

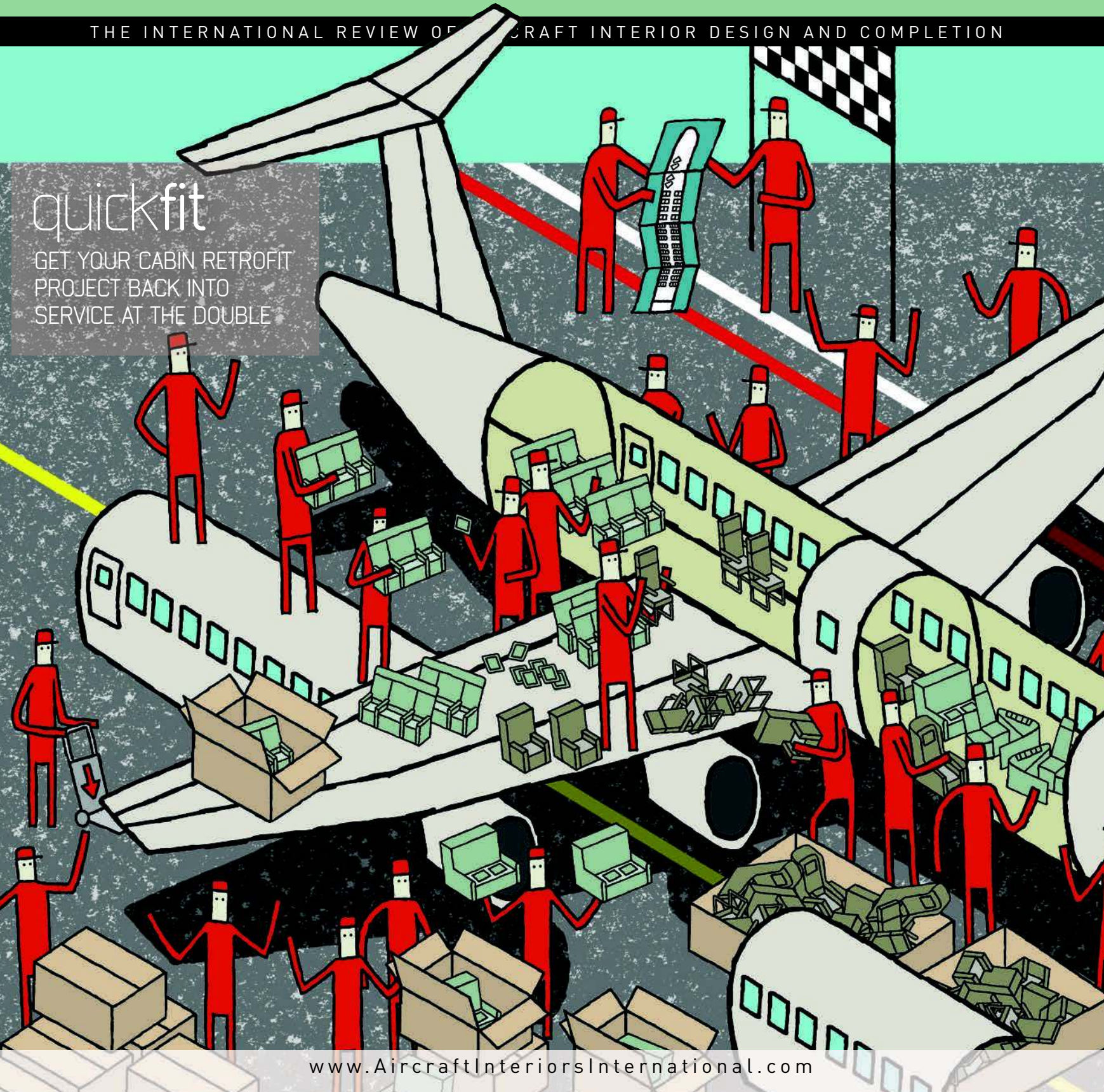
Aircraft *interiors* INTERNATIONAL

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THE INTERNATIONAL REVIEW OF AIRCRAFT INTERIOR DESIGN AND COMPLETION

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BRIEF: If you want to grab headlines – and passengers – install a bar on board. It certainly worked for Virgin, Korean and Emirates. But what if you want to raise the bar? The Casino Jet Lounge could be the answer. This entertainment and social space features a blackjack table that gives premium guests the ability to stretch out, gamble and socialise during their flight. How better to fly to Vegas or Macau?

DESCRIPTION: The lounge aims to create a commercial airline experience that is closer to private aviation. The VIP-type concept was co-developed by Designescence (founded by an ex-Airbus cabin trim and colour expert) and AirJet Designs, which specialises in bespoke VIP and business cabins.

The lounge, shown here in the forward section of a B777-200, is designed around two central elements: a casino blackjack table and a bar counter with an interactive surface for ordering drinks. The blackjack table can be used as a revenue generator based on commission from the gaming, or it can provide co-branding or sponsorship opportunities. For example, passengers could play with frequent flyer points and win a hotel stay, sponsored by a partner.

The concept is apparently not just a pretty picture, though: the partners consulted with EASA/FAA certification experts with a view to minimising certification costs. Thus they have established that guests will leave the lounge during turbulence, take-off and landing, and all the proposed technologies and materials are compliant with EASA/FAA certification.



VERDICT: The big problem is inflight gambling regulations. The design would be great for a Caesars Palace high-rollers jet, but in many parts of the world, including US airspace, inflight gambling is prohibited on commercial airlines. There is the option to gamble stakes (such as flyer points) rather than money, but this makes the concept, which takes up a lot of cabin space, much less financially viable – but on the plus side, the chances of gambling losses causing air rage are reduced. That said, a compact combined bar and blackjack table could be popular, even if the stakes are low.



CONTACT

Designescence

Web: www.designescence.com

AirJet Designs

Web: www.airjet-designs.com