



# CROSSING THE MIDPOINT AT GREENPOINT

In the last issue of JetModa, we were lucky enough to have New York Time's best selling author, Payne Harrison illustrate the remarkable threads that connect the golden days of air travel with what Crystal Air is now re-establishing. As Mr. Harrison rightly pointed out, the 1935 inaugural flight of Pan Am's China Clipper was designed (and in fact did) usher in an era of elegance and sophistication that certainly never existed prior to that moment - and in fact for the most part, hasn't since. Never mind the infamous Clipper was agonizingly slow, noisy and often cold. In its day, It rendered a flight experience to passengers that was nothing less than high style and uncompromised service amid the clouds; and most important, it was an adventure!





In speaking with Crystal Air's VP & Managing Director, Richard Ziskind, the return of high style and adventure is precisely what Crystal Air's soon to be born Boeing 777 is all about, except this time modern technology will provide a flight experience that leaves passengers wanting for nothing. As Mr. Ziskind puts it, "We have established a level of service that will allow or passengers to literally have whatever they want....whenever they want it". What exactly does that mean? Well, imagine a scenario where instead of waiting for a cart to come around and serve you dinner, you get up, stretch a bit and then walk back to an elegant dining room and take your seat at a private dining table. From here you can either order from a menu or have the chef come out and ask him to prepare whatever you like (off-menu), all while you visit with your spouse and other guests in a dedicated space for dining and relaxation.

In order to get an even better picture of the service levels he was describing, I asked "what will be your staff to passenger ratio?" He replied, "1 crew for every 5 of our maximum 84 passengers." To draw an even finer point Ziskind listed the staff positions that will be on every flight; 15 Ships Butlers, 1 Purser, 1 Chef and 1 Air Cruise director. He was also careful to point out that these aren't merely embellished titles for flight attendants. They are highly trained staff that have undergone extensive tutoring in the art of personal service.

When it comes to entertainment, each passenger will have a 24" monitor on the back of the seat in front of him. This is the largest in the industry and the content ranges from movies still in theaters, popular TV series, Short Films, News and almost anything you can imagine. Also fitted at each sumptuous sleeper pod is a smaller 4" monitor that can also display all entertainment options as well as Airshow, a flight program that allows you to track your journey's progress, time to destination etc.

"Additionally," says Ziskind, "each passenger will receive their own personal I-Pad with their name onto its leather cover. The device will carry the flight itinerary, menus, entertainment, passenger service functionalities and more. Each I-Pad is the customer's to keep.

The aircraft's lounge will feature a stand-up bar accommodating nine passengers at any one time along with two divans and comfortable chairs. "The lounge" claims Mr. Ziskind, "is a space we expect to be among the most popular with our customers. It will represent a relaxed inviting departure from other areas of the aircraft and will offer an intimate environ for socializing with other passengers." Mr. Ziskind also says, "there will often be a guitarists or violinist providing ambient entertainment in the lounge", adding to its atmosphere.

The list of amenities and on-board features are almost too numerous to mention, but suffice to say, Crystal Air's new triple-seven will be unlike any commercially operated aircraft anywhere and will radically re-define a new level of private club air travel.

So what happens when Crystal Air's passengers arrive at their multiple destinations along one of the 15 to 29 day itineraries? They will exit the plane onto red carpet, be escorted to a fleet of luxury cars and then transported to only Michelin rated hotels where they will embark on a whole other ground based level of service and options; a pampered level of service that Crystal Cruises has long been famous for!

**Ok so with a recap of what Crystal Air's new B-777 is all about, let's find out when this beautiful new aircraft will roll out into the sun at Greenpoint Technologies, where it's currently crossing its midpoint in the completion process. For this we went to Ms. Annika Wicklund, Greenpoint's Design Director and Justin Morigeau, Greenpoint's Program Manager and posed a series of questions.**

#### JETMODA

The renderings you produced for CDR and that were published in our last issue are spectacular to be sure. It "reads" like a true private VIP aircraft but of course it is a commercially operated AC governed (regulatory wise) by different statutes and restrictions. Can you tell us about some of these challenges and how you overcame them?

#### JUSTIN MORIGEAU

Yes, it is very indicative of the Greenpoint design and style. One of the most significant challenges was the flammability of materials and the requirements for commercial operations. There are several different regulatory flammability requirements that commercial operators have to adhere to in comparison to VVIP operators. We carefully selected materials, conducted extensive testing, and validated all regulatory requirements were satisfied. The challenge was ensuring the materials selected have the VVIP elegance reflective of Crystal's brand.

