is involved in projects for many other airlines in the region, including Etihad, Oman Air, Kuwait Airways, and has developed galleys and bars for Saudi Arabian Airlines. The company continues to take on customers both large and small in the region because of the high quality of the company's work, said Whetter.

In terms of demand, more airline customers are opting for branded panels on the bulkheads in both Business and First Class, one of AIM Altitude's specialties.

Whetter cited the “Emirates factor” – which successfully created Dubai as a highly competitive hub airport in the region – as one of the reasons for the booming Middle East market, where even a small aircraft can cost US\$10 million to fit out.

AIM Altitude is a global company headquartered in the UK, with bases in New Zealand, the Middle East, and North America. It is owned by leading Chinese multinational aviation company, AVIC International Holding Corporation. AVIC International's mission is to develop overseas markets for the civilian aviation industry and expand international investment. [▶](#)



Developed by AIM Altitude for the upper deck of Emirates' A380 aircraft, the Onboard Lounge welcomes patrons in a Chameleon warm-wood finishes and extensive lighting features

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Carbon fiber and metal composite replace wood veneer on two ultra-modern charter BBJs

RETROFIT IFEC

Specialists outline trends and challenges in the thriving IFEC upgrade market

SUPPLIER SHOWCASE

Top suppliers delve into today's biggest issues and share their predictions for 2017



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SEAT TRENDS

SITTING TARGETS

WHILE SEAT MANUFACTURERS PRESENT THEIR CURRENT MODELS, EXPERTS ANALYZE THE PROSPECTS OF ALTERNATIVE SEAT MATERIALS AND TECHNOLOGIES

Words by Marisa Garcia



chair

Manufacturer: Inairvation

Creator of pictured design:

Pierrejean Design Studio

Launched: 2014 presentation,

2015 certification

Width: 17-25in between armrests

Height: 15-18in seat height; 30-53in overall

Depth: 18-20in, depending on the configuration

Weight: 45-70kg structure including mounting plate, plus an extra 30kg for details and payloads

Construction materials: CFRP for several large primary parts, aluminum seat box

Standard features: Mechanical or electric release of tracking (up to 5.5in in each direction/11in travel along one axis; 190° swivel in each direction; rocking function (can be deactivated)

Optional features: Leg rest; headrest; slide-down armrest; second recline articulation for lazy Z positions; electromechanical amenities including heating, cooling, massage and power plugs

Certifications: ETSO 16g and 9g certification for all large aircraft



PIERREJEAN

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SEAT TRENDS

Amalfi

Manufacturer: Iacocca HF Aerospace, designed with Aloft AeroArchitects

Launched: November 2016

Width: 21in between arms

Height: 45.7in

Depth: 79.6in

Construction materials: Aluminum structure, composite shell

Standard features: Lower pod surround for privacy in full flat sleeping position; 7in center console width, one-leaf meal tray; fully electrical actuation, PC power and USB charging outlet; provisioning for wi-fi, accent and mood lighting; iPad holder with continuous charging interface

Optional features: Lumbar support; electrical massage function; IFE provisioning;

aesthetic customization
Certifications: C127a 16g



CARBON FIBER

When it comes to seat structures, the traditional aluminum has a few new rivals. Carbon fiber has been used for seat shells and so on before, and it is now possible to implement it for primary load parts. For example, the new chair engineered by Lufthansa Technik with design support from Pierrejean Design Studio, includes primary load parts made from carbon fiber-reinforced plastic (CFRP), including the backrest. These parts are built using autoclave pressure molding and vacuum molding.

Oliver Thomaschewski, head of seating and structures at Lufthansa Technik, says the material enables the company to answer the call for more unusual shapes. "The classic aerospace aluminum, which is used in the majority of seat structures, has limits," he says. "The degree to which you can deform the material, without breaking and completely destroying it, is very small. Aluminum is perfect for other aircraft parts, but for seats where you need to support high loads and energy absorption, it's not the best choice. Carbon fiber gives us the opportunity to build up very stable and organic forms."

The seat's articulation mechanisms are made from aluminum and steel. "Steel is also very uncommon in aerospace, because it's considered to be very heavy," says Thomaschewski. "It is heavy, but it's also good for energy absorption, compensating for the behavior of the CFRP."

Thomaschewski acknowledges that carbon fiber is not as easy to certify for primary load parts as aluminum: "It's not easy to certify it; all the regulations have to be negotiated for each and every part," he says. However, the company has now succeeded in attaining 9g and 16g ETSO certifications for the chair family.

businessjetinteriorsinternational.com 017
JANUARY 2017

INTERIOR MRO REPORT

ing technology for cabin lining.

The lavatory space cube is described as a space-saving solution for wide-body aircraft. The footprint of the revolutionary Space3 module (78 inches by 52 inches) is based upon an existing center lavatory (52 by 52 or 76 by 44 inches). Through efficient use of available floor space, an arrangement of three full-size lavatories is combined in one compact module.

By means of intelligent design, all known options and amenities can be offered, while significantly improving the experience of passenger and crew, as well as increasing durability and robustness of the product, according to Diehl Aerosystems. In addition, as lavatory part commonality is more than 80% of parts, the availability of spare parts is increased.

The Space3 lavatory can be delivered in a traditional three-lavatory variant, as well as a PRM [person with reduced mobility] variant. The two lateral lavatories are then joined through a middle PRM door; the front doors open wide, to allow a passenger wheelchair comfortable access. This arrangement can save a further seating row (up to three seats), as compared to a classic single lateral PRM lavatory. For further customization and improved comfort, the single longitudinal lavatory can also be reconfigured as a changing room or stowage.

The Space3 lavatory provides further benefits through aircraft interface reduction, as all three lavatories can be supplied through a single interface bar, which is then distributed inside the lavatory. This not only simplifies installation and retrofit, but also line maintenance and allows quick removal in case of cabin refurbishing.

In 2015, Diehl Aerosystems forged a partnership with Regent Aerospace, the US-based cabin refurbishment specialist. A second partnership was announced during April 2016's Aircraft Interiors Expo with AMES, the Austrian engineering firm that is already active in the retrofit business. AMES, a provider of aerospace and mechanical engineering services with comprehensive certification capabilities, joined Diehl's partner network for cabin retrofit and the refurbishment market. "Together, we keep working on joint solutions that we will offer in the marketplace 2017," said Voskuhl.

With respect to other market segments and world regions, Diehl Aerosystems has boosted its market approach

most recently in the after sales market and in Asia. In the last quarter of 2016, Diehl Aerosystems established a full-scale subsidiary, called Diehl Aerospace Pte Ltd, in Singapore. The subsidiary's prime task will initially be to take over the operational responsibility for Diehl's Customer Support Center in the Asia Pacific region (CSC APAC) at the beginning of 2017. CSC APAC will complete the company's global presence in that market segment, which also includes the CSC for the EMEA region, based in Toulouse, France, as well as the CSC Americas in Sterrett, Alabama, US.

The year 2016 was dominated by many challenges, especially with OEMs ramping up production for their latest programs, such as the A350 XWB, noted Voskuhl.

And what does the company plan for 2017? Voskuhl explained: "We expect the focus for 2017 still to be on industrial and delivery performance including the supply chain further down the line, and the organizational optimization of all players in the industry. While very great news such as brand-new aircraft programs are very much down the line, in the foreseeable future we will work very hard on the work packages that we have already, as well as our approach to the cabin retrofit market."

Boxmark opts for extravagance

During the AIME show, leather interior specialist Boxmark is set to showcase for the very first time in Dubai its Luxury Traveller, which is

a plush sofa for aircraft, created in co-operation with the internationally renowned designer Jacques Pierrejean.

"The Luxury Traveller offers sophisticated air passengers an extraordinary amount of space, incomparable comfort and numerous extravagant features," enthused Christian Schober, Boxmark's sales manager for aircraft interiors. "The finest leather and high quality materials are processed at Boxmark with diligent skill and guarantee a stylish atmosphere in the First Class sections as well as in business and private jets," he added.

Boxmark will also show its new F/LIST leather flooring, developed in a partnership between Boxmark and F/LIST. The real leather surface is optimized to meet high scratch, abrasion and slip resistance requirements, and a stringent qualification program ensures that the flooring meets customer requirements. However, as Schober notes, the real advantage of the flooring is that over time it develops "a rich texture that looks beautiful lived in, developing a patina rather than looking worn, enriching the style and charisma of the aircraft cabin." Customization possibilities include square or round tiles, inlay work, marquetry and embossing.

Furthermore, in a future development, Boxmark is seeking to launch a new leather product called Duke. The big benefit of this product is that it will be available in 55 colors on stock already flame treated for aircraft application, in a very short lead-time, he said.

The Middle East aircraft interiors market is very large and grows several



Boxmark is showcasing at AIME a luxurious sofa for aircraft, created in co-operation with the internationally renowned designer Jacques Pierrejean

MEN'S UP

L'HOMME AU QUOTIDIEN

MENS'UP / STYLE / DESIGN /
AIRBUS OU BOEING : LES "JETS PLUS ULTRA" DE JACQUES PIERREJEAN

PORTRAIT

AIRBUS OU BOEING : LES "JETS PLUS ULTRA" DE JACQUES PIERREJEAN

Le 13/10/2015 par Carole Huyvenaar

image: <http://static.mensup.fr/article/grande/1444756684-portrait.jpg>



Credit Photo - Studio Jacques Pierrejean

SOMMAIRE ARTICLE

Quand on est gosse, on rêve d'être pilote de formule 1, gardien de phare, architecte ou médecin. Jacques Pierrejean n'avait pas précisément la tête dans les nuages et ne rêvait pas de voler. Pourtant, son métier est extraordinaire à plus d'un titre. Bienvenue à bord des avions fabuleux de Jacques Pierrejean.

Jacques Pierrejean vient de livrer son dernier "bébé". Un yacht de 141 m de long, doté de 4 ponts, une embarcation qui occupe la 4e place au classement des plus grands yachts du monde. Mais ce qu'il préfère, ce sont les avions. « *J'avais plus de passé vis à vis des yachts que des avions. Je venais de Cannes et dans le port de Cannes il y a des yachts.* » Jeune homme, à bord d'un 747 il s'interroge : qui aménage les avions ? « *En revenant sur Paris, je me suis dit qu'il serait intéressant de rentrer en contact avec Dassault. Il se trouve qu'à cette époque (au début des années 80 NDLR), Dassault ne faisait que des avions militaires et très peu d'avions privés.* » Chez Dassault, il rencontre un passionné d'architecture. Ensemble, ils mettent sur pied l'unité d'aménagement d'avions privés.

L'idée que certains happy few puissent s'offrir la liberté de décoller quand bon leur semble est passée dans les mœurs. Avec Dassault, le marché des avions privés s'est développé. « *Pendant ces douze années, je me suis retrouvé chez Dassault comme consultant pour aménager des Falcon. On en faisait de quatre à six par an. Ça prenait de plus en plus d'ampleur. Dans le monde, nous devions être environ cinq cabinets à pouvoir travailler ce genre de design intérieur d'avions.* » Les avionneurs civils ont suivi. Airbus m'a demandé de travailler sur quelques projets d'avions en aménagement privé. Ces projets ont commencé à intéresser les vendeurs d'Airbus, ce qui m'a valu de faire des avions privés de grande taille très vite, qui étaient incomparable avec ce que je faisais dans le milieu des jets d'affaires ».

DES AVIONS TOUJOURS PLUS GRANDS

image: http://static.mensup.fr/article/grande/1444756684-portrait_chapitre_1.jpg



Credit Photo - Studio Jacques Pierrejean

En 2014, le monde comptait 2 325 "super riches" : un chiffre en constante augmentation qui a pour conséquence une véritable inflation dans la démesure. Et l'aménagement ne se limite plus à choisir le cuir ou la couleur des sièges. Boeing 747, Airbus A340, il n'y a plus de limite à la taille des avions que les milliardaires - ou les Etats - sont prêts à s'offrir. Seul l'A380, le plus gros avion civil du monde, trop grand pour de nombreux aéroports, reste à l'état de projet. « *Vous avez deux types de gros avions : le 747 800 qui est le dernier né de chez Boeing, que nous sommes en train de livrer en avion privé, avec deux étages et l'A380* » détaille l'architecte, qui a été consulté pour l'aménagement d'un A380 Las, l'avions requiert des capacités d'accueil et un service au sol important. « *Or le summum de l'avion privé, c'est de pouvoir aller où vous voulez. Au fur et à mesure du projet le client s'est aperçu de la complication de cet avion. Donc l'A380 en privé n'existe pas.* »



Sur une yacht, la problématique est plus simple. *Credit Photo - Studio Jacques Pierrejean*

Dans un avion, la notion de luxe prend une dimension différente. L'originalité du plan ou la richesse ostentatoire des matériaux n'est pas vraiment le sujet pour Jacques Pierrejean, à qui le succès n'a pas tourné la tête. Les avions bling-bling, très peu pour lui. Mais quand poser du marbre ou installer une salle de sport deviennent un challenge, l'exercice prend de l'intérêt pour l'architecte. De fait, de nombreuses innovations venues de l'aéronautique ont connu un certain succès. Ainsi les LED, aujourd'hui très répandues dans l'équipement de la maison, ont été employées par l'architecte pour créer une ambiance lumineuse propre à recalculer l'horloge biologique des passagers au fil du voyage. De même, le travail conduit avec les artisans permet à Jacques Pierrejean de poser des sols en cuir ou même... en marbre. Le marbrier a développé une feuille de marbre d'1,5 mm, que l'on dépose sur le panneau en nid d'abeille léger de l'avion. Une innovation qui a permis au fournisseur de gagner en compétitivité sur d'autres marchés, sur le plancher des vaches cette fois. « *On reste un exécutant par rapport à une clientèle, qui est dans le domaine de l'hyper luxe. Tout ce qu'on fait c'est répondre à une question d'utilité à bord. Tout cela pour moi, cela contribue au bien-être. Notre recherche dans ce domaine de l'aéronautique vise à ce que les gens vivent de mieux en mieux dans leurs déplacements, que ce soit pour une compagnie aérienne ou un avion privé* » conclut Jacques Pierrejean.

[Lien vers l'article](#)

QUATRE ANS D'AMÉNAGEMENT POUR UN GROS BOEING

image: http://static.mensup.fr/article/grande/1444756684-portrait_chapitre_2.jpg



Credit Photo - Studio Jacques Pierrejean

Aménager un avion comme un appartement - ou comme une maison ! - n'est pas si simple. Les contraintes sont nombreuses, souvent difficiles à imaginer depuis le sol. Ainsi, installer une simple douche reste un exercice quasi impossible. Alors ne parlons pas d'une piscine ou d'un jacuzzi. « *Quand on fait un avions, ce sont des projets de dix-huit mois à quatre ans. Dix-huit mois, c'est un petit Airbus, un gros Boeing c'est quatre ans. Un bateau c'est entre un et trois ans, c'est plus rapide, il y a moins de contraintes.* » Car on ne peut pas tout faire dans le domaine de l'aéronautique. Au delà des contraintes de poids, de matériaux inflammables, de gestion des masses liquides (Jacques Pierrejean compare un jacuzzi à un verre plein : il n'est pas compliqué d'imaginer ce qui se passe quand l'avion traverse une zone de perturbations), le secteur est rigoureusement encadré sur le plan technique. « *L'artisan qui travaille seul n'a aucun problème pour faire un bateau. Pour faire la même chose dans un avion, vous allez être audités.* ». Autre donnée de taille, tous les matériaux bougent sous l'effet de l'altitude. « *Il faut être créatif mais aussi averti et réaliste. C'est aussi pour cela que nous sommes si peu nombreux dans ce métier* » poursuit-il.

MIEUX VIVRE SES DÉPLACEMENTS

image: http://static.mensup.fr/article/grande/1444756684-portrait_chapitre_3.jpg



Jacques Pierrejean, designer dans l'aéronautique et le maritime « Des navires en forme de coquillages plutôt qu'en forme d'hôtels »

Jacques Pierrejean est designer et fondateur de l'agence Pierrejean Design Studio. Il signe aussi bien des jets privés que des yachts comme le « Phocæa » originel de Bernard Tapie ou plus récemment le « Yas ».

Est-ce difficile d'être un designer avant-gardiste ou simplement original dans le monde du yachting ?

Oui, car la majeure partie des bateaux est dessinée par les mêmes cabinets d'architectes qui font croire aux propriétaires qu'ils ont un yacht unique alors qu'ils n'ont changé qu'une cloison ou l'arrangement d'un pont. Avec nos projets, nous voulons sortir de la mode des « wedding cakes » (INDLR, gâteau de mariage) auxquels ressemblent 90 % des yachts et proposer des concepts innovants, même si nous ne proposons pas la révolution : des formes de coquillages plutôt que des hôtels.

