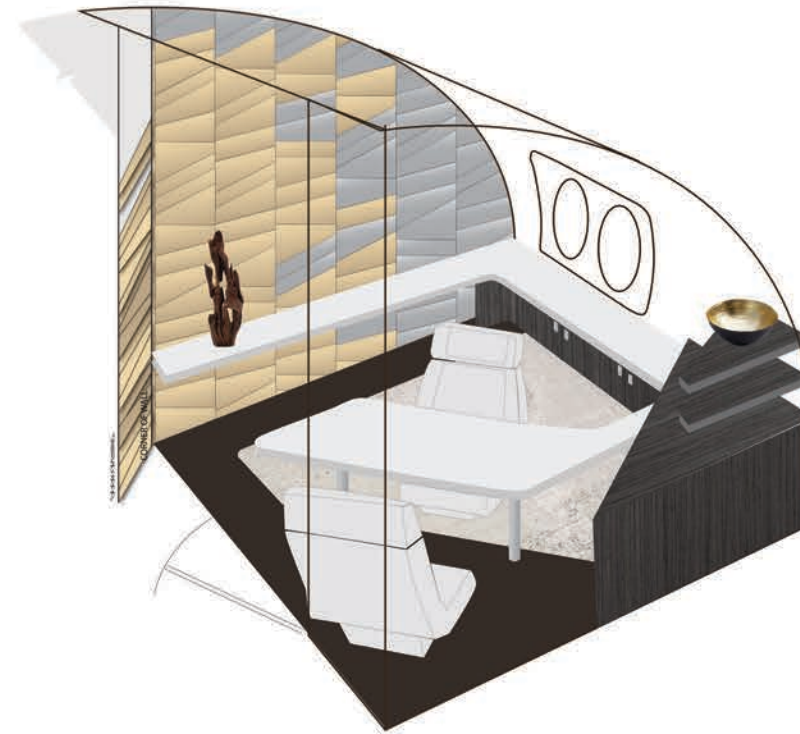


FIFTY SHEAS DES BORNEEDOM OR

THE FINE ART OF BREAKING THE STALE AND FINDING THE FRESH!

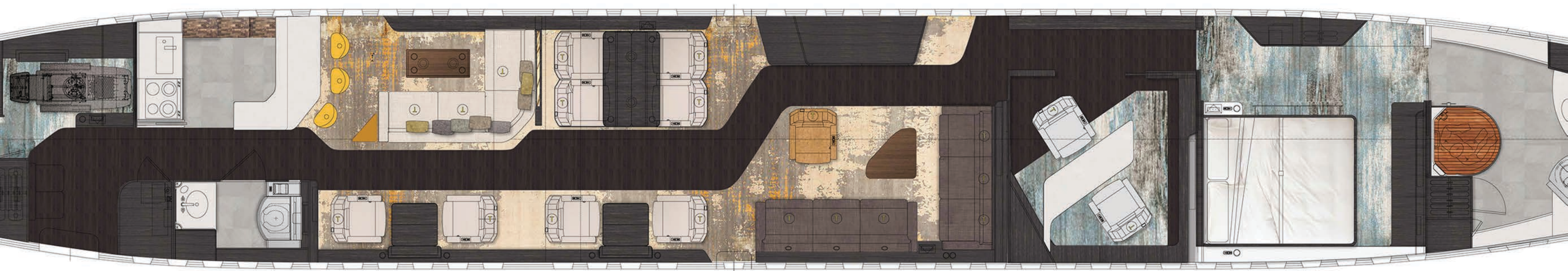


If you're in the industry, you already know. If not, Google Jet Interiors, then hit 'images'. You get the feeling somebody forgot to adjust the saturation before it was published. Here's a little fun fact: In the late 90s, the Crayola company decided to announce a dedicated palette of colors for kids interested in aerospace interiors. However (and for whatever reasons) it was reduced to a single crayon color: Greige. This tragic and irresponsible move by Crayola clearly had a profound impact on modern aircraft interior professionals. Ok I made all that up...and maybe I'm poking a little fun. But after almost three decades of greige, let's have just a little more fun with it, shall we? I mean, what unbridled excitement it must be to outfit your \$ 65 ML jet with a "sophisticated" monochromatic palette of earth tones; those insipid color choices with alluring names like...Desert Sand, Burnt Bisque, Blached Almond, Navajo Beige....and; OK I'll stop. The truth is it's really not so much about stale palettes as it is way overused and outdated materials. Today's buyers don't want to see the same traditional materials and usages in their interiors as that of the last decade or the one before that. On what stone was it inscribed that carpets have to cover every square inch of the floor, or that bulkheads have to be veneer, or that valance panels be clad in ultrasuede!? As counterintuitive as it is, business aviation is one of the most conservative industries out there. Why? Because no one wants to buck the complex system of engineering and certification; that is the process of certifying new materials. As one engineer friend of mine put it..."hey when ya finally get a set of materials past the DERs, ya stay with em". Not many industry professionals are so candid but truth is, the statement accurately sums up the last couple of decades when it comes to trying new materials. It's such an arduous task that the OEMs and unfortunately many times, even designers just don't bother.

