

ALTITUDES

ARABIA

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RETURN OF THE BLADE

HOW THE TURBOPROP GOT BETTER

PRANCING HORSES
FERRARI

CESSNA'S NEW BETS
MODEL BEHAVIOUR

WHY DASSAULT JETS
ARE VIRTUALLY BRILLIANT

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OPULENCE IN THE AIR

EUROPEAN CHIC THAT FLIES
IN THE FACE OF TRADITION



AirJet Designs is an innovative design studio, which specializes in tailor-made interior designs for private and business jets. At their offices in Toulouse, France and Shanghai, China, their designers create unique designs to maximize the value of the in-flight experience. **BY Sylvie Péron**



The large table seating 6 guests in ultimate comfort is supported by a structure typical of Italian design. A chandelier adds a touch of elegance rarely seen on a jet.

While the designers in the Studio are sensitive to global design trends, their greatest creative influence is drawn from the richness of European cultural heritage and craftsmanship, according to Jean-Pierre Alfano, Creative Director for AirJet Designs. Himself a product of French and Italian cultures, Jean-Pierre Alfano approaches design work in the same way he cooks (cooking being one of his hobbies): taking the finest ingredients and blending them with technical knowledge, passion, and individual inspiration.

Tuscany

Having done part of his studies in Italy, Jean-Pierre Alfano returns often to care for the family production of olive oil in Tuscany but also to visit the workshops of artisans producing

fine Italian products, such as the leather tanneries. Each visit to Tuscany, and Italy in general, is a great source of creative inspiration to him. From the architecture to the fashion on the streets, beauty is all around you.

Alfano is fascinated by the richness in cultural differences, he travels regularly to China, and the way it translates into the perception of beauty and design from different angles, depending on each person's cultural references. This appreciation for cultures has been integrated into signature concepts created by AirJet Designs ("Art de Vivre", "Xin Ge", and "Dolce Vita"), which incorporate Alfano's design philosophy: creativity mixed with tradition and authenticity.

'Dolce Vita'

One of the latest concepts created by AirJet Designs is called 'Dolce Vita', a tribute to Jean-

Pierre Alfano's cultural heritage and Director Federico Fellini's greatest film, starring Marcello Mastroianni and Anita Ekberg. Shot in Rome in 1960, the movie's title became a household name, emblematic of an easygoing lifestyle, proper to the sixties. Here, 'Dolce Vita' is a revisited vision of neo-baroque style with a modern approach applied to an aircraft environment. The color scheme used is a sleek mix of black and white with carefully chosen placement of red accents and details in gold, translating itself into a stylish and sumptuous atmosphere. The aim was to rise to a level of finesse and elegance rarely seen in aircraft cabins.

The furniture was designed to demarcate it from traditional monument styles seen in many aircrafts. The jet owner would find little difference between this flying environment and that found in a luxury hotel or villa.

Designed to create a convivial atmosphere, the semi-circular sofas are upholstered in soft Italian leather accentuated by touches of matte crocodile by Foglizzo Leathers.



Throughout the cabin, the wall panels are covered in innovative materials and textiles. Certain panels are layered with a wavy textile that solicits the touch and adds texture to the palette. The ceiling is covered in a black lacquer with side panels in a white matte finish.

General Layout

The general layout consists of a dining/meeting area and two separate living areas. One lounge is for men and the other for women, should the aircraft be used for Middle Eastern clients, for example. The cabin continues with a bedroom and an adjacent bathroom.

Lounge Areas

A novel look was chosen for the living areas. The men's lounge area has a semi-circular des-

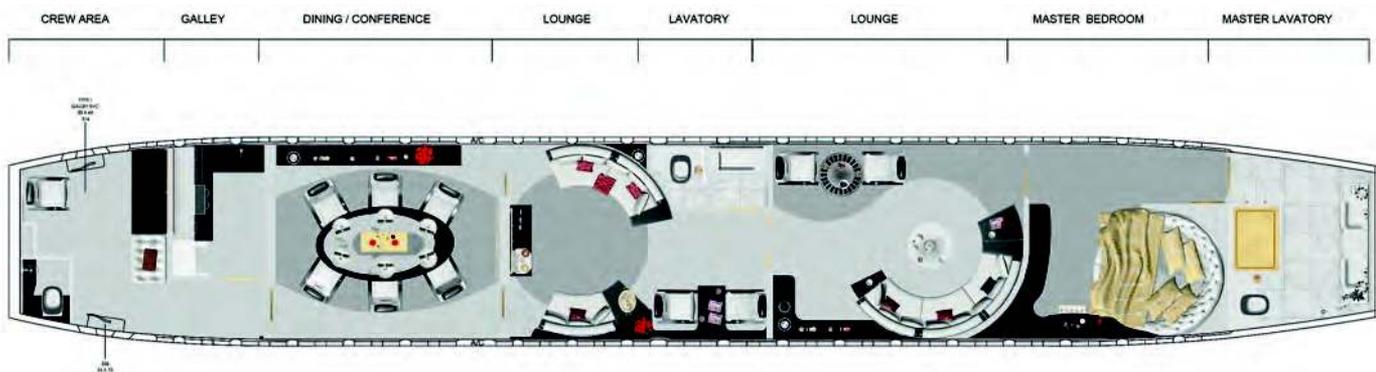
igned seating group, made up of one sofa and across from it a smaller divan. Both are created in soft Italian leather with sides in matte crocodile leather and fine white stitching. The semi-circular form is designed to encourage a convivial atmosphere. The separate living areas are created to reflect space, with layout preferences often requested by Arab clients, who tend to be fans of Italian design style. The sliding glass doors separating areas of the cabin are made of glass imprinted with a gold decorative relief. Gold latches are seen on the windows, which are used as automatic buttons for opening and closing the shutters. The lounge area for women includes a semi-circular couch adjacent to a small table. The space also includes a table with two leather seats, ideally used for working on a laptop or dining.

Meeting/Dining Area

The meeting area is composed of a large table in the middle with 6 seats nestled around it, which can equally be used for dining or for working. The table is supported by a structure typically seen in Italian design. An elegant chandelier is placed above the table, with crystal spotlights running alongside it. Two separate intricate patterns are used on the carpet for this area to visually carve out the space. Carefully chosen finishes in gold, found around the flat panel screen, the shutters and the sliding door, highlight the sophisticated style of this room.

Bedroom

Architectural interest is created above the bed by the placement of a carved ceiling medal-





Under a carved ceiling medallion, the circular bed is in harmony with the rounded shapes of the master bedroom, creating a feeling of intimacy and cocooning.