De plus, la fait d'être un studio discret et français est une difficulté supplémentaire. Nous n'avons pas encore suffisamment de références pour que des propriétaires arrivent en disant : « J'ai vu tel bateau au mouillage, je veux le même concept ! ». Pour exister, il faut

aller sur le marché avec plus d'investissements : présenter des plans de yachts et parfois aller jusqu'à réaliser la maquette sur nos fonds propres pour séduire les clients potentiels.

Sur quels projets avez-vous travaillé récemment ?

Le M/Y Yas, ex-Swift 141, est sorti des chantiers émiratis ADM Shipyards en 2011. C'est le huitième plus grand yacht du monde et il a été construit sur la coque d'une frégate néerlandaise de 1978. Nous avons travaillé sur les échanges intérieur-extérieur avec beaucoup de vitrages et signé un design engagé. Nous avons également un projet similaire, le Swift 135, mais il est toujours en attente car le chantier, à forte participation étatique, a décidé de changer de cap et de se consacrer à la construction militaire.

Il faut raconter une histoire.

Aujourd'hui, nous avons lancé le concept Lou + Lou, un M/Y de 180 mètres à propulsion hybride et en partie solaire, que nous avons décliné en un projet de 120 mètres pour un amateur. Parallèlement, nous travaillons sur un projet de yacht d'expédition de 90 mètres pour lequel un chantier européen a déjà été présélectionné.

Pour un designer, le point clé d'un yacht d'expédition est de faire cohabiter l'esthétisme et les appareils de pont. Il faut raconter une histoire en imaginant comment mettre à l'eau un sous-marin, un voilier habitable, décharger un quad... Les moyens de manutention sont l'enjeu clé des yachts d'expédition.

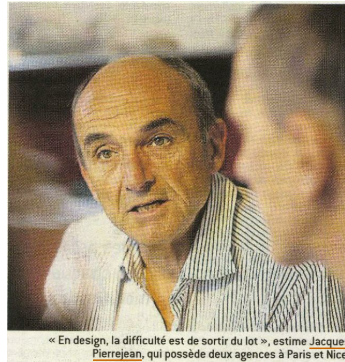
design marqué ?

Ce sont en général des personnes entre 40 et 50 ans qui ont déjà eu des yachts. Cette clientèle avertie a envie d'autre chose que ce qu'elle a déjà vécu. Je dirais que les Sud-Américains seraient plus attentifs à ce genre de projets que les autres, mais c'est simplement une tendance. Les Russes sont également intéressés.

D'ici à une dizaine d'années, les navires reviendront vers des tailles plus modérées, 80 à 90 mètres, et seront plus polyvalents : avec des allures de yachts, mais avec la possibilité d'aller faire des missions océanographiques et sortir des sentiers battus. On se dirigera peut-être vers de la construction plus sur-mesure qu'actuellement, sans plans préétablis. Seul l'avenir nous le dira...

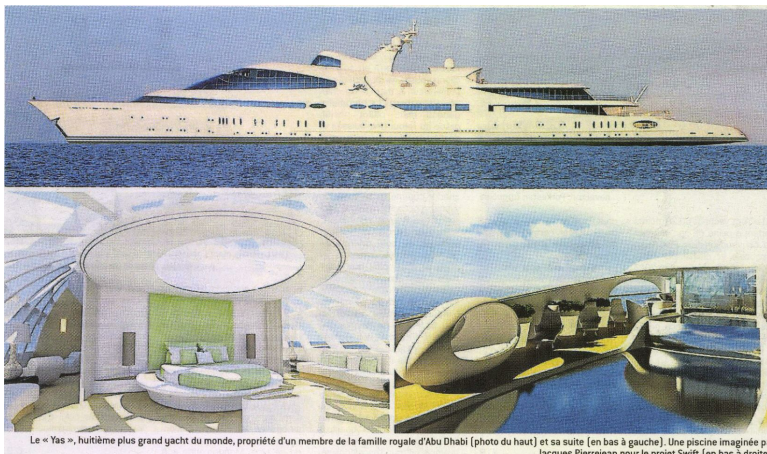
Propos recueillis par Camille BLEUET

Quel est le profil des propriétaires qui veulent des yachts au



« En design, la difficulté est de sortir du lot », estime Jacques Pierrejean, qui possède deux agences à Paris et Nice.

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Le « Yas », huitième plus grand yacht du monde, propriété d'un membre de la famille royale d'Abu Dhabi (photo du haut) et sa suite (en bas à gauche). Une plume imaginée par Jacques Pierrejean pour le projet Swift (en bas à droite).



JACQUES PIERREJEAN LE MAÎTRE DES CIEUX



PIERREJEAN

VISION

NDA Magazine

► 1 juillet 2015 - N°22

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PERIODICITE : Trimestriel



L'ARCHITECTE JACQUES PIERREJEAN EST SPÉCIALISÉ DANS L'AMÉNAGEMENT DE YACHTS ET D'AVIONS. POUR LUI ET SON AGENCE, OUVERTE IL Y A 35 ANS, IL S'AGIT D'EFFACER LES FRONTIÈRES ENTRE LA TERRE, LA MER ET L'AIR. CE PREMIER PORTRAIT VOUS PRÉSENTE SA CONCEPTION AÉRONAUTIQUE EN MÊME TEMPS QUE SA PHILOSOPHIE. POUR LUI, UN AVION C'EST PLUS QU'UN MÉTIER, C'EST UN ÉTAT D'ESPRIT. DÉCOUVRONS-LE.





Pour réaliser un avion ou un jet privé, il faut avant tout créer de l'espace et des espaces. Le rôle de Jacques Pierrejean est de créer des décors de rêve qui transportent, le temps d'un voyage, les passagers à 45 000 pieds loin de la réalité. Comme une résidence, il conçoit des avions luxueux, confortables et contemporains, en réponse à une clientèle exigeante. L'architecte doit devancer les demandes et les besoins mais aussi rassurer. Un usager doit trouver la quiétude et oublier qu'il est dans les airs.

Un avion est constitué de multiples espaces. Dans un avion de ligne, les passagers partagent un espace commun. Pour un jet privé, l'espace est le lieu de vie dédié aux occupants. La mission de l'architecte est de répartir le volume contraint entre usagers et usages.



Du siège individuel avec ses petits espaces pour l'écran, le verre, les espaces dédiés à la logistique, à l'équipage ou les circulations... tout doit être pensé et optimisé. Le côté pratique est un critère important.

Dans chacune de ses réalisations, Jacques Pierrejean doit faire oublier que le lieu est mobile et en suspension, que ce n'est pas un lieu de travail, ni une résidence, mais un espace clos dans lequel on reste ponctuellement. Les ambiances sont travaillées. Le parti pris architectural est de mettre en exergue la lumière, les courbes, les matières et le mobilier. Les couleurs chaudes comme le brun ou le taupe sont choisies. Rappelant la terre, elles procurent un sentiment de sécurité et des repères aux usagers. Pour une ambiance contemporaine et luxueuse, l'architecte allie cuir et résines, bois et moquettes. Il joue avec les hublots et volets. Son talent permet d'oublier les courbes imposées par la carlingue. L'avion devient son jouet remodelé avec des espaces de vie.



Une attention particulière est portée sur la lumière. Celle-ci scénarise, transforme la cabine et joue sur les émotions et les comportements des usagers. Une lumière blanche (froide) est choisie pour un décollage en milieu d'après-midi dans un pays chaud. Elle donnera une sensation de fraîcheur. A l'inverse, une lumière chaude est prévue pour un atterrissage dans un pays froid. Dans un avion, la lumière devient un outil précieux pour rééquilibrer le décalage air-terre. Elle ne sert pas uniquement à éclairer et à valoriser la décoration.

Henry Escobar



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Contrairement à un projet résidentiel, beaucoup de contraintes sont imposées pour un avion. Le poids est important. Chaque kilo coûte. Il s'agit d'alléger sans diminuer le confort et le côté pratique. Une recherche constante de nouveaux matériaux adéquats est faite. La résine est un atout majeur dans la conception de Jacques Pierrejean. Les contraintes réglementaires sont pesantes et ne cessent d'augmenter. De nouvelles règles de sécurité à chaque avion et aussi après chaque accident aérien. Tout dépend des autorités (avionneurs, aviation civile, compagnies aériennes concernées pour les avions de ligne...). Les circulations des passagers et de l'équipage, la résistance aux chocs et au feu, les évacuations... tout est passé au crible. Pour un tel projet, l'architecte est le seul maître à bord pour prendre en compte les obligations d'ergonomie, de poids et de sécurité.

Pour lui, l'avion du futur est dans les détails. Il faut aller plus loin dans les espaces de vie, les jeux de lumière, le confort et les aménagements.

Un écran orientable, une liseuse avec une intensité changeante, un miroir de courtoisie... les petites choses font toute la différence pour un utilisateur.

En plus du service de l'équipage, le luxe aérien, c'est la création de salons et espaces bar en libre-service. L'usager est comme à la maison et il se sert. Des minibars sont intégrés aux équipements de divertissement, de toilette et de confort.

Pour la First des A380 d'Emirates, Jacques Pierrejean a conçu les premières douches dans les avions. Un challenge technique avec des réserves d'eau restreintes et une alimentation électrique complexe. Il a fallu prendre en compte le système de réservation des salles de bain pour les premières classes. D'après lui, l'inspiration pour les futurs avions viendra des hammams car la vapeur présente plus d'avantages.

Dans les compagnies de luxe, des mini suites sont créées, véritables défis techniques. Conçues comme des îlots séparés, les points importants à traiter sont la circulation d'air, les masques à oxygène, les panneaux de décompression... Rappelons

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© Nick Kroll/AGF

qu'avec la pression et la température en vol, les matériaux bougent et se transforment.

Tout semble aisé mais rien n'est facile dans la conception d'un avion. Pierrejean Studio Design privilégie les collaborations avec les artisans français. Ils savent concrétiser ce que l'architecte imagine en tenant compte des contraintes techniques et économiques. La réalisation d'un projet dure entre 2 à 5 ans. L'aménagement intérieur représente 40 % du coût d'un avion prêt à voler.

Jacques Pierrejean est un vrai magicien. Il transpose un appartement dans les cieux et arrive, par son talent, à faire oublier aux usagers qu'il les fait voler. Il nous laisse entrevoir une créativité sans fin qui repousse les limites du possible dans le domaine aéronautique.



各界の第一人者たちが、あなたの悩みの9割を解決します!

クーリエ・ジャポン

世界1500メディアから記事を厳選!

COURRIER JAPON

その悩みの答えは、
「プロフェッショナル」が
知っている。

*There was never any low-hanging fruit.
The question was, were people reaching for it or not?*

そもそも低いところに果実はない。問題は、手を伸ばして果実を取ろうとしたかどうかだ。

—ピーター・ティール (投資家)

スマホ依存から優柔不断まで

行動経済学で「悪い癖」を直そう!

どんな悩みも一刀両断!

プーチン「天下無敵の悩み相談室」

モニカ・ルインスキー

「世界中を敵に回してわかったこと」

12

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クーリエ・ア・ラ・カルト

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ジャック・ピエールジャン
Jacques Pierrejean

1951年フランス生まれ。1973年にエコール・プール国立工芸学校を卒業後、自身のデザインスタジオを設立。航空機の内装やヨットのデザイナーとして活躍する。



2016年に完成予定のエアバスA350 (XWB) の一室

空飛ぶスイートルームで極上のひと時を

ふ

かふかのソファアームに座ってシャンパンを飲みながらミーティング、疲れたがらの豪華な空間は、なんと飛行機のなかだ。

航空機やヨット専門のインテリアデザイナー、ジャック・ピエールジャン(63)は、エコール・プール国立工芸学校を卒業してから2年後、"ピエールジャン・デザインスタジオ"を設立した。クライアントは、世界のお偉方。過去には、フランスのシラク元大統領やイタリアのベルルスコーニ元首相の政府専用機の改装を担当している。さらに、2007年には1億ドル(約106億円)かけてサウジアラビアのワリード・ビンタラール王子のプライベートジェットの内装を手掛け、世界の富裕層から注目を集めた。

そんなVIP御用達デザイナーも、最近はずいぶん敷居を下けている。彼はカタル航空やエミレーツ航空、今年7月から運航開始となったエア・カナダのボーイング787「ドリームライナー」など民間航空機の内装も手掛けるようになったのだ。ピエールジャンはこう語る。「ファーストクラスの乗客にも、まるでプライベートジェットに乗っているかのような、優雅な体験してもらえよう」と。

いつかはこんな旅を——と夢見るのはブライズレスだ。

パリ・マツチフランスより



Airbus A340-500

全長 67.93m
座席数 313~375席 (通常旅客機)
巡航速度 時速912km



シックな調度品に囲まれて

ヨーロッパの国際共同会社エアバス社の超大型プライベートジェット。シックな雰囲気の内装は、ホテルそのもの。広々としたリビングルームには重厚感溢れる内装が施されている。



世界最高峰のファーストクラス

エミレーツ航空の「プライベートスイート」には、世界唯一のシャワースパを用意。さらに、ビジネスクラスの乗客も利用できるラウンジでは、世界有数のシェフが手掛ける料理や高級ワインを楽しめる。



Airbus A380-800

全長 73m
座席数 525席 (通常旅客機)
巡航速度 時速945km

courrier à la carte 109



自宅のようにくつろいで

「ジャンボジェット」の愛称で知られるB747をプライベートジェットに改装。1階にはリビングルーム、6mの高さの2階にはホームシアタースペースと、らせん階段を活かして空間を贅沢に使った造りに。



Boeing 747-8

全長 76.3m
座席数 467席 (通常旅客機)
巡航速度 時速910km



あのドリームライナーを星降る空間に

長距離飛行を可能にした次世代型の中型機。そんなB787のプライベートジェットに一歩足を踏み入れれば、まるで豪華の一室のような空間が待ち受ける。天井を見上げれば、NASAのイメージ図を基にデザインされたLEDライトの星空が広がる。



Boeing 787-8

全長 56.7m
座席数 210~250席 (通常旅客機)
巡航速度 時速913km

ERIC PIERMONT / AFP / JUI
PIERREJEAN DESIGN STUDIO (8)

Altitudes

EUROPE

BUSINESS

GUGGENHEIM PARTNERS
THE NUTS AND BOLTS
OF AIRCRAFT PURCHASE

VNE

FALCON 5X
DASSAULT'S
GAME CHANGER

PORTRAIT

RUEDI KRAFT
JET AVIATION BASEL



Design

Pierrejean Design Studio

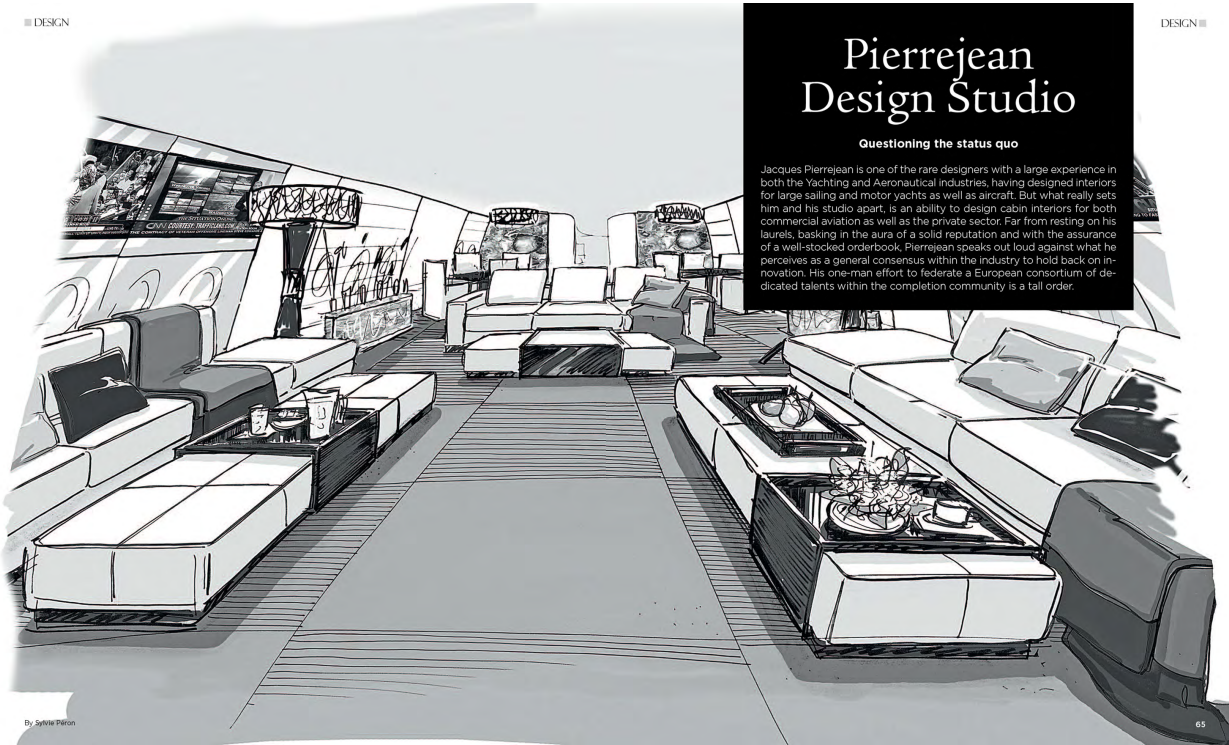
Why is the industry holding back on innovation?

