

BusinessJet *interiors* INTERNATIONAL

SEPTEMBER 2012

THE INTERNATIONAL REVIEW OF BUSINESS JET INTERIOR DESIGN AND COMPLETION

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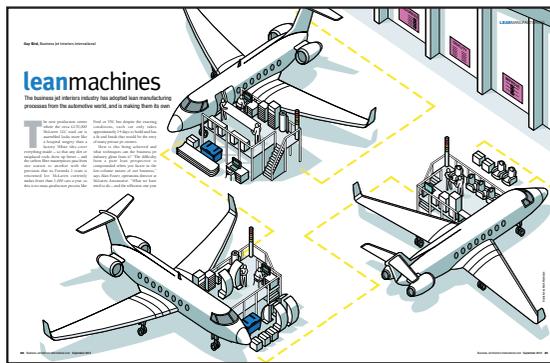
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THE BUSINESS JET INTERIORS INDUSTRY HAS ADOPTED LEAN MANUFACTURING PROCESSES FROM THE AUTOMOTIVE WORLD, AND IS MAKING THEM ITS OWN

Guy Bird, Business Jet Interiors International

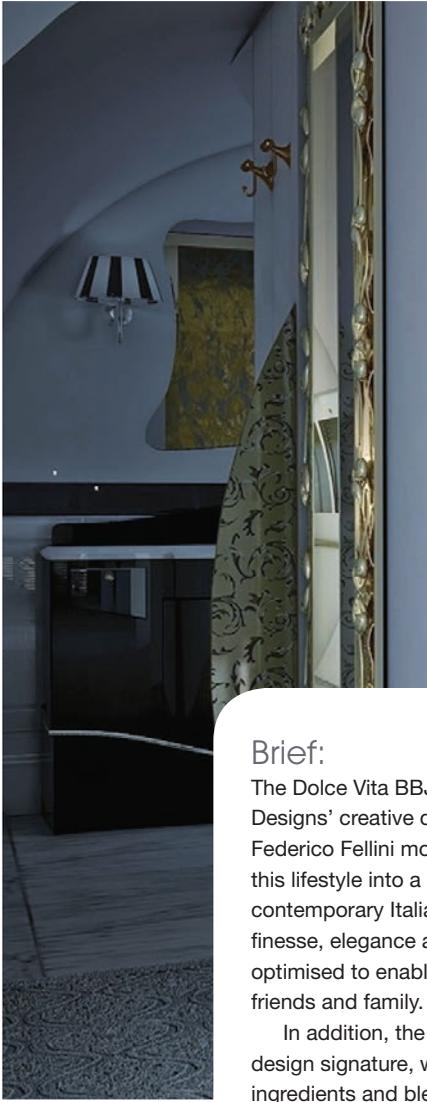
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OEMs AND COMPLETION CENTRES ARE TAKING THE TEDIUM OUT OF SPECIFYING THE INSIDE OF A CORPORATE JET

Chris Colvin, Business Jet Interiors International



italianjob



Brief:

The Dolce Vita BBJ is a tribute to the Italian heritage of AirJet Designs' creative director Jean-Pierre Alfano. Inspired by the 1960 Federico Fellini movie *La Dolce Vita*, Alfano set about to translate this lifestyle into a private jet design. Also influenced by contemporary Italian furniture, the design aims to encapsulate finesse, elegance and artisan craftsmanship, while offering a layout optimised to enable private jet owners to enjoy flight time with friends and family.

In addition, the project serves as a showcase for the company's design signature, which Alfano describes as "taking the finest ingredients and blending them with technical knowledge, passion and individual inspiration".