There's nothing worse than a record that's been on the turntable too long!! As designers, none of us want to propose something that's going to draw laughter (or worse yet, that furrowed brow of disdain from the engineers), the one that let's you know you're about to be shown the door! But ya know what, a big part of our job as designers is to also bring our client's "freshness" always! New materials and usages like leather tiles on floors or dados, heated stone floors, perforated woven metallics, composite materials on trim panels and a whole host of new materials that we see in our homes but that never ever seem to make it into the far more expensive environs of jet cabins; where we would most expect to see it. We have a whole new generation of buyers; customers that want more than beige, and more than the stale over played combo of "leather, carpet, veneer"! Today's owners want to mimic the levels of design, materials and palette in their homes and the spaces they work in. And regardless the engineering and cert hurdles it requires, it's our responsibility to bring it to them.

How many times can you "play it safe" just because you're afraid to push the envelope or take a chance? Client's don't merely hire us to design their interiors but to bring them freshness and offer new possibilities. And at what point did word's like monochromatic and sophisticated get inexorably joined at the hip!?!? There are limitless ways of creating sophisticated interiors that (OMG!) actually have real color. Managing hue and saturation of the color palette within the unique confines of an airborne cabin does indeed require a deft sensitivity; knowing where, in what proportions etc. But in the same way a great jazz musician isn't afraid to invent a new riff by holding a B-flat beyond its accepted range, we as designers need to offer our customers new approaches to creating sophisticated interiors; ones that will grow their own purview and expand their aesthetic sensibilities into areas of newfound delight! It's not about splashing primary colors around a cabin. We all know neutral palettes are the place to start in most AC cabins and the smaller the cabin, the more it's true. But this article is all about the trend of supporting neutral palettes with subtle (and sometimes bold) infusions of color and then further refreshing the senses with bold new materials in unexpected places.

Trust me, all customers are looking for this on one level or another - no matter what they might tell you on the frontend. The only question is; how far above the beige basement of safety and materials familiarity are you willing to go in elevating your customer's satisfaction?



In this piece we're going to look at a top designer that can't even spell "safe" let alone reside there - along with the leather, carpet & textile suppliers that drive the world of aviation soft-goods. Change is afoot and we're going to examine some of the reasons why VVIP and Business Jet interiors are heading in a new direction - one where the doorman's gonna send ya to the back of the line unless you're willing to show him a little freshness! We decided to use "real" materials here for this Moda jet project - these are actually all certifiable, but are brand new, fresh, not well-known yet - and have style influences from the yachting industry and hospitality design that previously could not be done - but now can pass regulatory requirements - even though they appear quite progressive.

In order to showcase this piece and help highlight this new and evolving trend toward fresher, more colorful palettes and emerging materials, we invited two of the industry's most well-known and respected figures on the front end of today's most exciting projects; Ms. Cheryl Pelly (Cheryl Pelly Design / Thousand Oaks, CA) and Mr. JP Magnano (3D Visualization / Miami).

Cheryl Pelly has worked and consulted with BMW Group DesignworksUSA for over 20 years on luxury interior design projects including designing the BMW Flight Services' G550, Dassault 7X, Dassault 7X CMF Concept, Pilatus PC-24 and PC-12, BJets-Gulfstream, Hawker, and the Citation, Embraer Phenom 100 and 300, Piper Jet, and even the sporty Mooney. Cheryl has worked on the award-winning and brand new Hawaiian Airlines First Class Cabin, as well as several commercial projects to be released in late 2017. Cheryl is the owner and principal of Cheryl Pelly Design, an aviation Color, Material and Finish specialty shop.