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LuxMedia
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DESIGN

DESIGN



By Sylvain Pélissier

Pierrejean Design Studio

Questioning the status quo

Jacques Pierrejean is one of the rare designers with a large experience in both the Yachting and Aeronautical industries, having designed interiors for large sailing and motor yachts as well as aircraft. But what really sets him and his studio apart, is an ability to design cabin interiors for both commercial aviation as well as the private sector. Far from resting on his laurels, basking in the aura of a solid reputation and with the assurance of a well-stocked orderbook, Pierrejean speaks out loud against what he perceives as a general consensus within the industry to hold back on innovation. His one-man effort to federate a European consortium of dedicated talents within the completion community is a tall order.

DESIGN



"There isn't one VIP aircraft interior that I haven't done," says Jacques Pierrejean. Coming from someone else this bold statement could be perceived as bragging, but this is simply the way it is. Over the last thirty years, Pierrejean has been involved in every aspect of interior design, whether as a consultant for some of the largest aircraft manufacturers or as a designer for the airlines and private customers alike. This unique position in the industry gives him a very personal vintage point. And he doesn't mince his words speaking about the difficulties he often encounters when trying to push the envelope a little further. "You have no idea how perseverant you must be to convince aeronautical engineers to implement what looks like a simple idea. It takes a lot of time and patience."

VIP MARKET EVOLUTION

According to Pierrejean, there is a new breed of customers coming to the VIP single-aisle and even the widebody aircraft market. Often, they are graduating from the charter market. People who have rented aircraft in the past and now can afford to buy their own, whether green from the manufacturer or pre-owned. Within the past year, Pierrejean Design Studio has thus been working on a couple of projects for North American customers. "The big difference there is that unlike previous clients, you get to know the principal and interact with them." These high-net-worth individuals are well educated about private aviation. They have experienced first hand the pros and cons and have a fairly good idea of what they are looking for on-board. "You



The evolution of technology allowing for ultra-long range aircraft, the new approach to cabin interior design is more like designing a home than a transport vehicle

66



meet with them, talk with them and get to really know their lifestyle, which makes it a very interactive and fascinating experience. They have taught me to ask the right questions and to listen to their answers. It is a new kind of intellectual gymnastic."

The designer analyses three phases in the different categories of VIP customers he has been working for in private aviation. At the beginning were the customers from the Middle East, who favored a "golden look"; then came a second generation looking to break away from that original look that went for a more functional, "less is more", pure "business tool" style. Today, the technology is such that aircraft have much longer range and passengers can live a whole life cycle on-board. Therefore to have a shower is almost a token. Even a gym, which only a few years back was strongly opposed to by the medical corporation is now routine on wide body aircraft. If one is to use the gym moderately, there seem to be no counter indication. "This is

a new approach in cabin interior design, more like designing a home than a transport vehicle."

Long range also implies crew quarters, just as on a yacht, where the captain often lives on board year-round. "Crew rest" is all important, particularly on long-legged aircraft where they are two captains and a few crew members working alongside.

RESEARCH AND DEVELOPMENT

Only a short decade ago, there were only a couple of major completion centers in Europe able to outfit large aircraft. Today, they are close to a dozen worldwide. The market being more competitive than ever and in order to survive, vendors must be more attuned to customers' needs. In that respect, Pierrejean and other designers specialized in aviation, are always pushing to develop new concepts. Whether these highly skilled craftsmen specialize in wood veneers such as Skywoods, or metal artworks, like Metal Composite,

Using private aviation as a laboratory, Pierrejean then applies his fine-tuned discoveries to commercial airliners, and vice-versa



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PIERREJEAN

VISION

DESIGN



Pierrejean designed the cabin interior of the first VIP ACJ319 for Emirates Executive, which offers superior baggage space compared to traditional bizjets

carpets or lighting features, they all are heavily involved in research and development. "Sometimes you come up with something really revolutionary, and sometimes you fail, in which case you often rebound on something else that's even more interesting." Aeronautical constraints being very strict, certification of a given product is both costly and time consuming.

"I spend a lot of my free time visiting different vendors, not necessarily in the aeronautical industry, in order to get new ideas. Basic research is part of the job."

A CAREER IN AVIATION DESIGN

"I started designing aircraft interiors in 1980. During twelve years, I was a design consultant for Dassault Aviation. We created Dassault Falcon Service at Paris-Le Bourget Airport, to convert what really were military jets into business aircraft. My responsibility was to make sure projects were completed correctly on-board Falcon jets.

Later on, I went along with the Airbus sales & marketing team as the European manufacturer was taking on Boeing, the giant company on the VIP market. I would show concepts for an ACJ320 cabin interior. Airbus asked me to realize the mock-up they are still using in Toulouse to promote Airbus Corporate jets. To work for the manufacturer within the company proved extremely interesting."

Today, Jacques Pierrejean is one of the few French designers working with Boeing on several projects. Pierrejean Design Studio signed the first design concept for a private VIP'Dreamliner', Boeing's brand new all composite 787 aircraft. The completion is currently under way near Seattle. Furthermore, a BBJ, a 747 and a 777 are also in the pipeline. "All this allows me to have a foot in the door with the aircraft manufacturers, the suppliers and of course, the customers. After all, I have built a solid experience over more than thirty years!"

'DISGRACEFUL MARKETING MOVES'

A usually soft-spoken and amiable person, Pierrejean gets agitated when evoking the marketing moves of some players in the industry.

Vendors and suppliers are now heavily involved in research and development despite strict aeronautical constraints, which entail costly and time-consuming certification of a given product

"These people are killing our business," he bursts out, referring to otherwise well-respected architects or designers with no aviation experience who have been co-erced into the business of bizav interior decoration.

"To have a concept hailed as revolutionary, because it is designed by some famous architect or designer is nonsense! Sure these people help create a buzz for their clients, whether that may be a completion center or an operator. But they create an unhealthy disturbance and infringe on our profession. Meanwhile their concepts are not feasible as they have absolutely zero aeronautical experience." Referring to these as "dancers", Pierrejean disdains the usually short-lived process, which nonetheless takes away marketshares from experienced aircraft designers with many completed cabin interiors flying around the world.

GOING BACK AND FORTH

Pierrejean has a serious advantage knowing both sides of the industry. He has worked for major airlines, notably in the Middle East, including most recently the ACJ for Emirates Executive. Aircraft manufacturers will be more inclined to give in to the demands for a modification from a customer ordering 30 narrow bodies, than an operator with a single aircraft.

"I use private aviation as a laboratory, then applying what I have discovered and fine-tuned to commercial aircraft interiors. It works both ways. I also get certification informations, regarding lighting for example, from the completion for the airlines."

A CALL FOR REACTION

Far from being blasé Pierrejean is adamant about supporting France's unique luxury know-how.

Last May, a teacher at a French art school asked the designer to come and talk to her students about his work. His enthusiasm was stopped cold when the conference was cancelled after fellow teachers at the school rose up in arms. Their claim was that business aviation is a niche market meant exclusively to satisfy the needs of the ultra-rich. "No propaganda for the luxury industry, they said," comments Pierrejean still in chock. "It is urgent for us to unite and be more professional, as completion centers and pseudo-designers tend to spring out of nowhere. Creativity will suffocate if we don't react." ■



Aircraft *interiors* INTERNATIONAL

2014 SHOWCASE


THE INTERNATIONAL REVIEW OF AIRCRAFT INTERIOR DESIGN AND COMPLETION



PIERREJEANDESIGN

creativeprocess

A Paris-based design studio is striving to create exciting cabins that add a little more imagination to the catalogue offerings

 Cabin designs are becoming more and more personalised, whereas just a few years ago airframers delivered aircraft along much more uniform lines.

The modernisation of fleets and competition between airlines has led to a reconsideration of seat, galley and lavatory design, and a market previously limited to a few timid innovations has now opened for specialist aircraft interior designers, who can offer airlines designs that correspond to their image. During the last Aircraft Interiors Expo in Hamburg, visitors could see the research being carried out by architects specialising in custom solutions to encourage manufacturers to take the initiative in this domain.

Pierrejean Design Studio has followed this approach since 1998, convinced it is the way to achieve the optimum balance between the production costs of equipment and passenger comfort. The studio's first studies focused mainly on the first-class environment – not just on the seats' ergonomics, but also the functions and the surrounding storage.

These first concepts necessitated the involvement of aircraft manufacturers, which had to adapt to the demand. Next, convivial zones appeared around the seat: bar corners, buffets and



056 Aircraft Interiors International.com
SHOWCASE 2014



THE MOST DIFFICULT WORK HAS YET
TO BE DONE IN ECONOMY CLASS



a modernisation of the lavatories that can go as far as incorporating shower cabins. Since then, the galley, originally very technical and hardly convivial, has become something intended to be more sociable, treated as a modular space, from its appearance during boarding, through its true function as a space allocated to the crew, to becoming a place for passengers to meet at the end of the service.

- 01. One of the most headline-grabbing A380 features: Pierrejean worked on the Emirates A380 showers
- 02. A yin-yang galley concept that is ideal for meeting and relaxing

REAL-WORLD EXAMPLES For its concept of Mini Suites created in 1998 for Emirates, Pierrejean Design Studio worked with B/E Aerospace on the development of the seat module, bringing together the intentions of the designer and the airline, the certification requirements, the integration inside the aircraft and the economic success of the final product. This concept, which was highly innovative at the time, was originally strongly criticised for its private aspect. However, Pierrejean Design Studio can affirm the success of this much-copied product, the name of which has become synonymous with comfort in the world of cabin specification.

Similarly, when Pierrejean Design Studio conceived a design for Etihad based on the Solstys business-class seat from EADS Sogerma, the cabin layout had to be re-thought in order to better integrate the concept, which offers each passenger direct aisle access and a perfectly horizontal sleeping position. More than 8,000 examples of this seat have since been sold, making it a bestseller for its category.

Conscious that the most difficult work has yet to be done in economy class, Pierrejean Design Studio has looked into a high-density solution for certain routes, countries and types of aircraft, alongside a more conventional vision of this class.

Toilets can be found all around the premium zones, and the studio has

PIERREJEANDESIGN



carried out a study for Jamco to explore a new arrangement where men and women can cohabit. With this concept, a urinal and a bidet appear and then disappear, in a revolving design that is intended to be easy to maintain and very hygienic to use. This sensitivity that Pierrejean Design Studio brings to passenger comfort can also be seen in the shower facilities onboard Emirates' A380 fleet.

Developed in collaboration with Airbus and Dasell, the layout at the front of the upper deck provides one of the best occupation ratios for this zone. Like every architect imagining life inside, the studio wanted to invest in the service area to make it more attractive both for passengers and the teams who work there. Treated like an open kitchen, the galley opens on to the commercial cabin, becoming a place for meeting and relaxing, and is harmonious with the surrounding cabin.

In the context of the B787 Dreamliner for Qatar Airways, Pierrejean Design Studio wanted to open up the entrance to the aircraft in order to offer passengers a real welcome worthy of a hotel lobby. Buffets incorporating trolleys in the lower section were designed for AIM. The trolley itself, part of the company's identity, was the subject of extensive research, which adds to the appeal of duty-free shopping when it passes through the cabin.

This work has become more and more essential for airlines, which, with



AIRLINES, WITH THE HELP OF SPECIALISTS, HAVE TO CONSIDER INTERIOR DESIGN AS PART OF THEIR COMMUNICATION PLAN



the help of specialists, have to consider interior design when communicating their design plans. In its work, Pierrejean Design Studio continually reflects as much on the concept of specific products as on the optimisation of cabin layout. The studio is currently working on a study of the interior trim of a cabin's interior panels in order to offer further personalisation for airlines.

All of this is coordinated with the aircraft manufacturers, which, for their part, seek to minimise choices in

03. The studio has worked on lav concepts with Jamco
04. Pierrejean's vision of a high-density, economy-class seat

creating catalogues of standard products. However, cabin designers have the know-how to develop and present these products to achieve the best compromise between concept, quality and price.

The merging of suppliers has the potential to limit creativity in the future, but the perseverance of Pierrejean Design Studio over the years in this profession has helped perpetuate the momentum of innovation for the passenger's wellbeing. ☒

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SYNERGETIC DESIGN...



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Salon nautique: la carte de l'élégance à la française - L'Express

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Salon nautique: la carte de l'élégance à la française

Dossier réalisé par Xavier de Fournoux, publié le 06/12/2013 à 19:30

Du mégayacht au petit bateau de série, le style français, réputé pour son raffinement, a la cote dans tous les chantiers du monde. Tour d'horizon de ce joli succès.



Sur le pont du Yas, une ancienne frégate de la marine transformée en mégayacht de 141 mètres, Jacques Pierrejean a imaginé un lieu de détente aux formes fluides entourant une piscine.
j. PIERREJEAN

Lancé en septembre dernier par le chantier Picchiotti pour des propriétaires américains, Grace E pourrait être le symbole de la suprématie italienne dans l'industrie du yachting. Mais ce motoryacht d'expédition de 73 mètres est aussi emblématique du savoir-faire français, grâce à la double signature de Philippe Briand, pour la carène et les lignes extérieures, et de Rémi Tessier pour l'intérieur, preuve que le style made in France a bien trouvé sa place dans la conception des bateaux modernes.

>>> Tous les jours, Pierre-Yves Lantou refait le Nautic avec Voiles et voliers en direct du salon. Venez sa Web émission, à partir de 19h.

Spécial Nautisme

Salon nautique: l'envol des vedettes

Salon nautique: les croiseurs ont du caractère

Salon nautique: travelers, le bond en avant

Salon nautiques le charme soigné des weekenders

Salon nautique: la fougue des coursiers

1. Forme

Brad Pitt s'explique sur son crâne rasé

2. Mode

VIDEO DU JOUR. David Beckham se déshabille de nouveau pour H&M

3. High-Tech

LinkedIn, Viadeo, Xing... Sur quel réseau social s'inscrire?

1. High-Tech

VIDEOS. 30 ans de pubs Apple pour Macintosh

Jacques Pierrejean, dans les grandes largeurs

" Quand on regarde les bateaux au Monaco Yacht Show, on constate qu'ils se ressemblent. Nous essayons d'apporter quelque chose de différent. " Jacques Pierrejean sait de quoi il parle. Depuis plusieurs années, il travaille sur un projet pharaonique : la transformation d'une ancienne frégate de la marine néerlandaise en mégayacht de 141 mètres, au chantier émirati Abu Dhabi Mar. En terme d'originalité, Yas s'impose avec sa forme fluide et son allure futuriste. " Pour l'intérieur, nous avons travaillé sur un style minimaliste très lumineux, avec des grands vitrages et des couleurs claires. Au pont principal, on trouve un immense salon, baptisé Art Gallery, en référence aux oeuvres qui y seront exposées, le propriétaire étant un grand amateur d'art. " Son armateur est l'émir d'Abu Dhabi, Khalifa ben Zayed al-Nahyane, président des Emirats arabes unis. À sa livraison prochaine, Yas fera son entrée dans le top 10 des plus grands yachts du monde. En parallèle, Jacques Pierrejean travaille sur un projet de catamaran de 56 pieds pour le chantier Alibi, en Thaïlande. " Cela me passionne autant de faire un semi-rigide qu'un yacht de 140 mètres, même si c'est plus simple ", conclut-il.



TITANESQUE - Avec ses 141 mètres de long, Yas, sur lequel travaille Jacques Pierrejean, intègre le top 10 mondial.

Dick Holthuis

BusinessJet *interiors* INTERNATIONAL

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A potential Greenpoint BBJ787 project, with an interior design by Pierrejean Design Studio



NBAA 2013

The organisers of **NBAA 2013** are expecting around 25,000 industry professionals to convene in fabulous **Las Vegas on 22-24 October 2013**. With more than 1,000 exhibits and two static displays to get round, we hope you find the following pages a helpful starting point for your essential pre-show planning!