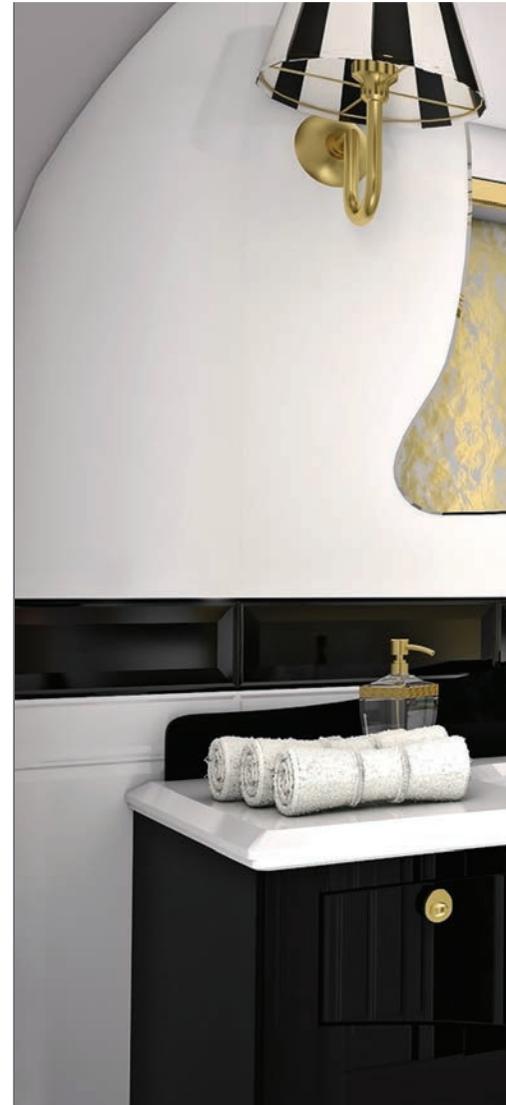
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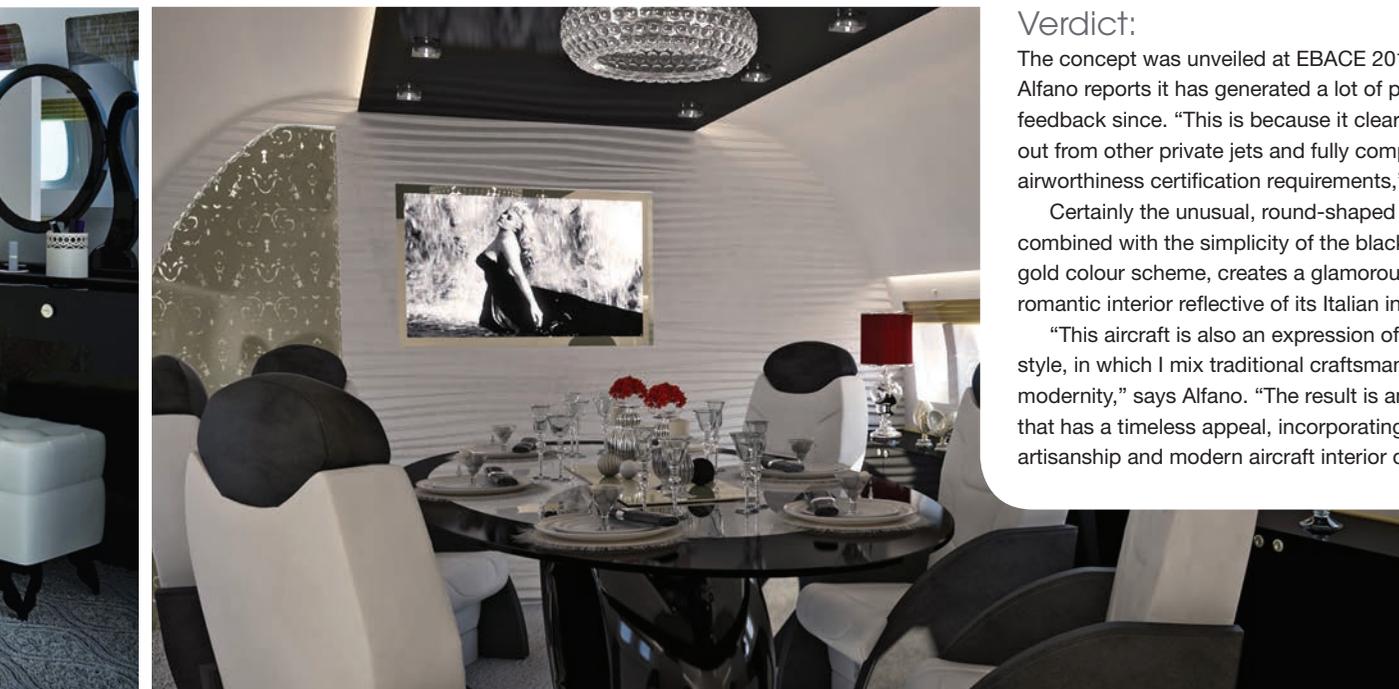
The aircraft's layout consists of two lounge areas and a master bedroom fitted with semicircular divans and a round bed. Rounded shapes were used to make the living spaces stand out from the straight bulkheads conventionally seen in aircraft, and to invoke a warm and friendly atmosphere.

The furniture was also designed as a departure from the traditional monument styles seen in many aircraft, and to give the jet owner and their guests a feeling of flying in their own unique luxury hotel or villa. This sensation is amplified by the subtle integration of decorative accessories such as dinnerware, lamps and ceiling lights; the painstaking care paid to the selection of high-end materials; and special design details such as a gold relief decoration on the sliding doors.

Materials include soft Italian leather and matte crocodile skin for the divans, high-end silk and cashmere for linens, and Carrara marble flooring for the master lavatory.