JP Magnano and his talented staff of 3D digital artists are inarguably the most sought-after visualization studio in private aviation - globally. 3D Viz has handled more BBJ projects (by far) than any other studio and their work is widely recognized as the top independent rendering studio practicing in the VIP aviation space. 3D Viz's list of clients and aircraft types are too numerous to list here but include among others; Boeing, Airbus, Embraer, Falcon Dassault, Gulfstream, Cessna and Bombardier. JP Magnano is the founder and director of 3D Viz and is a leader in the shaping of trends within the industry.

Mr. Magnano and Ms. Pelly's overwhelming donation of time and effort on this piece go way beyond simply wanting a little ink in a magazine. These two individuals and their staffs donated inordinate amounts of time in the creation and visualization of this mock-project and in doing so have provided a high level of editorial content, rarely seen in industry publications. JetModa wishes to extend its earnest thanks to Mr Magnano and Ms. Pelly for affording this opportunity and continuing to place themselves as leaders and innovators in our industry.

Other direct contributors we sincerely wish to thank are: BMW Group Designworks USA, The Scott Group Studio, Studioart (Italy), F-List, Aeristo, Edelman, Donghia, 3-Form, Air-Craftglass and Southland Stone. Each of these firms donated both time and material samples as well as collaborative interface with Ms. Pelly.

Ms. Pelly's vision was to create an 'end to end' mock project for us using a BBJ (Boeing Business Jet) as her platform. During this two month-long creative process, we conducted a series of interviews with both Pelly and Magnano, as the project evolved.

We will begin with Ms. Pelly as she speaks very frankly about where the industry has been, why it's changing directions and what the drivers are. She also takes us through her design approach & philosophy as well as the practical aspects of developing a customer design package that embraces this departure from the norm - and the fresh infusion of color and new materials.

In order to make the mock project REAL in all its aspects (other than the fact there was no customer), Ms. Pelly reached out to her suppliers - both the ones with whom she has had longstanding relationships and new companies that are on the cutting edge of new cabin certified materials.

In our first sit down with Ms. Pelly, she opens up about the trends now starting to forge new directions in Jet Interiors and within that framework, address several specific drivers that influence what customers want, how they are developed by designers and what broader influence they will ultimately have on the industry at large. Here's what she had to say...

INTERIORS ARE EVOLVING RAPIDLY, FINALLY!



Design: Pelly Design / Thousand Oaks, CA | 3D Rendering: 3D Visualization / Miami

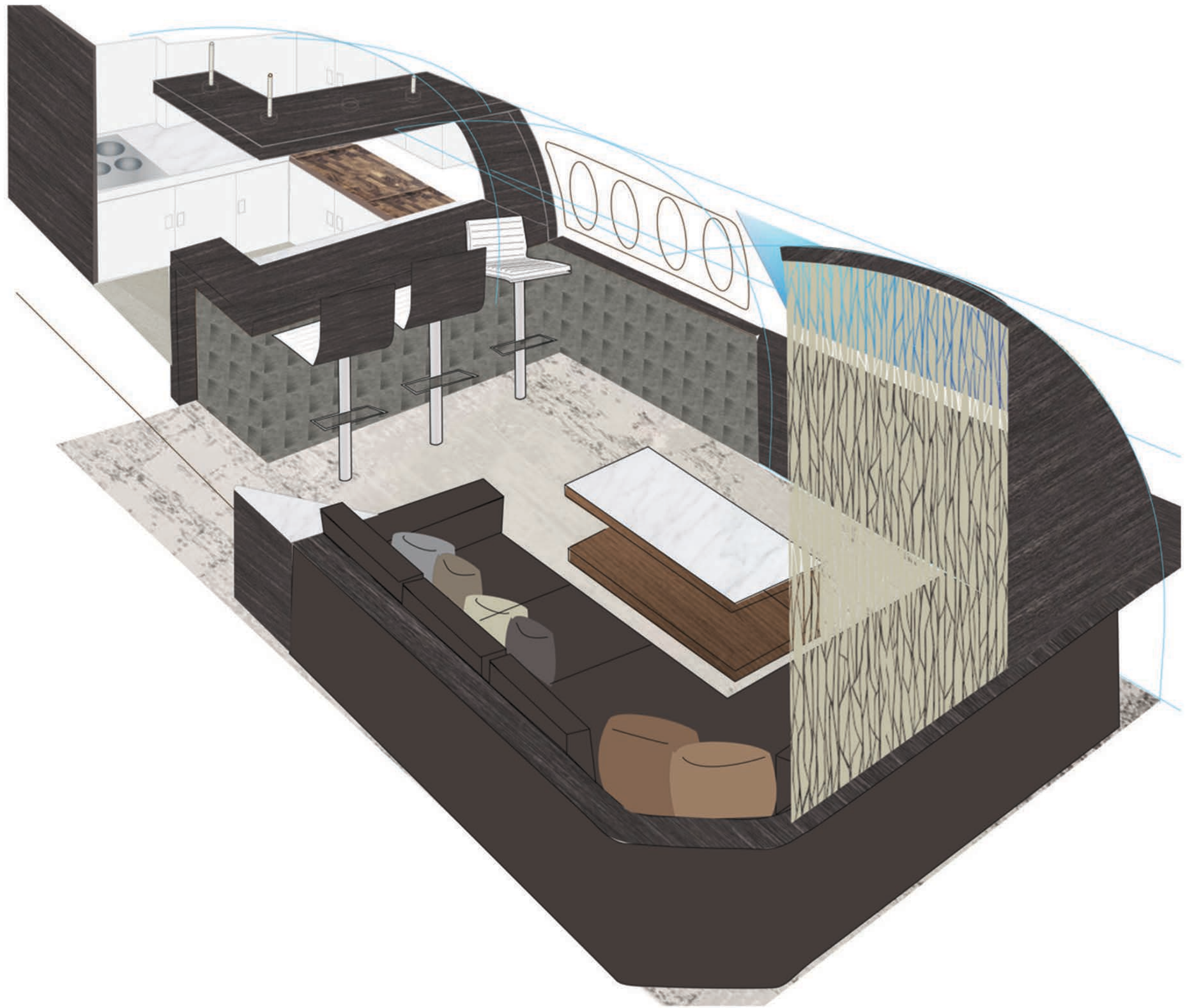
"The "Casual Cabin" is taking flight - the understated luxury environment with open communal cabin layouts. This will be an important trend."