2 STATIC DISPLAYS

As well as the customary outdoor static display of aircraft, this year NBAA's organisers are adding an indoor static display, on the main exhibit floor, for 10-15 light business aircraft and helicopters

BBJ 787 EXPERTISE

Greenpoint Technologies will highlight its capability to take on a VVIP BBJ 787 completion. The completion centre is in discussions with multiple customers and hopes to announce a contract before the end of 2013. This effort reflects the company's 2013 corporate goal to obtain the knowledge and resource documentation to efficiently price and contract a BBJ 787 completion.

Meanwhile, the company's BBJ 747-8 completion is in full swing, and should be delivered in the first half of 2014. Greenpoint will show its 1/20th-scale VIP BBJ 747-8 model, which it debuted at EBACE 2013. The model incorporates the patented products Aerolift and Aeroloft, for which the company anticipates sales in 2014.

Odyssey Aerospace Components, Greenpoint's VIP cabinetry manufacturer, will co-exhibit.

Shared entertainment

Flight Display Systems will display JetJukebox, an IFE device that uses cabin wi-fi to share files and stream movies and music without an internet connection. It creates a local area network for up to eight passengers. In addition to audio and video, passengers can view the included worldwide moving map. The JetJukebox works with any wi-fi-enabled laptop, tablet or smartphone with a browser.

Passengers connect to the wi-fi network, open a browser window and type in a URL. Users can add content instantly via multiple USB flash drives. Content can be added to the internal solid-state drive by connecting a laptop and following instructions.

The JetJukebox provides two Ethernet ports, one

for a laptop and one for the router. There are two USB ports on the front and four on the back of the unit. Also included on the back are moving map, HDMI and VGA outputs. Streamable file formats include MP4 for video, MP3 for audio, and jpeg for photos.



Jet mock-up

Pilatus Aircraft will exhibit a full-scale mock-up of the new PC-24 jet. Highlights of the cabin include 13 large windows and a continuous flat floor.



Soft launch

Moore & Giles will launch its new leather collection, Maui. Tanned on Spanish hides that average 45ft², Maui is a semi-aniline leather with a two-tone tipping effect that emulates the skin of the stingray. It is available in an extensive range of colours.

All Moore & Giles aviation leathers are treated to meet technical aviation specifications. Additionally, many of the company's more fashion-forward leathers can be treated to meet these standards.

Capsule coffee machine

Aerolux will demonstrate its newest innovation – a 28V version of its popular Espresso Coffee Maker (ECM), which is compatible with Nespresso capsules. The main advantage is that the unit requires much less power to produce a constant supply of the same high-quality beverage.

Aerolux can supply a wide array of 28V and 115V equipment, including: ovens ranging in function from 1-48 servings; refrigerators and freezers ranging in capacity from 1-3ft³; and various beverage makers.



BusinessJet *interiors* INTERNATIONAL

JULY 2013

THE INTERNATIONAL REVIEW OF BUSINESS JET INTERIOR DESIGN AND COMPLETION



growthmarkets

THE RISE OF BRAZIL, RUSSIA, INDIA
AND CHINA – AND WHAT IT MEANS
FOR COMPLETION CENTRES

ALSO IN THIS ISSUE: NEXTANT 400XTI BBJ 3 DELIVERIES CABIN ATMOSPHERE GALLEY DESIGN COMPLETION CRAFTS LIGHTING

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LIGHT HAS A DRAMATIC VISUAL IMPACT ON THE AIRCRAFT'S ARCHITECTURE. FOR THE BEST RESULTS, THE INTENSITY AND COLOUR OF THE LIGHTING SHOULD BE THOUGHT THROUGH IN ASSOCIATION WITH THE REST OF THE CABIN AESTHETIC AND MATERIALS, AT A VERY EARLY STAGE IN THE INTERIOR DESIGN PROCESS

JACQUES PIERREJEAN, PRINCIPAL OF PIERREJEAN DESIGN STUDIO



NICEMOOD

The main aim when creating this LED lighting system for aircraft cabins was to ensure unchanging colour throughout its life. Development partners Lufthansa Technik and Schott say this is achieved by the control system, which mixes and regulates the output of individual diodes. Its sensors are designed to identify age-related colour changes in individual diodes, and adjust the output mix accordingly.

nicemood is available in classic white and full-colour versions, and can be programmed to output colour sequences and scenarios.

The system consists of four elements – a wireless access point and an interface unit from Lufthansa Technik; Schott's Heliojet True Colour Stabilization (TCS) lighting system; and a controller. In VIP applications the controller is a smartphone, and in commercial aircraft it is a touchscreen operated by cabin crew. It can be installed in any size of aircraft.

www.lufthansa-technik.com; www.schott.com



BE-BOP'TIC AND CALYPSO

PGA Electronic introduced the Be-Bop'tic fibre optic system in April 2013. It enables control over colours and luminous intensities. The company says the main advantages of Be-Bop'tic are gentle and homogeneous illumination without the need for a diffuser, weight and power savings, and low maintenance as a result of the small number of light sources used.

Another new PGA product is Calypso, a monument reading light. As well as the white LED that provides the main source of illumination, the unit has three smaller coloured LEDs that enable it to be seen and operated easily in the dark. The light is compatible with systems ranging from 5-28V DC. PGA says Calypso's flush design enables it to be integrated into any monument type.

www.pga-avionics.com

DESIGNSPY

GREEN GODDESS

A COLOURFUL MEGA-YACHT INTERIOR
DESIGNED BY STUDIO ZUCCON AND CRN



The 60m-long 125 J'Ade yacht is meant to feel at one with the sea. As such, it features full-height windows on the upper salon; a 'beach club' – a platform by the water; and a flooded garage that can be used to store an 8m Riva Iseo yacht, or as a swimming pool.

Across the four decks and subdeck there is room for 10 guests (with four guest cabins and a master suite) plus 13 crew members. The master suite features furniture clad with white/silver nuance coconut leather by Fendi Club House Italia; a silk carpet; and cashmere textiles and curtains by Loro Piana. The adjacent bathroom is furnished with Afyon and Emperador dark marble, and features an anti-steam mirror concealing a television; petal-shaped washbasins; and an oval bathtub by Boffi.

Various shades of jade make this a bold and bright yacht – from the Sicis mosaics in the Turkish bath and gym area, to the marble of the main salon's bar. The green is balanced by the more neutral hues of Canaletto walnut, polished rosewood, brown and beige leathers, white travertine marble, white Tai Ping carpets and Afrosmosia floors.

Other highlights include two 14-seat dining tables, one with a rotating servant; a Swarovski chandelier; a helipad; and a spa pool.



OTHER EYE-CATCHING DESIGNS FROM VARIOUS INDUSTRIES...



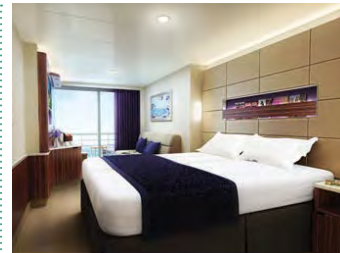
Inspired By Design created these 6.5m crystal dragons for the Buddha Bar in London, UK



Pierrejean Design Studio's Ghost Ship yacht concept



Inside the all-new Range Rover from Jaguar Land Rover



A stateroom cabin designed by Priestmangoode for Norwegian Cruise Line's Norwegian Breakaway ship, launched in New York in May 2013

design/curial

SECTIONS



17 JUNE 2013

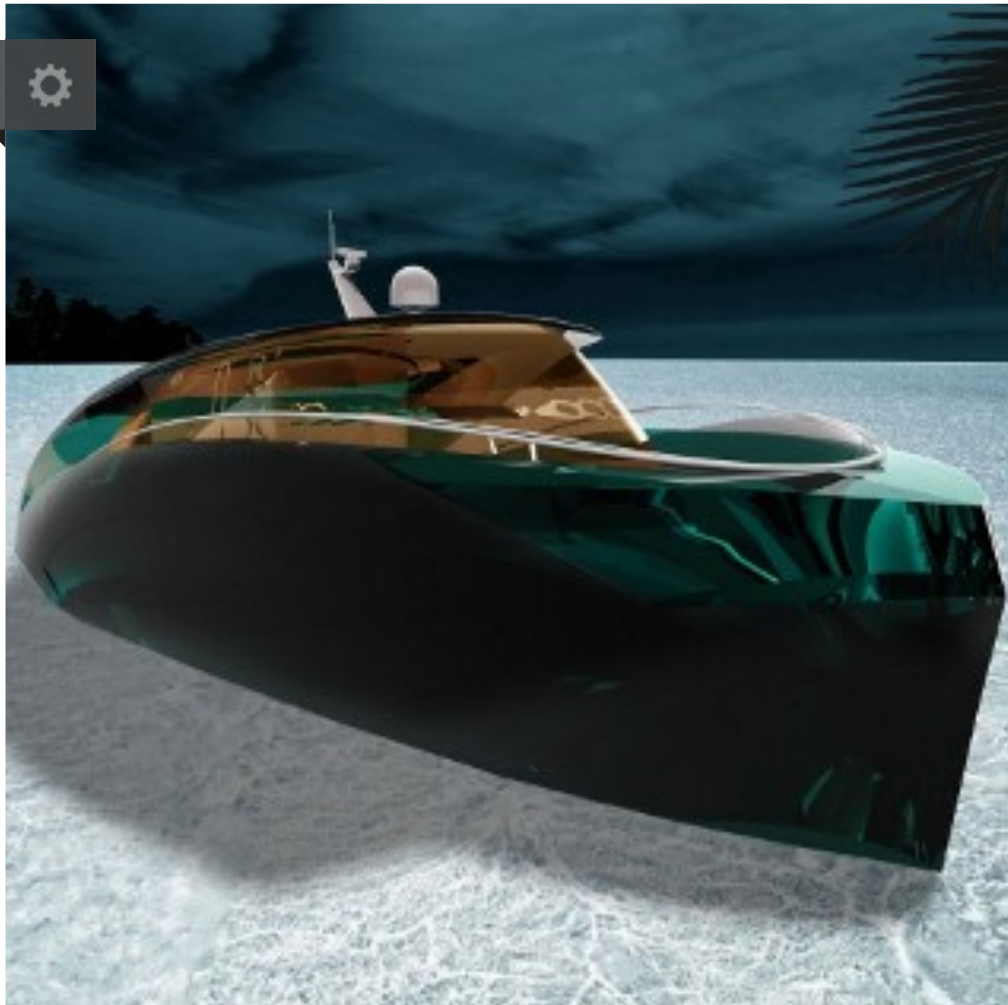
PIERREJEAN DESIGN STUDIO PRESENTS GHOST SUPERYACHT CONCEPT

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PIERREJEAN

VISION



France-based Pierrejean Design Studio has presented the 60-metre superyacht concept called Ghost, which aims to offer a luxurious cruising experience to the guests.

Providing an ample view of the sea, the 60 metre Ghost superyacht concept features three decks with a terrace at the front, which can be used while cruising or moored. A large terrace at the rear can be used to support social life on the sea.

During the daytime, the large terrace will provide an access to the beach or bathing around a variety of nautical activities. A huge recreation area offers relaxation and fitness facilities during the day and a place for dinners with its dance floor by the water during the night.

Adding more to the luxury, the Ghost concept also features a third terrace, an extension of the owner's suite, serving as a space for gymnastics, reading corner as well as a private dinner spot.

A deck in the interiors of the yacht has been completely designed for the guests with various private spaces to read, watch a film on a giant screen or relax by meditation. It opens onto a bay represented by a huge porthole, which offers panoramic views.

The main deck is designed as an open place and includes a self-service buffet corner, a multimedia library, a cinema, lounges and a dining room. On the upper deck, the bridge is encircled by the owner's suite. It features a mini swimming pool or sunken bath, a modern four-poster bed, a huge shell serving as dressing room, sails form screens hiding the work and eating areas.



COMMENTS

0 comments



Start the discussion...

ДИЗАЙН

ДИЗАЙН

Новые мечты французского воплощения

Текст — СВЕТЛАНА ВАХУЖИНА Текст — PIERREJEAN DESIGN STUDIO



Мы уже рассказывали об ателье Жака Пьер-Жана в Altitudes, но с тех пор у деятельного французца появилось множество новых клиентов, завершилась работа над несколькими проектами. Другие же еще в работе — например, испанский Boeing 747-800. Как и mindig, Г-н Пьер-Жан ждет спонсоров из Азии. Впрочем, и заказчиков из России — тоже.



Вверху Авторское решение интерьера частной авиации.
Слева Обширная отрубка Boeing Global Express приобретает индивидуальный характер.

В прошлый раз мы писали о студии Pierrejean Design в Altitudes №47 за сентябрь-октябрь 2010 г. С тех пор неутомимый дизайнер и его команда уже успели построить два самолета Airbus A321 и один пассажирский Boeing 747-800 в авиакомпании Qatar Airways. За это время на воле ступило 3 млы размерами от 3 до 10 метров, и продолжается работа над несколькими крупными проектами. Если говорить о трендах, то в последнее время я наблюдаю некоторый застой на уровне сравнительно небольших самолетов, вроде Falcon, Global Express, A321 XLR, а также лет до 60 метров. — Рассказывает Жак Пьер-Жан. — На мой взгляд, среди ключевых выходов, откуда идет спрос, стоит назвать Россию и Турцию. Очень интересно, что будет с рынком Азии в ближайшие несколько лет. А в плане запросов, я замечаю, что заказчики всё больше интересуются уникальным дизайном и уникальными материалами. В самолетах же на первое место чаще выходит эргономика и комфорт. Студия занимается дизайном южных и воздушных судов. Разный уровень, несты и сложности. Когда мы разрабатываем дизайн киты, мы в первую очередь думаем об удовольствии, об отдыхе. С самолетами всё не так. Они используются как инструмент,

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Россия ALTITUDES 83

ДИЗАЙН

ИЗ ПРОЕКТОВ САМ ХУДОЖНИК ВЫДЕЛЯЕТ BOEING 747-800, КОТОРЫЙ СТРОИТСЯ НА МОЩНОСТЯХ LUFTHANSA TECHNİK В ГАМБУРГЕ ДЛЯ ГЛАВЫ НЕНАЗВАННОГО ГОСУДАРСТВА



Слева Огромная зала, которую можно разделить только на понастоящему большой самолет. Также как Boeing 747.
Вверху Полностью оборудованная кабина с люкстрой, стильная, которой пожелают иметь дома. Обладать объектом внимания на показе. Мебельные решения создают иллюзию пространства, особенно в проходах. Впрочем, на боковой стороне проблема всё равно решена разведением мебели интересно.

на них летают по делам. На ките можно дать волю фантазии, на воздушном судне приходится думать об ограничениях. Очень полезно знать разнообразные требования властей, чтобы понимать, где можно воплотить, а где — нет. То же и с выбором материалов. На ките мы строим, а на самолете сертификация гораздо строже. Жак Пьер-Жан — сторонник дизайна «от и до». Ему нравится начать снаружи, с внешних деталей, формы и расположения окон, краски. В самолетах это реализовать гораздо сложнее, но выдержать единство стиля и создать гармонично внешнего и внутреннего облика получается. Из проектов сам художник выделяет Boeing 747-800, который строится на мощностях Lufthansa Technik в Гамбурге для главы неназванного государства. В этом самолете будет множество инноваций. Г-н Пьер-Жан также говорит о большом количестве украшений и узоров на мебели. Еще одним непростым заданием стал дизайн-проект самого

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Россия ALTITUDES 85

ДИЗАЙН



ОСОБУЮ ГОРДОСТЬ У ПЬЕР-ЖАНА ВЫЗЫВАЕТ ДОВЕРИЕ, ОКАЗАННОЕ КОМПАНИЕЙ AIRBUS, ДЛЯ КОТОРОЙ ОН РАЗРАБАТЫВАЛ ДИЗАЙН ACJ PRESTIGE



большого частного самолета в мире, Airbus A380 для саудовского принца Аль-Валида, ведь превзойти ожидания столь требовательного человека, да и затмить его потрясающий A340 было очень непросто. Было и задание невыполнимое — при работе над самым маленьким воздушным судном в истории Студии: «Заказчик попросил нас установить туалет на вертолете Eurocopter Dauphin. Мы очень долго рассматривали варианты, но... так и не добились успеха». Особую гордость у Пьер-Жана вызывает доверие, оказанное компанией Airbus, для кото-

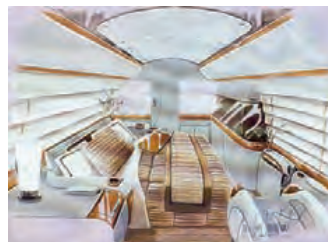
рой он разрабатывал дизайн ACJ Prestige. По его словам, авиастроитель выбрал именно его вариант для дальнейшего продвижения этой марки на рынке бизнес-авиации. Для себя дизайнер тоже сделал выбор: «Я очень люблю Global Express, в нем соблюдается идеальный баланс скорости, дальности и места на борту. Для меня это был бы лучший вариант для развития бизнеса по всему миру. А если говорить о яхтах, то с удовольствием пошел бы в плавание на недавно завершённой нами 60-метровой моторной Silver Arrow!».

