

# BusinessJet *interiors* INTERNATIONAL

JANUARY 2013

THE INTERNATIONAL REVIEW OF BUSINESS JET INTERIOR DESIGN AND COMPLETION

## bestrest

Experts who design, make, certify, install and maintain seats discuss how they can be perfected

## quicksmart

The challenges faced by IFEC suppliers in integrating fast-evolving PED technology



BusinessJet  
*interiors*  
WORLD EXPO 2013  
**SHOW ISSUE**  
19-21 March 2013  
LONDON FARNBOROUGH, UK

## peoplepower

HOW CUSTOMER ADVISORY BOARDS  
HELP TO SHAPE NEW AIRCRAFT

OUR CLIENTS WANT TO SLEEP  
AND WORK

**CASINO  
 CONCEPT**

**Design ideas**

AirJet Designs (whose creative director, Jean-Pierre Alfano, is also speaking at the conference, see panel below left) will showcase its latest designs, which include the Casino Jet Lounge, created jointly with Designescence.

The lounge is a new social space for wide-body airliners, designed to bridge the gap between commercial and private aviation. It features a casino blackjack table, a bar counter, and four club chairs. The style is light and airy, with ceramic white, light bamboo and white leather. In between the seating groups is a transparent glass TV screen using holographic technology. Another highlight is the touchscreen bar surface, which enables passengers to order drinks or nibbles directly from the touchscreen menu.

The concept was designed (after consultation with EASA/FAA certification experts) with the idea of minimising certification costs. **Stand J3012**

## SPEAKER SPOTLIGHT



**Jean-Pierre Alfano**, creative director of AirJet Designs, will discuss how designers can fulfil the wishes of a demanding clientele. *1:30pm, Wednesday 20 March 2013*

**What trends have you seen?**

A need for the aircraft to be an extension of the owner's home is a strong trend. People almost want to forget they are flying. I also notice higher expectations of the level of craftsmanship. This is why it is very important to get to know the people who make my designs come true, and fully understand their constraints.

**What is your biggest challenge?**

Taking inspiration, trends and innovation from industries other than aviation – with products that have not been certified yet – is very challenging. Sometimes the technical constraints and aircraft regulations do not allow all my ideas to be implemented.

**Where do you see the market in 10 years' time?**

The market will grow significantly, because of economic growth in areas of Asia, Russia and South America. On the technical side, I believe in the potential of supersonic jets – I think they will become a standard for business aviation.

**What differentiates you?**

Our clients can rest assured that our design proposals will correspond to the final product. The solutions we propose are realistic and fully compliant with airworthiness standards – which saves time and money. Coming to us is a guarantee that they will receive the highest level of creativity and that the design will be tailor-made to their needs. We choose the suppliers we work with based on the design we imagine for each particular project.

**What is your dream jet?**

A wide-body supersonic jet with a transparent fuselage and a pool!

**Communication solutions**

Satcom Direct will highlight its 'User Xperience' solution, combining satellite voice, data, critical information and datalink services for both flight deck and cabin communications. The company aims to enhance the pilot's, passenger's and technician's experience through immediate technical support, secured and closed networks, user-friendly mobile applications and knowledgeable hardware experts. The company is a premier Inmarsat distribution partner, Iridium service partner and preferred ViaSat Yonder reseller, as well as a GSA contract holder. Satcom Direct also offers portable satellite communication equipment such as satellite phones and BGAN units for purchase and rental. **Stand J2018**

**New leather**

Yarwood Leather will launch a luxury leather, Snowdon, at the expo. The company says Snowdon is a natural, full-grain leather made using the highest quality raw material. It is stocked in 10 earthy pastel colours to complement various interior schemes.

Yarwood continues to offer its cutting service to help take the labour out of cutting for seats. Its Gerber Taurus leather cutters work at almost 10 times the speed of a human cutter and are coordinated to ensure the maximum use of a hide. The company's high-tech equipment can cut any leather from any source, fabric or synthetic material to pattern. Yarwood will also be talking to customers about burns testing and compliance. The service offered is free if clients specify Yarwood's leather. The company says modifications can also be incorporated into the test service, with full DOA approval. **Stand J4016**