"Cabin interiors have evolved from choosing a seat, layout and handful of colors from the standard suppliers. New technology combined with the desire to have a post-80's interior design are pushing designers and suppliers to develop human-centric luxuries that VIP fliers expect - just as they expect in their homes and cars."

"FAA approved materials now include heated wood and leather floors, thin marble, as well as engraved and object embedded glass and mirrors. Other luxuries include massaging, air-conditioned, and heated seats. Software applications are now available to control creature comforts and digital entertainment fresh out of the Consumer

"With spectacular product design innovations such as FAA approved skylights and panoramic windows, some standard elements will always remain on the necessity list in the VIP jet including carpets, textiles, upholstery and the overall micro design of the passenger experience."

"In a well-designed interior, materials are applied to fresh, seamless, modern and contemporary surfaces. Sometimes shapes themselves make the design statement. In that case textures remain subtle - but if a simple surface needs to be finished in an area that will see 11 hours of passenger interaction, for example, special attention is warranted."



"A recent request from Dassault for a Falcon 7X interior CMF concept included a special request: "Give us four new materials." Examining materials from the automotive, residential and hospitality markets produced four "Themed Concept Boxes." These were created with multiple materials that were intended to inspire a design direction. The boxes were entitled Business, Technology, Spa and Natural. This concept box idea sparked the idea for showcasing leather floors, removable suede seat covers, thick radiant polycarbonate inserts for countertop and table inserts, and countertops, horizontal grained matte finish veneer furniture and bulkheads, and uniquely woven leather sidewall details."

"Reaching out to non-aviation textile showrooms like the Pacific Design Center in West Hollywood, California, is a smart way to begin any innovative aviation CMF project. Going in with an idea but letting something catch your eye and developing a few color ways from there can produce magic. Knowing the "impossibles" in advance while giving new textiles a chance is a critical step and a key to innovating away from "been there done that." This extra effort ensures each client that you reached out and found something special for them. There will always need to be testing, but innovation always takes extra effort and the result can be rewarding for all."

"Many times there are directives given that begin with "Just Pick From What's Available and Ready to Go." Hey - yes, I would love to - but the reality is, that really, everything is "Custom" in a in an aircraft anyway, so why not go the extra mile. Yes, there will always be pieces that are usually the Go-To material/finishes, but why not try for something that is just a little "More?"

Natural is still premium!