Вверху

На Airbus A320 тоже хватает места, чтобы разгуляться фантазии. Конечно, его далеко не столько же, сколько на двухэтажных Boeing 747 или Airbus A380. Однако нестандартные решения, такие, как прислоненный к стене диван или угловой туалетный стол с зеркалом вызывают большой интерес.

Слева

Самолетом мечты Жак Пьер-Жан называет Bombardier Global Express, который, по его мнению, отличается идеальным балансом габаритов, стоимости и характеристик.



DESIGNING FOR THE FUTURE

An exclusive preview of some of the leading European Design Studios recently completed projects, and future concepts.



The design of cabin interiors and exterior liveries is the privileged area of creation in business aviation. A long-time supporter of designers' creative spirit, Altitudes has invited some of the leading European Studios to unveil their latest concepts. Some of these projects are actual aircraft currently undergoing completion in various Completion Centers, others have just been re-delivered to their owners, and the rest are concepts developed to inspire customers. This exclusive spread was made possible thanks to a special relationship developed with some designers over the years, may they all be thanked here.

By Sylvie Péron

■ TRENDS



Pierrejean Design Studio

Private Boeing 747-8

Jacques Pierrejean's concept for the cabin of a Boeing 747-8 with its mezzanine, on the cover of this issue of *Altitudes Europe* magazine, is a good example of the volume and the enormous possibilities available inside the cabin of the biggest aircraft on the market today. Founded by French designer Jacques Pierrejean, the Studio with bases in Paris and Nice, has a 30-year experience in interior design. Six persons are employed on a permanent basis, often joined by additional freelancers. They have had the opportunity to work

on some of the world's most exclusive aircraft and yacht projects and were selected recently to design the first private Boeing Business Jet B747-800 and the first Dreamliner B787-800. "We have had, my team and I, the opportunity to work on some of the world's most exciting aircraft projects," says Pierrejean. "Our experience includes helicopters, Global Express, Learjet, the whole range of Dassault Falcons, Airbus and Boeing aircraft..." The Design Studio created interiors for 25 narrow and wide bodies-aircraft. Some of them were designed for head

of states such as for the French, Italian, Spanish and Qatar governments; and private owners such as H.H the Emir of Qatar, the Prime Minister of Qatar, Mr Berlusconi and many other clients

THE PROJECT: A BOEING 747-8 VVIP
"Create a trendy evolutive environment for day cruise and night time!"
"Our first research is mainly based on an accurate layout, perfectly adapted to the quality of living requested aboard. It should enhance space with multifunctional areas, provide refined amenities so as to create a feeling of in-



timacy, comfort and well-being to the passengers.”

“A new environment requires new shapes, new functions, materials and textures... We are therefore currently working with various manufacturers to develop innovative ideas for seats, furniture, fabrics, laminates, carpets... in total compliance, of course, with the aeronautical regulations.

Besides, we are also involved in new lighting concepts which we believe should not only emphasize space, add value but also create peaceful and a welcoming atmosphere, stimulate

The owner's request was to create a trendy evolutive environment for day cruise and night time

energy, provide confidence and relaxation, suggest symbolic cycles of the sun with creative scenarios associated to a combination of subtle color schemes... and make every moment of life aboard so specific and highly enjoyable. Our concept is based on a convertible space between day flight and night flight.

We get our inspiration from the infinite richness of various cultures, combination of talents, curiosity and know-how, exchange of ideas and integration of the latest technologies.

We create a real synergy for the benefit of both the project and ourselves.”

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APRIL 2013

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EUROPEAN DESIGNERS



JACQUES PIERREJEAN

Principal of Pierrejean Design Studio in Paris and Corsica, France

NATURE

When I am in my office in Corsica I have the habit of unwinding by walking along the seashore. It's a unique and privileged place of its kind, where the very jagged, rocky coast – white in the north and south, red to the west – causes me to reflect on an infinity of materials. It is like a series of natural sculptures, where the forms intermingle in a harmonious and peaceful way. I have the impression of a seat designing itself around the rocks; a carpet appears to me through the vision of seaweed in the depths of the water. Creativity very often stems from a natural source and through making connections, and it creates a state of well-being and observation propitious for inspiration.



PHYSICAL EXERCISE

A jog or a bike ride are auspicious moments for my research and reflection. My mind is relaxed and in a prime state for an idea to take seed. Like a puzzle, ideas assemble themselves. A concept is born, imagined and developed free from all constraints, and spurred by the physical effort, the project becomes clearer and reaches the next phase of fruition. What might seem to be fleeting, idealist or even unrealistic takes shape through games of reflection adapted to the project.



CULTURE

A visit to a museum, an exhibition or going shopping are also privileged moments when I am sure to find information and make discoveries. Through the emotion and intellectual exchange of a dance or a play, my vision of elements is transformed. The harmony felt during these moments makes me receptive to the sensations that will later bring ideas to maturity. These moments of relaxation are a true mine of inspiration. The suppleness demonstrated by the dancers, moments of theatrical emotion, or the opening of an *haute couture* fashion show, always gives me a rhythm that enables me to endlessly renew myself and thus claim to be always at the cusp of creativity.



Altitudes

EUROPE

TRENDS

Exclusive sneak preview

Leading Design Studios latest projects

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EUROPEAN OPERATOR

DESIGN

ACJC'S BLUEJAY
FUTURISTIC CONCEPT

OEM
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N° 49
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AIRCRAFT INTERIORS
EXPO 2013 ISSUE

PIERREJEAN

VISION



The design process began in 2007 as the initial Boeing order was made, and Paris-based Pierrejean Design Studio was consulted in the early stages to work with B/E Aerospace and Qatar Airways' own aircraft and product development team on the interiors.

A two-class configuration was chosen because when the routes for the 787 were being selected in recession-hit 2008, it was decided that first class was not needed. Also, the airline had already configured its B777 fleet in two classes. Instead, a business class that offered an experience closer to first class was decided upon.

This aim was of course aided by Qatar's off-catalogue approach. It was an opportunity for the airline to develop custom seat configurations and to arrange the LOPA with the lavatories and galleys configured in a different way. The design optimised the cabin area with a new seat concept and minimal dead space, while also adding new features to the front and back rows.

WELCOME ON BOARD Qatar was looking for something a little different from its neighbouring rivals such as Etihad,



06

Emirates and Oman, so it opted for a very open feel to the business cabin. All Qatar guests board through Door 2, giving them the real 'wow' factor of the high ceiling after leaving the confines of the air bridge, enhanced by the 787's large windows and the dynamic LED lighting. This is the closest relation to the original grand boarding concept developed by the Boeing Interiors Responsibility Center in 2003, and it really shows off the cabin height, especially since there is no central overhead stowage or overhead crew rest. The space was also made possible thanks to the relocation of the galleys and lavatories.

"We are the first airline to take delivery of the B787 with the dome and we have integrated this elegantly into a custom social area, which immediately creates a unique experience for our passengers while boarding and also during flight," states Al Baker.

This area is key to the aircraft. Firstly, with all passengers passing through, it gives everyone a very positive first impression, even for those heading to the rear. It also helps achieve that aim of being close to a first-class experience, as the space doubles as a bar area after



WE WILL NOT SWINDLE PASSENGERS. WE WILL CHARGE THE SAME FOR BUSINESS CLASS ON OUR 787 AS ON OUR OTHER AIRCRAFT

QATAR 787



extra big, extra-wide order

December 2012 saw Qatar Airways convert its existing firm order for 80 A350 XWBs (20 A350-800s, 40 A350-900s and 20 A350-1000s) to 43 A350-900s and 37 A350-1000s.

"We have taken the time necessary to come to this decision in favour of the larger A350 XWB models, which we believe are best suited to our business model," said Akbar Al Baker, Qatar Airways' CEO, at the time of the order.

Qatar Airways has been involved in the development of the A350 XWB from the very early days but it doesn't sound like Al Baker will be cutting them any slack in its delivery, expected in late 2014/early 2015, especially given the late delivery of the Dreamliner, and its subsequent technical issues.

"I'm disappointed with Boeing. I think they need to get their act together very fast," he stated at the 787 launch in December, referring to the delivery delays – and this was before the 787 was grounded.

"The B787 was a very good, free-of-charge lesson for Airbus," he added.

take-off, flanked by two marble-topped cabinets you won't find anywhere in the Boeing catalogue. During flight, the top of one cabinet holds drinks and snacks, while the other holds magazines and items from duty free.

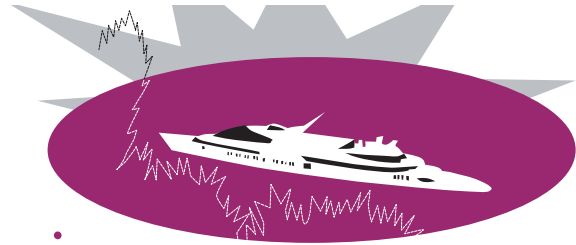
The area is luxurious, but considering its footprint could accommodate a further four seats, is it worth the potential lost revenue to Qatar? "It was important to offer passengers some sort of lounge where they can stand and have a drink and some food, and spend time with other passengers or colleagues," explains Al Baker. "The seats are more private than standard double seats, so we needed this area where passengers can mingle."

To avoid disturbance to passengers sitting directly forward and aft of the bar area, a partition was mounted at the rear of the monuments, with its height carefully chosen to keep an open feeling while still giving those passengers some privacy.

The design of the bar units under the dome proved to be one of the most challenging aspects of the programme. Qatar Airways wanted a unique experience for their passengers when first entering, but when Boeing presented

- 04. Crew prepare your bed with Frette bedlinen when you're ready to sleep
- 05. The five-star service includes meals designed by Michelin-starred chefs
- 06. Space and light were key themes of the cabin design

FACESPACE



FACESPACE



jacquespierrejean

WANT TO KNOW MORE ABOUT THE PERSONALITIES THAT DRIVE SOME OF THE INDUSTRY'S MOST SUCCESSFUL COMPANIES? IN THIS ISSUE WE SPEAK TO THE FOUNDER OF THE PIERREJEAN DESIGN STUDIO, WHO HAS A PASSION FOR BIZJET DESIGN, SUPERYACHTS AND THE QATAR 787 CABIN

1 HOW DID THE PIERREJEAN DESIGN STUDIO BEGIN LIFE?

I set it up 30 years ago. We were originally an architecture firm, but we have tried to move on and build our creativity. Our brand exists to create, so we try to propose new ideas to customers that have never been seen before. Aircraft cabin design is now a core part of our business.

2 WHEN DID YOU BECOME INTERESTED IN AIRCRAFT CABIN DESIGN?

It all began when I was on an aircraft coming back from the USA. I was an architect creating houses and buildings, but when I was in this aircraft I became interested in the interior and who designed it. When I got back to France, I asked Dassault how they created their interiors. I met some people and they said were looking for a new cabin definition because their cabins were created by engineers, not architects, so they were difficult to install on board, with a lot of different components in the cabin construction.

They asked what I thought of their cabins and I said it would be better to make a simpler design. With new materials, for example, if we made the ceiling from a one-piece honeycomb panel, that would be a nicer finish. I also suggested we made the valance panels and window panels differently, and worked on the lighting, and they asked me to show them some ideas. Some outfitters said they wanted to take the challenge so together we built a plywood mock-up made of big panels and showed Dassault how it would be easier to install and maintain, and how it could be specified in different colours to make customisation easier. They liked it and we worked with Dassault for 12 years.

3 SO WHAT WAS THE NEXT STEP?

I fancied something a little different so I went to Airbus, which asked for a proposal for the A340 ACJ interior completion. Airbus then said it had a proposal to work with another customer and we took on some A320 and A319 ACJ projects.

We were also contacted by other companies such as Diehl to work on lighting, and by AIM to work on galleys. This was very interesting as we entered an aircraft interiors market that was previously only open to engineers and not people from outside the industry. That was a big revolution as when we started that 25 years ago, we were one of only five design offices in the world working on aircraft cabins.

Due to our experience of private aircraft we were selected by Emirates for various interiors, and after that we moved on to other

airlines. And at the same time we were contacted by seat manufacturers such as B/E Aerospace, Sogerma, Sicma, Recaro and Aviointeriors to design different types of products. We were sometimes involved directly with the seat companies to work for an airline, or contracted by the airline directly to come up with a global concept from the beginning, before the manufacturers made the concept a reality.

4 HOW IS IFE TECHNOLOGY AFFECTING CABIN DESIGN?

With passengers travelling with iPads and laptops, there are a lot of IFE functions on board, so instead of having the cabling and wiring on board for IFE, you can leave out all that equipment and just let passengers use their own devices, or if they don't have one, offer to lend them one instead of having in-seat IFE. This could change the market. It's a big evolution because the technology on the ground moves very fast, but the airline industry is conservative.

For example, when we created the Minisuite for Emirates in 1998 we wanted the seat functions to be accessed via touchscreen and linked to the reading lights, IFE, crew call, etc. This touchscreen was like an iPhone interface so we were ahead of the revolution, working with Panasonic. But we were blocked by Airbus, which wanted to separate the IFE system from the seat, cabin and galley systems. It's not easy to promote an idea that is somewhat revolutionary. Sometimes in this market, working with aircraft manufacturers, it is not easy to open doors.

5 WHAT IS YOUR FAVOURITE PART OF THE JOB?

Imagining concepts for life on board an aircraft. With my experience of private and commercial aircraft and our research, I want to share my vision of travelling on aircraft for different people. I would like to use a lot of our research that hasn't been revealed yet due to projects being cancelled.

6 WHAT IS YOUR PROUDEST DESIGN ACHIEVEMENT?

We design aircraft interiors and yachts, and are involved in the delivery of the Yas motor yacht, the fourth-largest in the world. It is 141m long and built by ADMShipyards in Abu Dhabi. It should be launched this year, and this is an exciting project for me. The external and internal shapes are totally new – if you go to the Mediterranean coast in the summer you see the same yacht architecture everywhere, with several floors and decks that make them look like wedding cakes. We wanted to create more of a sculpture and this yacht will be nicer to look at in the marina as it is so different.

7 WHAT DO YOU DO IN YOUR SPARE TIME?

I love sport. I played rugby until the age of 33, and after that I moved on to triathlons – swimming, cycling and running. These sports help me exhaust my energy, which is very important. I'm thinking of creating an alliance between sport and culture – some sort of event that brings together the cultures of music, sculpture and sport.

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HOW CUSTOMER ADVISORY BOARDS
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DESIGN BRIEF

arabian flights



Brief:

Pierrejean Design Studio was selected by a private customer from the Middle East to design an interior for a green BBJ 747-8. Working from a short brief, the studio first launched a study concerning the floorplan. After a few exchanges, this was decided and the studio began to work on defining the aesthetic. Taking into consideration both the culture of the customer's home region and their wishes, the studio created a refined, masculine and comfortable interior. The Arabic influence is particularly noticeable in the sophisticated materials chosen.

Description:

On the main deck there are three bedrooms, each with its own washroom equipped with shower; lounges including a majlis; a large dining room; and other social areas. The principal and panoramic bedroom is at the front part of the aircraft. On the upper deck are a crew rest, guest seating and a lounge.

A stand-out feature is the windowshade design. The windowshades are intended to provide a protective and sound-proof environment and a deep feeling of light and comfort.

For the dining area, on the owner's request, the studio focused on lighting, devising a large metal chandelier for the ceiling and tall oriental vases that will be lit from inside and set in recesses in the four corners of the room.

Up-to-date IFE and CMS equipment will enable the owner to conduct live teleconferences, while individual touchscreens enable passenger control over seats, light sources, IFE and electrical windowshades.

Material wise, the client opted for cream- and ivory-coloured leather and fabrics, complemented by rosewood with bronze accents. The studio visited various Arabic museums around the world to find inspiration for the patterns that would be applied to the carpet and ceiling lighting.



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DESIGNBRIEF



Verdict:

The studio has made an effort to reduce the completion centre's work (and therefore cut outfitting time and expense) by simplifying the ceiling, lining, bulkheads, galleys and other furniture.

The company has built up 30 years of experience, creating interior designs for Middle Eastern, European and American customers on aircraft including the BBJ 737, BBJ 787-8, BBJ 747-8, ACJ 340, ACJ 330 and ACJ 380. A similar project is under construction now at Lufthansa Technik in Hamburg, Germany.