#### ANNIKA WICKLUND

Thank you, yes, we are thrilled to see the finished product! As far as challenges, they were most specific to flammability requirements. Through research and many risk assessment tests, we discovered the right build-ups and treatments to ensure the product looks luxurious and performs successfully. At the end of the day, we selected a palette of quilted leathers, soft mohairs, plush carpet and a mix of reflective, shimmer materials and stain resistant whites. Our team understands the heightened regulations and worked through the constraints with innovative solutions.

#### JETMODA

The exterior of this aircraft (and presumably the ones to follow) is particularly beautiful to me and my partners here at JetModa. It is refreshingly devoid of busy striping, designs and colors that seem to be the benchmark for most aircraft these days. Even the branding seems rather understated. Can you tell us how this paint scheme evolved and if the scheme will in fact carry through to other Crystal Air assets?

## JUSTIN MORIGEAU

The livery reflects the Crystal Branding presented on their cruise ships, yachts and riverboats. The livery was developed in close partnership with the Crystal team, and many versions were produced. As simple as the livery appears, it was only after several in-depth reviews that the final design was selected representing Crystal's elite branding.

## JETMODA

*Ms. Wicklund, when you first sat down with Crystal's executive team to discuss the project, what sort of conversation was that? I mean did they roll out a set of written requirements but then more or less let your design team come up with a style and feel for the aircraft - or was the design criteria more customer driven from the get go?*

## ANNIKA WICKLUND

Crystal provided their vision through face-to-face meetings, verbal descriptions and referencing concepts of their latest ships. The Greenpoint Design Team used their inspiration to create various deck plans and design schemes for their review. We teamed closely with Crystal throughout the process, seeking numerous opportunities to vet the aesthetics, functionality and maintainability of the aircraft. The strategy has been to embed Crystal's excellence into the interior design of the aircraft, and every detail has been evaluated to fit the luxury brand.

## JETMODA

*As our title suggest, you are more or less passing 'midpoint' in the completion. Can you tell us specifically what milestones have occurred thus far and are unfolding currently. As an example, have you had any first article inspections with the Crystal to date?*

## JUSTIN MORIGEAU

We are well past midpoint on the program, a testament to an amazing team and Customer! We are approximately 67% complete on the modification of the airplane, and many interior monuments, panels, ceiling, etc are starting to flow into the aircraft. We have held numerous First Article Inspections across the globe to reach this point in the program. Most notably the Crystal Class Seats, Bar and Lounge Monuments, and the new, luxurious Lavatories. Over the next two months, we will reach what we call "Cabin Complete", which will allow us to move into the testing and certification aspects of the program. The finish line is fast approaching!

## ANNIKA WICKLUND

At this point, design, engineering and nearly all manufacturing is complete. We even conducted a "test" sleep over at the seating facility to ensure guests experience the utmost comfortable during flight. The quality is outstanding and the interior is about to unfold. As the interior comes together, testing will begin and continue through June. Flammability testing is 100% with 364 passing samples out of 364 material build-ups. A testament of our team's excellence.

## JETMODA

*Mr. Ziskind has told us there will be an on-board chef for every flight leg of all itineraries. As he explains, passengers will be able to eat whenever they like and ask the chef to prepare whatever they like (within reason of course). This will be quite a customer experience for sure. How were you able to create a galley space that supports this kind of in-flight culinary operation? Were there unexpected challenges in this?*

## JUSTIN MORIGEAU

The on-board Chef is an extension of Crystal's high caliber, world-class service. The dining service will be accomplished by two large galley areas onboard the aircraft. The original aircraft configuration accommodated four classes, serving 362 passengers. With only 88 passengers onboard, the newly refurbished galleys will provide ample storage and prep space for the Chef. For example, one requirement from Crystal was to include a Wine Cellar in the sky. While we explored all avenues, including access to the lower deck for storage, we concluded on a beautiful compartment filled with crystal glass storage, wine racks and a chiller. It will host an assortment of wine pairings to complement the 3-star Michelin meals. Additionally, the incorporation of a new onboard convection microwave, espresso maker, and refurbished steam ovens will provide the Crystal Guests an amazing dinner experience at 37,000 feet.



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## JETMODA

The ceilings in many of the spaces - especially the main dining room look rather complex for an aircraft, even a wide body. Can you tell us if these rather "architectural" ceiling designs posed any particular challenges - perhaps from a weight standpoint?

## ANNIKA WICKLUND

Our goal was for the main dining room to feel open and majestic. The custom coved ceiling design draws attention and contributes to the spacious environment while offering a creative solution for decompression constraints. In the main cabin, center overhead bins have been removed and the ceilings elevated creating a spacious, welcoming room.