The styling is an updated version of neo-baroque, with a sleek mix of black and white elements. This simple colour scheme is complemented by carefully chosen red accents and gold details. For example, golden finishes can be found around the flat-panel screens, the shutters and the sliding doors.



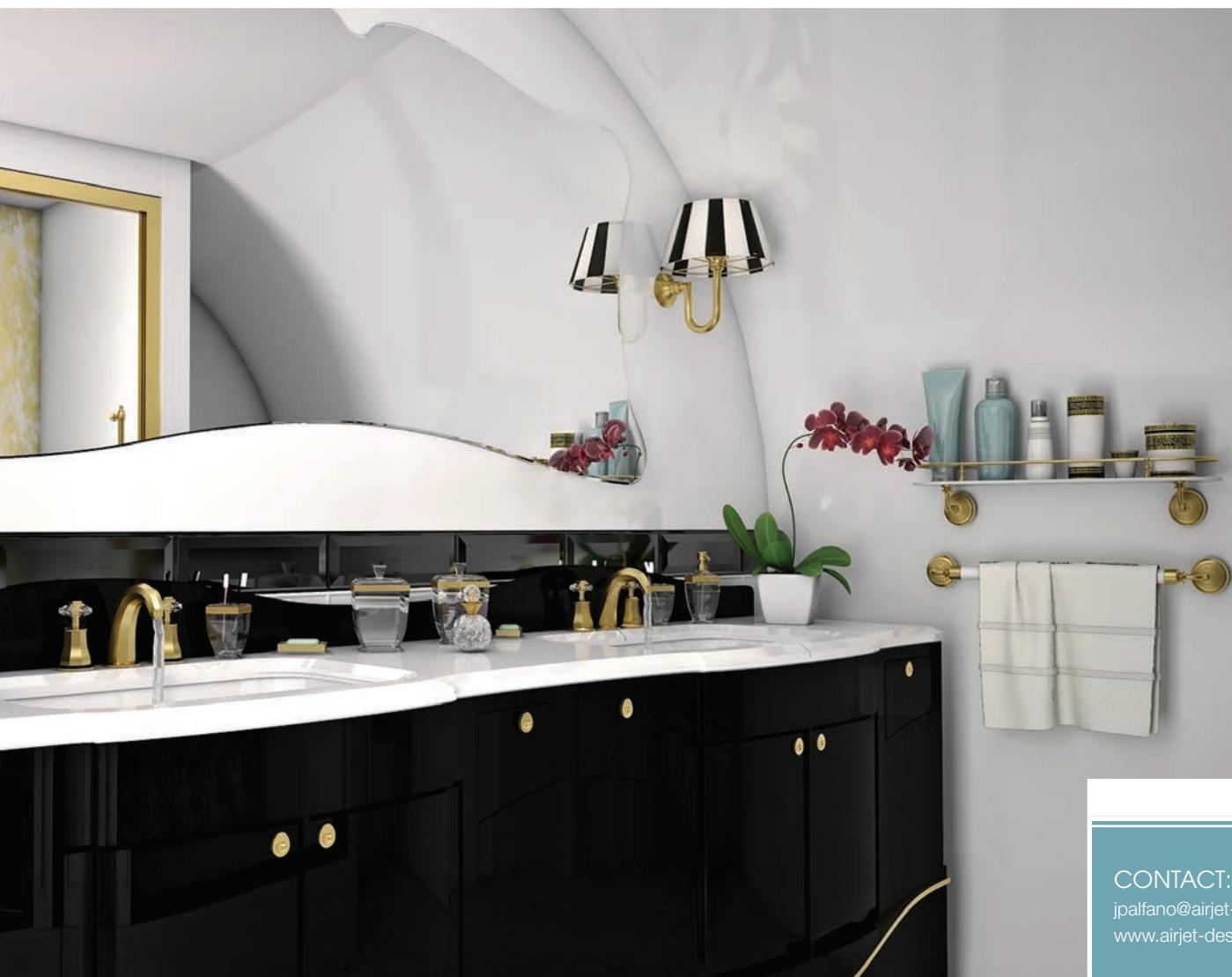


Verdict:

The concept was unveiled at EBACE 2012 and Alfano reports it has generated a lot of positive feedback since. "This is because it clearly stands out from other private jets and fully complies with airworthiness certification requirements," he says.

Certainly the unusual, round-shaped furniture, combined with the simplicity of the black, white and gold colour scheme, creates a glamorous and romantic interior reflective of its Italian influences.

"This aircraft is also an expression of my design style, in which I mix traditional craftsmanship with modernity," says Alfano. "The result is an interior that has a timeless appeal, incorporating luxury artisanship and modern aircraft interior design."



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