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BRANDS ARE BORNE OF BIG, EXAGGERATED
CHARACTERISTICS – NOT DETAILS 



also known as charging a premium price – and if there was ever an industry in the history of industries that needed a reason to charge a premium, it's the modern airline industry. A strong brand also communicates that the business is, at its core, different, and that that difference is immediately evident.

RETAIL THERAPY This is precisely what happens within another set of highly competitive physical spaces: retail. Visit a shopping mall almost anywhere and, minus the retailers themselves, the spaces are remarkably similar. Parking lots. Food courts. Escalators. Potted plants. Easy-to-clean floors. The mall platform is consistent and unremarkable; rectangular volumes for lease. But then the retailers make these standard spaces entirely their own, and it's definitely not through details.

LEGO's hands-on bins bursting with colour. Apple's shiny whiteness. Lush's chalkboards and handmade aesthetic. Urban Outfitters' constantly evolving hipster flea market. Brooks Brothers' throwback, preppy charm. If you were

blindfolded and led into any of these successful retailer's unique spaces, you'd know where you were within seconds of the blindfold's removal. No seamless holistic journeys here. Retailers thrive on big design presences borne of in-your-face characteristics. Retail is so intensely competitive that retailers know that they have to differentiate their physical spaces through big, exaggerated characteristics – again, what the human brain wants – or they'll fail. It's ingrained in their organisational DNA that differentiation isn't a nice-to-have, it's a must-have.

Airlines should have started thinking of themselves as retailers at 30,000ft a long time ago. Some of them, of course, have done exactly that and are more successful for it. Compare the brands of Emirates, Virgin, and airBaltic through the lens of their respective bold characteristics. Emirates' modern take on luxury, Virgin's clubby sexiness, and airBaltic's lime-on-everything playfulness. These brands couldn't be more different from one another – and that's the point! What they share in common is a brand-driven design presence that

03. Emirates' 777 first-class cabin designed by Teague, Boeing, Emirates, and Pierrejean Design with custom mini-suites and a 3m-high ceiling that replicates Dubai's night sky


practically invisible. The whole isn't anything recognisable from a brand standpoint; it's just a cabin filled with passengers. So while the empty cabin looks great in a magazine case study, the passenger never sees it like that. Sure, a fantastically designed cabin built on details is better than a not-so-well-designed cabin. But that's it. It does almost nothing for an airline's brand.

That these seamless holistic journeys are not effective brand touchpoints is a huge mistake. For airlines, a compelling and effective brand helps resist commoditisation –

PIERREJEANDESIGN

designpartner

Pierrejean Design Studio has specialised in the interior design of private and commercial aircraft for more than 25 years

 In its early days, Pierrejean Design Studio was the design house behind the Falcon Jet. Since 1998, however, it has worked for Emirates Airlines, creating the mini-suite and the mood lighting installed on its Airbus and Boeing aircraft. Subsequently, the studio participated in the development of the first A380s, with the creation of lounges and the first aircraft shower.

Aiming to improve passengers' comfort while respecting the imperatives of its client airlines, Pierrejean Design Studio stands at the forefront of innovation, entrusted with a creative role for Etihad Airways, and more recently designing the interior of the B787 for Qatar Airways. In parallel with these overall conception projects, the design office works on creating seats with manufacturers such as EADS Sogerma and B/E Aerospace.

The conception of the first Boeing 747-8 for a head of state, and the first B787 for a private client, currently under way, are the latest examples of Pierrejean Design Studio's substantial expertise in the interior design of private aircraft and its experience with this breed of high-flying passenger. Strengthened by research undertaken in this sector, the studio continues to develop new products for first class. But reflecting the evolving market and diminishing number of first class seats in favour of business class, the studio



- 01. A cafeteria area onboard an A380 for relaxing and enjoying the view
- 02. A lounge concept between first class and business class



wanted to use this experience for the benefit of business class, working with Etihad to create what is now called the Solstys seat.

SOCIAL AREAS With the intention of never installing a seat in an aircraft without considering its surrounding environment, the Pierrejean Design Studio proposes an accompanying

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THE DESIGNER PROPOSES AN OPTIMISATION OF THE FLOOR PLAN TO BEST MAKE USE OF UNUSED SPACES



03. Mid-cabin restaurant and recreation area

ECONOMY CLASS INNOVATION In research into improving cabin layouts, economy and premium economy zones are all too often neglected because they are difficult to treat and are perhaps less prestigious for a designer than work on first or business class areas. Contacted by a potential client about its medium-haul flights, Pierrejean Design Studio sought a solution for this zone, developing the idea of a 'seating/standing' seat, thus permitting a higher-density plan and freeing-up space for relaxation or areas intended for children, which do not currently exist on commercial airlines. At the time, the idea was quickly rejected by Airbus and Boeing as it necessitated the revision of the certification plans for seat fixings, distribution of oxygen masks and reading lights, but the project is likely to reappear because the studio is convinced of the ergonomics and benefits that such a revolution would bring to this class.

The creative process was limited to rethinking a more conventional version of the seat – a lesson in how it is often much easier to work on innovation in first or business classes than in economy class, where passengers are constantly asking studios to help out. The challenge has now been set, and Pierrejean Design Studio continues to work on it, using the latest technology with the aim both of reducing the weight of the seat and of making use of

optimisation of the floor plan to make best use of unused spaces. Thus 'social' areas have appeared on board, such as welcome areas, lounges or bar corners, restaurants, cafés, conference spaces, smoking areas, or storage modules; these facilities make the most of any wasted space in an aircraft and give an advantage to airlines wishing to offer better service to their passengers.

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04



THE CREATION OF A FOUNTAIN, A SMALL WALL OF WATER FLOWING OVER THE BAR IN THE CABIN OF THE EMIRATES A380, WAS ANOTHER DIFFICULT TASK... ”

the deformation properties of new materials. In the restricted seating space, the studio must have sufficient imagination to meet the expectations of passengers in this class.

Such a challenge can only succeed if the designers can count on it being applied to a large number of seats and thus work with an airline with a substantial fleet of aircraft. This process can be initiated only right at the start of the definition process of a new cabin, to aid involvement by Airbus or Boeing, as Pierrejean has done previously with the mini-suites for Emirates in 1998. At the time, and taking into consideration regulations written long ago, no exemptions existed to meet safety requirements at landing and take-off in terms of the crew's direct view of the passengers. Convinced that the cabin layout needed to evolve, and aided by the support of the airline, Pierrejean was able to progress the regulations. The creation of a fountain, a small wall of water flowing over the bar in the cabin of the Emirates A380, was another difficult task...



05

PARTNERSHIP Creativity in the aeronautical industry is only possible with experience, knowledge, wisdom and a client as a partner who is as keen as the designer to move ahead in the right direction. This partnership having been formed, the inclusion of a manufacturer who also wants to invest in such innovations can only aid the evolution of criteria that have sometimes existed for too long and not necessarily evolved with the market.

This united team must then tackle the possibility of clients deciding to cut short an idea or a project over cost or schedules, which are sometimes an

easy excuse for those who wish to block a new idea or a development for which the design team cannot find an economic solution. Pierrejean regularly has to tackle these issues to maintain its reputation as a research laboratory.

Pierrejean Design Studio undertakes its projects with full awareness of all these conditions. The studio's role is to respond as best it can to the passenger's comfort and help them to travel in comfort, so they use that airline again.

04. A clean, modern concept for an onboard first class lounge
05. The welcome area, located between the aircraft entry doors, also serves as a bar

Pierrejean Design Studio is always delighted to respond to the call of airlines who want a partner who is ready to listen to their wish list and to work with their envisaged investment.

The studio's involvement in a project can take place on several levels: the creation of aeronautical products, such as seats, galleys, toilet blocks or lining; the incorporation of new lighting concepts; or the rethinking of cabin colours. ☒

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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

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777REPORT

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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 11,644 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.

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."

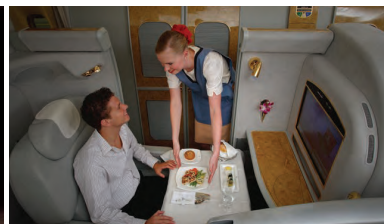
Why? "It's just a very, very flexible platform," Hawes explains. "We're able to create a much more 'wow' entrance area, because the 777 cabin lining allows us to customise the sidewalls, galleys, lavatories and storages. Likewise we're able to get many more branded items as attachment parts. Other aircraft 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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Nick Bradley and Izzy Kington, Business Jet Interiors International



EUROPEAN DESIGNERS



Jacques Pierrejean



Company: **Pierrejean Design Studio**
 Location: **Paris, France**
 Founded: **1985**
 Other key personnel: **Agnès Guiu, senior interior designer; Guillaume Delafosse, senior interior designer**

Jacques Pierrejean is not a fan of overdesigned atmospheres, hence why many of the French designer's interiors boast natural materials and colours – they're elegant, contemporary yet innovative all the while. "Each client has their own personality and taste; they're looking for an aircraft that reflects their own image and not that of the designer," Pierrejean believes.

Ongoing projects include a Challenger 604 refurbishment and a Boeing 747-800. "We're integrating a lot of innovative concepts relating to lighting sources, the cabin architecture and materials that have been specifically developed for this massive project," Pierrejean reveals regarding the latter project.

The fit-out on the Boeing 747-800 started three years ago and is due to be completed in 2014. "We're bound by confidentiality about the customer's identity, but they wanted something entirely unique and totally different from

1-2.VIP concepts by
 Pierrejean Design
 Studio

anything else that was out there already. In this case, the client knows a great deal about aircraft and what they've requested has been quite challenging in terms of aeronautical regulations. That's why it's important for us to be fully aware of the latest product developments from vendors, and why sometimes we're actually pushing them to invest more in research and creating new products."

Pierrejean feels the ambience within this particular Boeing 747-800 interior will be light, quiet and very comfortable, although he admits that one of the complexities was ensuring that what was conceived in the original designs would still be in vogue after a five to six-year completion schedule – and for many years beyond. For this reason, he is waiting until the last possible moment before finalising some of the technology on board. "We are on standby with IFE suppliers especially to install the very latest in entertainment systems – the

most up-to-date and technically advanced systems that are available."

Overall, Pierrejean says the sector appears to be much more professional than it might have been in the past. "Most of our customers already have an aircraft but might be looking for something bigger," he says. "They want a combination of the best features of their existing aircraft and anything new that's available. I'm finding that spas, fitness areas and home cinema technologies are increasingly popular and appreciated."

Pierrejean has also noted a definite trend towards recreating the at-home experience in the air. "So features such as internet connections, live TV, special lighting and enhanced galley features all help to create a more comforting and homely environment," he says. "At the same time, I also suspect that in the future more and more aircraft will be utilised as tools – perhaps the days of fancy designs are behind us."

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INSIDE: LEADING DESIGNERS & SUPPLIERS SHARE THEIR INSIGHTS

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PIERREJEANDESIGN

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



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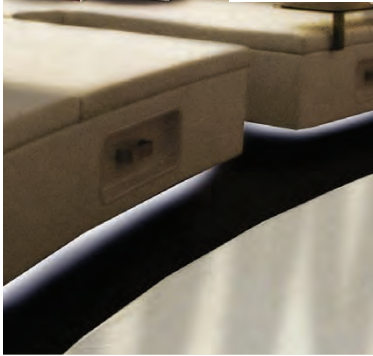
The company's logo should be applied across all its aircraft as well as on all airport equipment. "Bearing in mind the financial impact such an investment (changing its brand identity) represents for an airline, this concept should be applied to all cabins operating on domestic and international routes,"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



OUR IDEA FOR THIS PROJECT IS TO ROLL OUT THE RED CARPET THROUGHOUT THE AIRCRAFT



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."

03. Business class

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

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“
EACH PASSENGER MUST BE
ABLE TO GET HIS BEARINGS, TO
FEEL THAT HE IS TAKEN CARE OF
BY THE COMPANY”

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

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 sway 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!”

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



05

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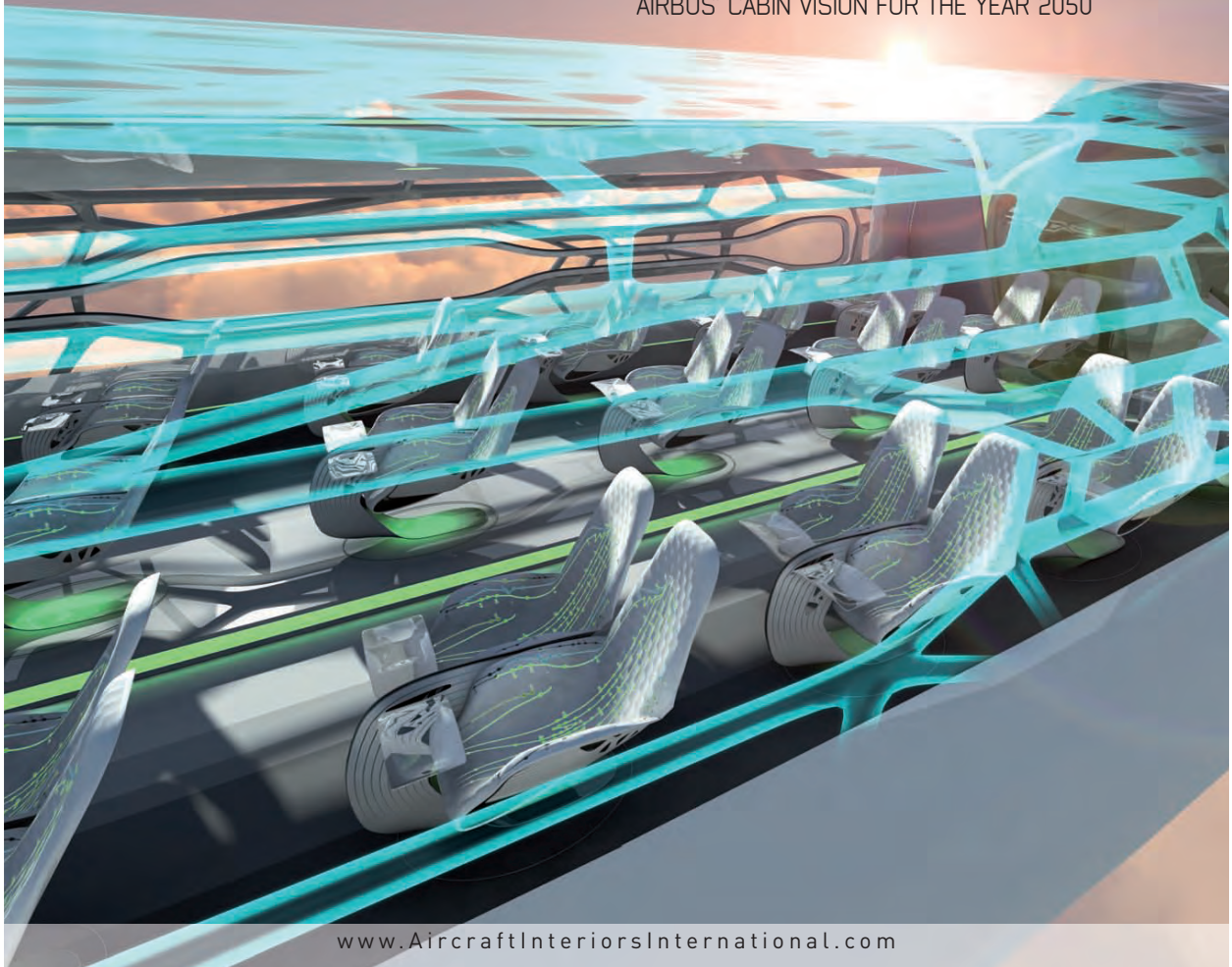
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KOREANA380

spaceflight

Korean Air has unveiled the roomiest A380 yet – with its spacious layout complemented by headline-grabbing lounges and even a duty-free area

IZZY KINGTON, AIRCRAFT INTERIORS INTERNATIONAL



The sheer size of the A380 offers airlines the opportunity to do something special with the cabin. Singapore Airlines (471 seats) got the ball rolling in October 2007 when it gave passengers private suites with seats and beds in first class, 34in-wide seats in business and led the way with office productivity functions on Panasonic's eX2 IFE system.

01. The Celestial bar, which graces the top deck of Korean Air's A380

Next up was Emirates (489 seats) in July 2008. The biggest customer for the A380 (with 90 orders), Emirates' buying power enabled it to really go to town on a highly customised upper deck, designed by Jacques Pierrejean. Given over to the premium classes, it boasts suites, bars, a waterfall feature and, of course, those famous showers.