## JETMODA

In your personal opinion Ms. Wicklund, what are you most excited about on this aircraft? What I mean to say is; are there specific customer experiences that this aircraft's design and functionality will offer to Crystal's customers; things you feel are groundbreaking or are particularly proud of?

## ANNIKA WICKLUND

I love the refined, residential feel achieved within such a large Boeing 777 wide-body airplane. Guests will have the comfort and stability of a wide-body, with the personal space and intimate feel of a boutique hotel. The interior offers ample space for guests to meander, socialize, dine and relax. For example, the focal Lounge and full service Skye Bar, with a custom wine display and accent colored LED lighting, is a feature unheard of in this industry. Additionally, all lavatories have been customized from commercial to luxurious, residential and modern, with grey oak cabinetry, large lit mirrors and premium fittings.

## JETMODA

Lastly, I think our readers would enjoy knowing what you feel are the triple seven's biggest assets (as opposed to other airframes you have worked on) and why you believe it is particularly well suited to Crystal's mission objectives.

## JUSTIN MORIGEAU

The Boeing 777-200LR is an amazing aircraft, and an industry leader in range and comfort. The wide airframe provides ample space for the forward Bar and Lounge area, and the staggered 2x2x2 Crystal Class seating configuration. Compared to other aircraft, the 777's long range makes it possible for Crystal's passengers to voyage fluently to the exotic destinations planned. The comfort, safety and flexibility of the 777 is robust and preferred by many. From an interior completion standpoint, it is a great airframe to modify. Operationally, it is an efficient aircraft to operate and easy to maintain in first-class condition. The impressive 777 complements the Crystal Esprit, Crystal Serenity, and Crystal Riverboats.

We thank Ms. Wicklund and Mr. Morigeau for their time in conducting this interview. It will no doubt beckon those with a taste for exotic journeys as well as showcasing Crystal's wide-body flagship; the amazing aircraft that will soon roll out and take to the skies in forging such journeys!

I guess the only thing left to touch on now is that "well kept secret" that has remained under careful wraps until my recent visit with Mr. Ziskind and Mr. Paul Garcia (Director Global Public Relations). I'm speaking of course about the aircraft's inaugural itinerary and those that will follow in its first year of operation. There has been much speculation about this in recent months but we at JetModa are delighted to be among the first to publish these truly amazing itineraries.

Crystal Sea / Crystal Air's success over the past 12 years will no doubt translate to this latest addition to its global range of assets - both on the seas and in the air. The Boeing 777 was at its roll out, a very advanced aircraft in terms of passenger environment and it remains an ideal platform for the mission that Crystal has set out.

This is the second in a three-part JetModa series of articles on this project. Our final feature will cover the roll out celebration, a first look at her actual interior cabins and of course, the inaugural flight. The excitement builds!

For more on Crystal Air, visit: [crystalcruises.com/aircruises](http://crystalcruises.com/aircruises)

### August 31, 2017: The Peninsula Grand Inaugural Crystal AirCruise

(Round-trip New York, 27 days) - Visiting New York, Chicago, Los Angeles; Tokyo, Japan; Beijing, Shanghai, and Hong Kong, China; Manila, Philippines; Bangkok, Thailand; and Paris, France

### October 21, 2017: Around the World: Iconic Sites & Legendary Locales

(Round-trip Los Angeles, 29 days) - Visiting Los Angeles; Lima, Peru; Easter Island, Polynesia; Uluru (Ayers Rock), Australia; Ho Chi Minh City, Vietnam; Lhasa, Tibet; Jaipur, India; Mauritius, East Africa; Victoria Falls, Zambia; and Prague, Czech Republic

### June 1, 2018: Savoring the Winelands

(Round-trip San Francisco, 16 days) - Visiting San Francisco; Santiago, Chile; Mendoza, Argentina; Cape Town, South Africa; Tuscany, Italy; Bordeaux and Champagne/Paris, France

### June 24, 2018: Sacred Sites, Seashells & Safaris

(Round-trip New York City, 22 days) - Visiting New York City; Tokyo, Japan; Yangon, Myanmar; Gan Island, Maldives; Agra, India; Victoria Falls, Zambia; Cape Town, South Africa; and Vienna, Austria

### September 8, 2018: Exotic Adventures

(Round-trip New York City, 22 days) - Visiting New York City; Lima, Peru; Easter Island, Polynesia; Cairns, Australia; Siem Reap, Cambodia; Lhasa, China; Agra, India; Cape Town, South Africa; and Abu Dhabi, UAE

### October 13, 2018: South Pacific Explorer

(Round-trip Los Angeles, 15 days) - Visiting Los Angeles, Easter Island, Polynesia; Bali, Indonesia; Cairns, Australia; Queenstown, New Zealand; and Bora Bora, French Polynesia



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