cessna gets its interior team involved in defining the fuselage of the new citation latitude

brand designs
Gulfstream creates a cohesive aesthetic by translating G650 style to the G550 and G450

beyond expectations
How Deer Jet’s new interiors cater to Chinese tastes

lateral thinking

Boeing Business Jets

737 BBJ2  boeing.com/commercial/bbj
Jean-Pierre Alfano, creative director of AirJet Designs, will focus on designing for the Chinese market.

Why did you choose this topic?
Last year, after we started to work on a project for a Chinese client, I soon realised that Chinese culture is very unique and often makes people see things from a different angle from Westerners. I also realised very quickly that there would soon be an increasing demand for private jets and helicopters in China, because of the booming economy and its successful entrepreneurs and companies. I decided then to open an office in Shanghai. I now travel to China regularly to support our staff and clients.

What will you cover?
The presentation will focus on the specifics of Chinese culture, with an overall discussion of its past for a clear understanding of its present, and I’ll try to give some insight into its future. Topics will include Chinese history, culture, trends in fashion and interior design, the needs of Chinese business aviation clients, and the consequences for aircraft interior design choices.

What have been your favourite projects in that market?
We recently finished designing a VIP A319 for a private individual. The design process for that project was fascinating because we brought Italian and French styling on the table while our client was highly inspired by Chinese views and aesthetics. Taking into consideration the client’s view, I rediscovered the importance and power of symbolism and accessories and understood that very often there is more than meets the eye in a design choice.

What will you use the Expo for?
I look forward to seeing other designers, potential customers such as business charter companies, completion centres, and anyone interested in VIP or business jet design. If visitors can take a day off, I would suggest a visit to Ile Saint Honorat, a monastery still producing its own wine, honey and lavender. Stand J3026