The third A380 (450 seats) followed soon after, delivered to Qantas in September 2008. Benefiting from the star power of Marc Newson at the helm, the interior is perhaps less showy than previous A380s, but oozes style and attention to detail. It is also the only A380 so far to include four classes – with the addition of premium economy.

The next A380 was the first for a European airline, Air France (538 seats). Delivered in October 2009, highlights include an art gallery on the upper deck.

The fifth design (526 seats) was delivered to Lufthansa in May 2010. It boasts several firsts – including the first use of cabin humidification in a commercial airliner, and the first onboard urinals. It also has spacious bathrooms with changing zones by muller romca in first class, and extensive sound-dampening technology.

01

BusinessJet *interiors* INTERNATIONAL

APRIL 2011

THE INTERNATIONAL REVIEW OF BUSINESS JET INTERIOR DESIGN AND COMPLETION



greateight

Boeing's 747-8 Intercontinental has picked up eight VIP orders

insidestory

Meet the in-house designers at some of Europe's major completion centres

oceanlines

A SAND AND SEA INSPIRED A320 IS THE FIRST FRUIT OF COMLUX'S FORAY INTO COMPLETIONS

www.BusinessJetInteriorsInternational.com

DESIGN BRIEF

natural order



Brief:

Pierrejean Design Studio was contacted by an Asian individual to imagine a new interior for a Boeing 777. For the client it was imperative that the layout of the rooms and certain decorative elements was set in accordance with the principles of Feng Shui. Once the architectural concept was accepted by the customer, the designers met with his wife several times to define the style of the interior, creating a trend book full of sketches, photographs and material sample boards mixing vicuna, raw silk, lacquer, sanded wood and natural stone. Asian artworks (acrylics and sculptures) were also selected to add a personal touch to the decor.

Description:

The layout includes two bedrooms with washrooms (one for the client and the other for his wife) finished in their personal choice of colours – almond green and salmon pink. The main lounge was conceived so as to combine various configurations – a conference room, a lounge, a dining room and/or a home cinema. Located in a neutral position between the owner's area and the guest area, this room will be used by the customer to conduct meetings during business trips, or for meals and relaxing on personal journeys with the family. The first-class area, equipped with Sogerma's Ultimate seat, offers a private suite for each passenger, while a spa/changing room with large shower should also enable each guest to arrive nice and fresh. There is also a softly shaped but futuristic bar/club area for relaxation. Meanwhile a business-class section features Sogerma's Solstys full-flat seat, which offers integrated massage. The section also incorporates a cloakroom and stowage space, plus large video screens for entertainment. In the aft area, four rows of premium seats will be dedicated to other travelling companions.



PIERREJEAN

VISION

DESIGNBRIEF



Verdict:

Designing an aircraft according to Feng Shui was a new challenge for Pierrejean Design Studio, and necessitated many revisions to the design. However, the company says it was pleased to "do something exceptional from a cultural and design point of view". The unusual colour scheme was also a break from the more common neutral tones. The next test is to help bring the design to fruition. The company anticipates that the biggest challenges for the engineers will be installing a large shower and providing the water supply for it, as well as redefining lining with new window shades.



CONTACT:

Pierrejean Design Studio
www.pierrejean-design.com

PIERREJEAN
VISION

Aircraft *interiors* INTERNATIONAL

2011SHOWCASE

THE INTERNATIONAL REVIEW OF AIRCRAFT INTERIOR DESIGN AND COMPLETION



2011SHOWCASE

INSIDE: LEADING DESIGNERS & SUPPLIERS SHARE THEIR INSIGHTS

www.AircraftInteriorsInternational.com

JUNE



rich pickings

Amidst all the economic doom and gloom of a difficult year, Emirates brought some much needed optimism with an order for no less than 32 A380s, valued at a list price of US\$11.5 billion (£7.8 billion). Signed during a ceremony at the Berlin Air Show on 8 June, the deal was witnessed by German chancellor Angela Merkel. The airline also reported profits up 416% to close at US\$964 million (£653.5 million) over its 2008-09 profits of US\$187 million (£126.8 million). Already an A380 operator, the airline received its tenth such aircraft on 7 June, having received its first A380 back in July 2008. Emirates is the only airline to install onboard showers in first class, along with 14 suites with sliding doors. Pierrejean Design Studio in France provided design support. First- and business-class passengers share a bar (pictured) at the front of the upper deck, with 76 staggered (1-2-1) business-class flat beds behind.





SKYLOFT LEVERAGES DESIGN TECHNIQUES FROM THE PRIVATE JET MARKET: A SENSUAL AND SEAMLESS FORM LANGUAGE; AND A NEUTRAL MATERIALS PALETTE



02

02. Emirates' 777 first-class cabin

integrated element of the architectural language – very often this isn't the case, with new cabin interior elements adopting a different design language to that of the aircraft architecture.

HORIZON UP The most successful cabin architecture reflects a harmonious relationship between the airline brand and the aircraft manufacturer's expressions (the latter being subordinate to the former). Like a great gallery or museum space, it's important to consider the cabin envelope as a platform or blank canvas that fully realises and enables the airline brand's message and expression.

Teague's work with Boeing and Pierrejean Design Studio in collaboration with Emirates is a good example of such a harmonious approach. In the first-class cabin of Emirates' 777s, the passenger is greeted by a distinctive and memorable interior, featuring a 3m-tall ceiling – one of the highest in the air. All unnecessary details and components have been hidden to deliver an understated, seamless and premium environment. The structural lattice framework reworked by Teague's mechanical engineering team

PIERREJEANDESIGN

onwardsandupwards

Pierrejean Design Studio's attempts to push the boundaries of both design and certification have resulted in some truly innovative concepts – but it hasn't always been easy!

 Pierrejean Design Studio has worked for a long time with prestigious airlines such as Emirates, Qatar Airways and Etihad. The design studio says it is as focused on maintenance and costs as it is on sharp innovative ideas.

Over the past few years the company has been involved in various aircraft projects, where the aim has been to enhance and customise the cabin in line with the airline's brand and passenger expectations.

MINI SUITE In 1998 the company created the first-class Mini Suite for Emirates' A340-500. A totally new concept, the Mini Suite represented a real challenge for engineers, and also in terms of aeronautical regulations. For example, the studio had to redesign a new ceiling architecture to reduce the impact on air flow distribution and to prevent any claustrophobic feelings.

The lighting was also rethought for long flights on this new aircraft. With the aim of minimising jetlag, various moodlighting scenarios were created to suit the natural cycles of the life on board, and also linked with the inflight service. To minimise the number of switches needed, a digital touchscreen hand control was developed.

"To achieve such a project was not simple – some aeronautical certifications written a long time ago had to be modified and updated in accordance with new technologies installed aboard," says Jaques Pierrejean, director of Pierrejean Design Studio. "This innovation not only impacted on Emirates' first-class passengers, but on the entire airline market."

The company was also selected by Etihad to design its first-class product, and produced a full-flat bed seat for business class. At the same time, the studio developed an economy-class concept with a fixed shell, which was



shown at the 2008 Aircraft Interiors Expo in Hamburg, Germany.

A380 DESIGNS Always looking for new ideas, the studio was contacted once again by Emirates to work on its A380 programme. "When we first discovered the aircraft, we tried to

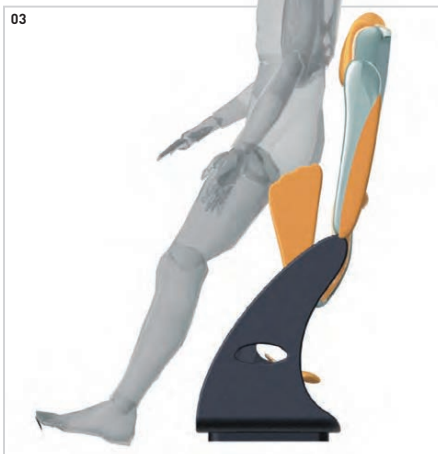
follow the branding of Airbus and proposed a cinema, a walkway... but we were immediately stopped by a lack of space because of the huge number of seats onboard," says Pierrejean. "We then focused our creativity on 'dead' areas such as the front part of the upper deck, or between two doors. The

PIERREJEANDESIGN

“
THE FULL SUPPORT OF TOP
AIRLINES HAS HELPED US A
GREAT DEAL TO CONVINCE THE
AUTHORITIES TO GO AHEAD”



02. A galley concept, Yin Yang
03. A sitting/standing concept



040 Aircraft Interiors International.com
SHOWCASE 2011

Boeing and Airbus cabins. “Based on the current configuration, we tried to emphasise space onboard with a completely new lining,” says Pierrejean. “To achieve such a project, we had to work in close collaboration with these two companies and their design offices.”

PRIVATE AIRCRAFT The studio also has a lot of experience in private aircraft. As well as designing the Airbus Corporate Jet (ACJ) commercial mock-up for Airbus, the company has worked on most aircraft types available on the market. It says this experience feeds into its work with airlines. “The aeronautical regulations are extremely strict nowadays and it is getting harder to totally fulfil our wishes in terms of innovation,” says Pierrejean. “Our great advantage is to consider some private aircraft as laboratories where new concepts can be developed and applied later in airline cabins.”

Most of the company’s projects do not involve simply placing a seat somewhere in the cabin. The company focuses on creating a complete environment around the seat, a kind of cocoon incorporating an original lighting concept, upgraded airflow distribution and so on. At times this has meant pushing hard for evolution in aircraft regulations, for the benefit of both passengers and airlines. “We must admit that the full support of top airlines has helped us a great deal to convince the authorities to go ahead and allow the installation of totally new concepts such as the Mini Suites, a waterfall or a real spa/shower as we did for Emirates,” says Pierrejean. “How do you certify something that has never been done before? By creating new international regulations.”

But the company has faced some frustrations in its quest to push the boundaries. “We supposed we were a little bit too innovative for Etihad when we proposed a new notion of onboard service using one space for both first and business classes. This would’ve enabled the crew to concentrate all functions in one specific area, providing more space for the passenger lounge,” says Pierrejean. “Unfortunately, this kind

of mini revolution has to be shared by all, and also required extra crew training. The project was abandoned by the company.”

Another forward-thinking idea was a new way of travelling in a sitting/standing position, to enable the installation of more economy seats onboard. It was aimed at the Chinese market. “We had noticed, for instance, that Asian people often travelled by train, which is less expensive than aircraft,” says Pierrejean. “Our concept was to offer them a cheaper trip on two- or three-hour flights. Their journey time would be reduced ten times for the same price.”

The idea was to create a new market in booming countries with many potential travellers, but unfortunately it was seen as a step too far for some.

“Again, to achieve such things we need the full support of powerful airlines buying a lot of aircraft, and therefore in a position to convince, during negotiations, the aircraft manufacturers to study all the impacts on the cabin installation,” says Pierrejean. “The paradox is that it is easier to make these projects accepted when the competition is hard between companies rather than during time of calm business.”

ENGINEERING AND ART The studio sees its work as something between engineering and art, and there are many different aspects and parties to consider. “Despite the fact that Airbus and Boeing would like product standardisation on their new aircraft, it is the wish of many companies to differentiate themselves from their competitors, to promote their own identity and brand, and to offer a personalised inflight service,” says Pierrejean. “Our job is create a link between them and propose challenging, creative ideas that also stand up in terms of durability, maintenance and certifications – for everyone’s satisfaction! Our target is to keep ahead on innovations, to be aware of the latest technologies, to promote new product developments with manufacturers and vendors, and to give the best of our experience to our clients.”

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Aircraft *interiors* INTERNATIONAL

FEBRUARY 2010

THE INTERNATIONAL REVIEW OF AIRCRAFT INTERIOR DESIGN AND COMPLETION

birthdaysuite

KOREAN AIR IS MARKING ITS 40TH ANNIVERSARY WITH LUXURIOUS NEW SEATS AND IFE ACROSS BOTH ITS MID- AND LONG-HAUL FLEETS



www.AircraftInteriorsInternational.com



03

04

contracted Lufthansa Technik to retrofit the B/E Aerospace-manufactured suites in another nine A340s this year.

INNOVATION IMPERATIVE Jacques Pierrejean's Paris-based Pierrejean Design Studio has worked on many of the Gulf carriers' accommodation initiatives, starting with the mini-suites that Emirates introduced in 1998 and including new interiors for Qatar and Etihad. The firm was not responsible for the new Oman interior, but was involved indirectly through its work for seat manufacturers, and Pierrejean says that with a business-class pitch greater than most airlines use in first class and a dedicated area for socialising complementing the mini-suites in first, it will be impossible to improve on this standard because of the impact on seat numbers: "It's actually for me the maximum level that we can reach."

The market, Pierrejean says, has changed completely over the last 15 years, "and we have pushed these new airlines to do something a bit different from what we have in Europe or America. With Emirates, for example, we started the idea of giving passengers VIP comfort in first class but also in business class".

Qatar's approach was different, with CEO Akbar Al Baker looking for a more restrained feel – a German car rather than an over-the-top Italian model is Pierrejean's analogy – and the result is a less complex approach with less reliance on electrical functions. "For Etihad, on the other hand," he adds, "we said, okay, now we have to push the idea a little bit further and maybe imagine what could



BOTH AIRBUS AND BOEING HAD TO BE PUSHED TO MODIFY THEIR CABIN ENGINEERING



happen in the future for this young airline coming on the market after so many others. So we thought, why not imagine business class as a little bit different, offering each passenger direct access from the aisle? So we created the pod seat, which has been the best business-class seat of the year for the last three years now."

ART OF PERSUASION The big orders placed by Gulf carriers earn them a degree of special treatment from the manufacturers, Pierrejean adds. When Emirates wanted to replicate the mood lighting it had introduced on its A340-500s on the 777-300ER, for example, Boeing was initially resistant, but was persuaded to do it using new LED technology, instead of the fluorescent tubes used by the European manufacturer. Both Airbus and Boeing had to be pushed to modify their cabin engineering to accommodate oxygen provision for Etihad's business-class pod seat. And the Emirates 52-aircraft A380 order meant Airbus was receptive when asked to modify the forward area of the

- 03. Emirates' A380s include a lounge for socialising
- 04. Emirates is currently the only carrier to offer onboard showers





GULFFOCUS



05



06

purchasing power

Boeing attributes the unprecedented rates of growth in Middle East air travel seen in recent years to the region's unique combination of economic expansion, modern air transport infrastructure and favourable geographic location. Its Current Market Outlook sees annual economic growth in the region of 3.8% driving revenue passenger kilometre growth of 6.6% over the next 20 years, with the fleet more than doubling in size as a result, from 840 aircraft in 2008 to 1,860 by 2028. New deliveries of 1,710 aircraft are expected to include 130 large, 850 twin-aisle, 680 single-aisle and 50 regional jets: the region was due to take 45 twin-aisle aircraft last year (around 20% of global twin-aisle deliveries) and another 50 in 2010.

Airbus anticipates that Dubai will be the world's fourth-biggest airport by 2028, behind only Hong Kong, London Heathrow and Beijing. Its forecast, based on a projected 5.9% annual increase in RPK over the next 20 years, calculates that the region will take 189 very large, 668 twin-aisle and 561 single-aisle aircraft, resulting in a fleet of 1,790 passenger aircraft with 100-plus seats. It is the region's handful of global airlines that Airbus predicts will take the lion's share of new aircraft, accounting for more than 50% of the total and more than 70% of the twin-aisle and very large deliveries.

upper deck with the water supply and drainage to support the shower-spa installation.

For Pierrejean, the Emirates A380 is the best innovation of this aircraft: "You have a real lounge, real mini-suites, a real shower spa, a good approach with the forward staircase, and a good business-class seat." For the future, he is pushing the lavatory manufacturers to incorporate changing rooms so that premium passengers have somewhere to change into pyjamas. "If you want to use a standard lavatory to change your suit for pyjamas, it's a gym exercise," he says.

GLOBAL APPEAL For the future onboard brand and product experience on Etihad's fleet of new A380 aircraft, the first of which is due to be delivered in 2012, the airline selected a consortium of UK-based agencies – Acumen, Factorydesign, Promise and Honour – to provide expertise in customer insight, as well as product and aircraft interior design.

Its thinking on the Etihad project must remain under wraps for the time being, but consultant director Michael Crump from Honour, whose role is to lead the design strategy and management of the consortium's deliverables, sees some common cultural and historical threads in the approaches of the Gulf states and their airlines. "They're all relatively young nations," he says. "They're all rapidly

building an infrastructure to create modern global business centres of excellence and also high-end, luxury leisure destinations. This is attracting and growing the business market and a high-yielding premium leisure market."

Abu Dhabi, Dubai, Qatar, Bahrain and, to a lesser extent so far, Oman, are all developing an infrastructure and a society that is built around growth in tourism and business, Crump says: "There is a large proportion of nationals in the region who are high net-worth individuals, so there's always a market for the premium products on those carriers, and consequently they position their products and brands at the premium end. They've all got suites or beds in first and business."

Many of their offerings are positioned to embrace the service styles of hotels, Crump says. "Qatar positions itself as 'the world's 5-star airline' and Etihad has hotel style

05. Etihad's new Diamond (first class) suite on its new A330-300s

06. Qatar Airways' A340-600s include a first-class lounge



IF YOU WANT TO USE A STANDARD LAVATORY TO CHANGE YOUR SUIT FOR PYJAMAS, IT'S A GYM EXERCISE



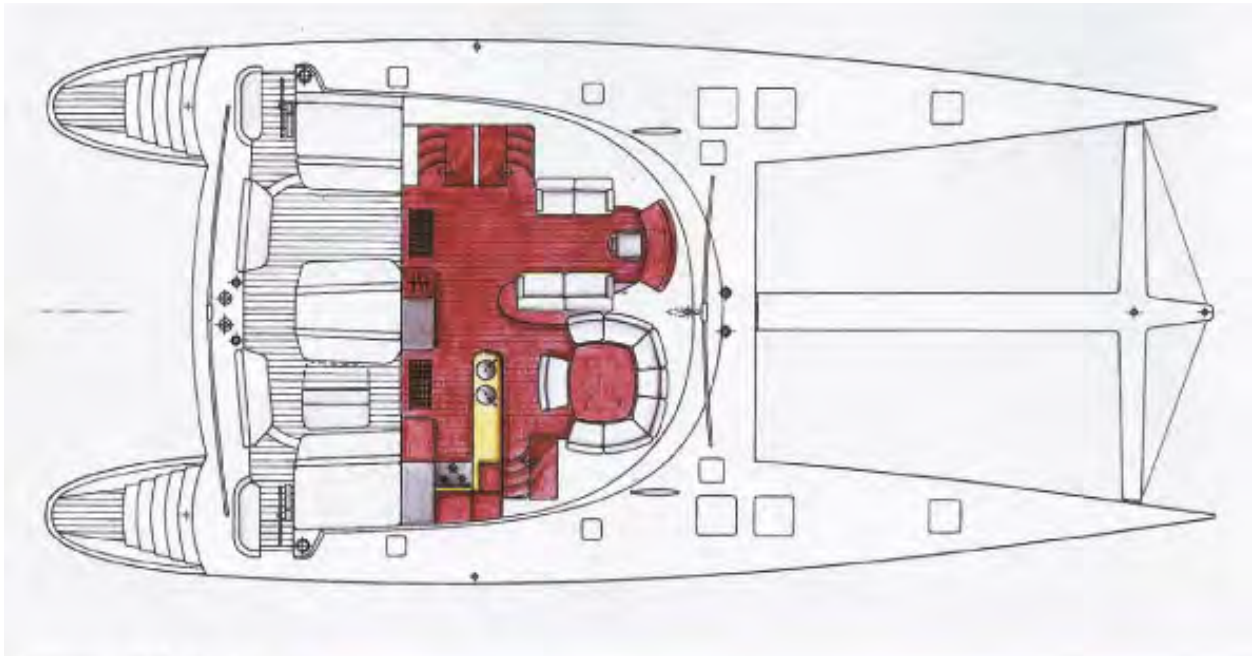
arredamenti Pino Meroni & C.



Il più classico dei legni nautici, il Mogano, ed il raffinato design “dilatano” e rendono comodi ed intimi gli interni di un veloce catamarano a vela.

The most classic of the nautical woods, the Mahogany, and the refined design “broaden” and make comfortable and intimate the interiors of a fast sailing catamaran.





**Catamarano a vela di 24 metri
"Peter 78"**

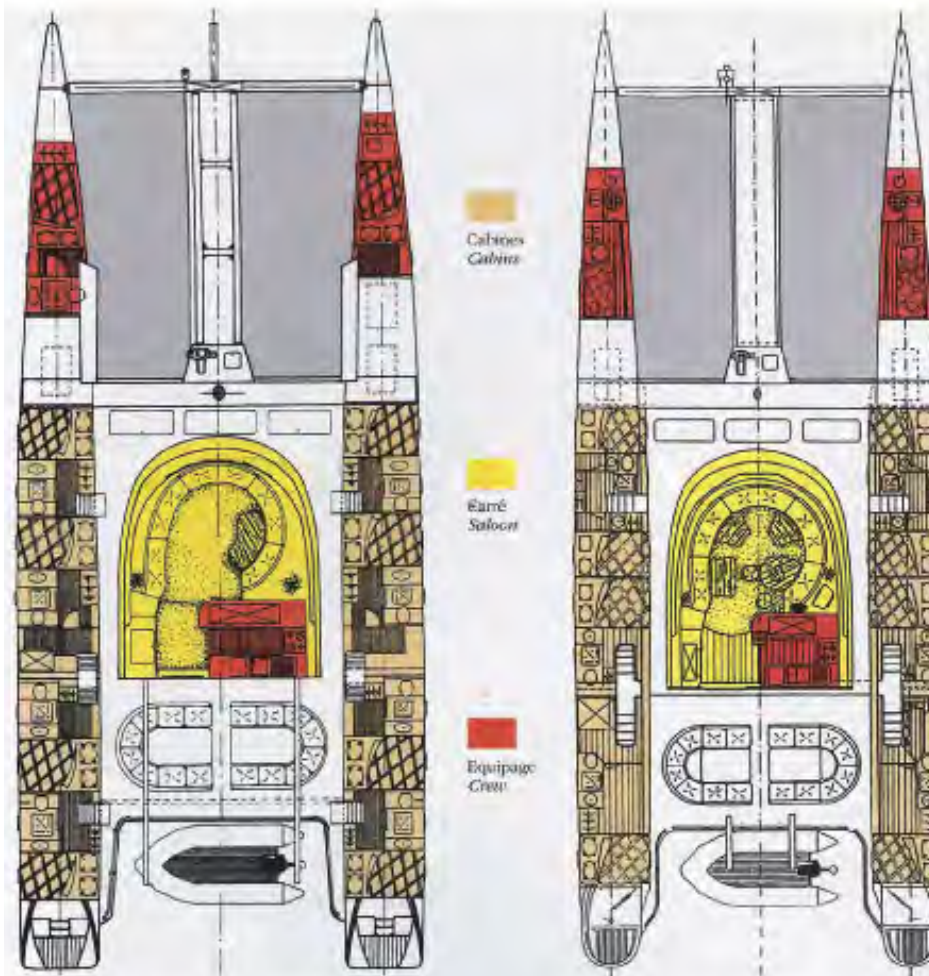
Progetto: Gilles Vaton
Design degli interni: Jacques Pierrejean
Peter Quality Yachts - Francia
Anno del varo: 2000
Immagini fotografiche: Renato Polo

Per creare il piacevole contrasto tra le linee esterne - che ben esprimono anche visivamente il concetto di velocità - ed il comfort degli interni di questo catamarano, ad Arredamenti Pino Meroni & C. è stato chiesto il più classico dei legni nautici, il Mogano, per il rivestimento e la bordatura dei pannelli in compensato marino con anima in PVC utilizzati per gli arredi. Nell'ampio e luminoso salone il tono scuro di questa essenza pone gradevolmente in risalto i rivestimenti chiari dei divani e delle sedute, creando delle quinte virtuali di separazione tra le varie zone - conversazione, pranzo, cucina ed area tecnica - che ritrovano il loro insieme grazie al pagliolato, ancora in Mogano, che riveste, ed impreciosisce, il piano di calpestio. Accattivante è anche il contrasto tra la tecnologia della strumentazione ed il design dalle reminiscenze classiche che caratterizza la struttura destinata ad accogliere la mente pensante dell'imbarcazione. I portelloni a scorrimento, curvi a dare continuità alle linee sinuose del salone open space, introducono alla zona netta, dove gli angusti spazi degli scafi vengono "dilatati" dal raffinato design atto a trasmettere una piacevole sensazione di comodità ed intimità.



PIERREJEAN

VISION



**POLYNESIA, MARTINICA,
SUALIGUA...**

CARAÏBE

Constructeur / Shipyard : DUFOR

Designer : Jacques PIERREJEAN

Architectes / Architects : COUBEKI-NVELT

Longueur / Length : 25 m / 82 ft

Largeur / Beam : 10,0 m / 32,8 ft

Tirant d'eau / Draft : 1,40 m / 4,6 ft

Déplacement / displacement : 30 T

Moteur / Engine : 2x130 CV / 2x130 HP

Electricité / Electric Voltage : 12 & 24 & 220 V

Générateur / Generator : 12 Kva

EQUIPEMENTS VOILES / SAILS :

Grand voile / main sail : 130 m² / 1 400 sq ft

Foc solet enrouleur / Furling jib : 76 m² / 818 sq ft

Triangère / Stab sail : 34 m² / 365 sq ft

Spi / Spinnaker : 250 m² / 2 691 sq ft

EQUIPEMENT TELECOM / COMMUNICATION

EQUIPMENT :

2 VHF portables / 2 cordless VHF

ILL / Téléphone cellulaire / Cellphone

FAX sur certaines unités / FAX on certain yachts

EQUIPEMENT DE NAVIGATION / NAVIGATION INSTRUMENTS

Pilote automatique / Autopilot

GPS Radar

Centrale de navigation / Electronic sailing instruments

EQUIPEMENTS DE CONFORT / COMFORT EQUIPMENTS :

Désalinateur / Water maker : 200 l/h / 60 gal/h

Congélateur / Deep freezer : 600 L / 159 gal

Froid / Refrigeration : 900 l / 238 gal

Ventilateurs / Fans

Douche de pont / Deck shower

EQUIPEMENTS SPORTS ET LOISIRS / SPORTS AND

LEISURE EQUIPMENTS

Télévision et magnétoscope PAL SECAM / TV and VCR PAL SECAM

Chaine HI-FI laser et radio-cassettes / HI-FI and tapes

Ancre semi-éolée / Semi-rod anchor : 4,0 m / 13,1 ft - 80/60 CV / HP

Ski nautique / Water-ski

1 Plancher à voile / 1 Windurf

Équipement plongée libre / Snorkelling equipment

2 Kayaks de mer / 2 Sea canoes

Équipement de pêche / Fishing gear

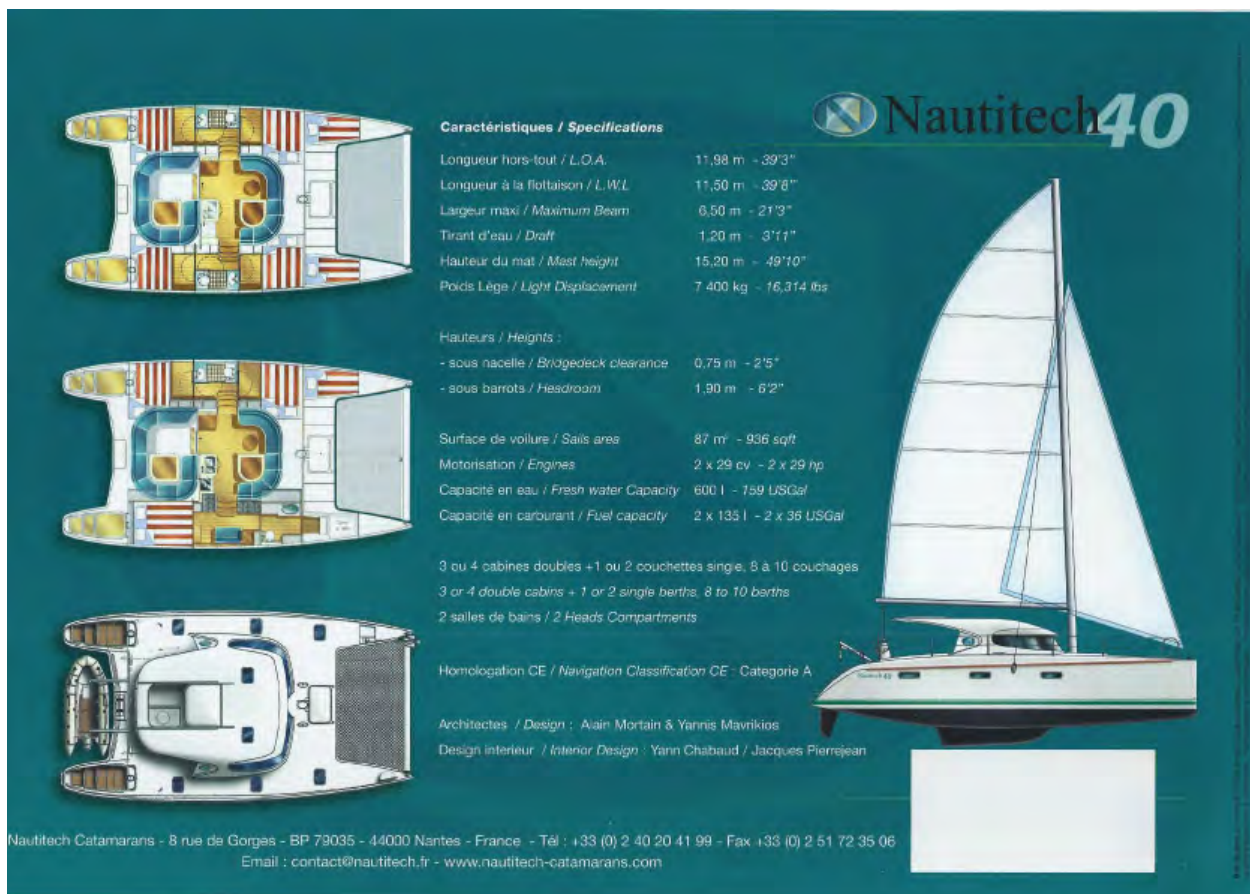
Équipement plongée sur certaines unités / Diving equipment on certain yachts

VPM YACHT CHARTER - Groupe NOUVELLES FRONTIERES

Crédit photos G. Martin Roger - Imprimé par E. Expansion, Roulogne - 01 46 64 17 32

PIERREJEAN

VISION



The image is a technical specification sheet for the Nautitech 40 catamaran. It features three deck plan diagrams on the left: a top-down view of the hulls, a side view showing the cabin layout, and a bottom view of the hulls. On the right, there is a side profile of the boat with its sails up. The background is a dark teal color. The text is in white and black, with some key terms in bold. The Nautitech 40 logo is prominently displayed in the upper right.

Nautitech 40

Caractéristiques / Specifications

Longueur hors-tout / L.O.A.	11,98 m - 39'3"
Longueur à la flottaison / L.W.L.	11,50 m - 39'8"
Largeur maxi / Maximum Beam	6,50 m - 21'3"
Tirant d'eau / Draft	1,20 m - 3'11"
Hauteur du mat / Mast height	15,20 m - 49'10"
Poids Léger / Light Displacement	7 400 kg - 16,314 lbs

Hauteurs / Heights :

- sous nacelle / Bridge deck clearance 0,75 m - 2'5"
- sous barrots / Headroom 1,90 m - 6'2"

Surface de voile / Sails area 87 m² - 936 sqft

Motorisation / Engines 2 x 29 cv - 2 x 29 hp

Capacité en eau / Fresh water Capacity 600 l - 159 USGal

Capacité en carburant / Fuel capacity 2 x 135 l - 2 x 36 USGal

3 ou 4 cabines doubles + 1 ou 2 couchettes single, 8 à 10 couchages
3 or 4 double cabins + 1 or 2 single berths, 8 to 10 berths
2 salles de bains / 2 Heads Compartments

Homologation CE / Navigation Classification CE - Catégorie A

Architectes / Design : Alain Mortain & Yannis Mavrikios
Design intérieur / Interior Design : Yann Chabaud / Jacques Pierrejean

Nautitech Catamarans - 8 rue de Gorges - BP 79035 - 44000 Nantes - France - Tél : +33 (0) 2 40 20 41 99 - Fax +33 (0) 2 51 72 35 06
Email : contact@nautitech.fr - www.nautitech-catamarans.com

PIERREJEAN

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PIERREJEAN
DESIGN STUDIO
Aircraft & yachts

We were **the first to think about...**

1998 **mini suites** launch

conceptual design
new ceiling architecture
moodlighting & star lights revealed
PCU touchscreen



2003 **A380 Emirates** **shower spa**

space lounge
waterfall feature



2004 Emirates **cabin**

New lining architecture

B777EX



2005 Pearl **B/C seat**

Elected best BC seat

ETIHAD



2009 **Dreamliner** QATAR

never awarded !

but still looking forward to fulfilling our customers' expectations ... and beyond !

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