"While fantastic textiles are becoming a reality with technology-embedded fibers that can tell your temperature, heart rate and change your environment accordingly, natural fibers today still convey "Premium." Available in stunning colors, naturally soft, luxurious, elegant, non-toxic and renewable, silks are still the most desirable materials you can very easily specify in aircraft. Scott Group carpets are experts in weaving silk into wool to deliver a premium product that feels and looks fantastic."

Looking across different industries for inspiration and trends.

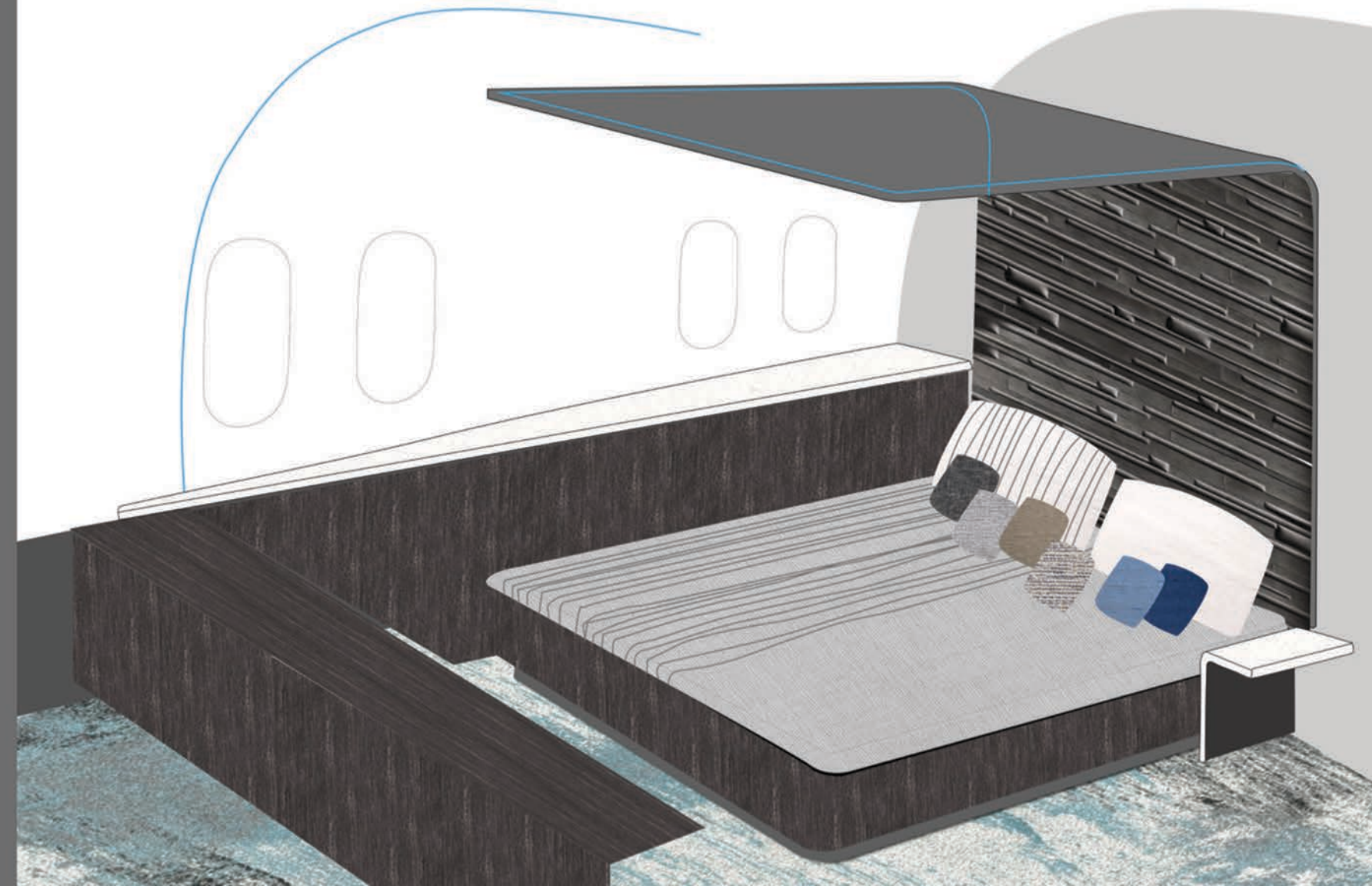
"Looking to other industries for possible aviation material sources and inspiration is a privilege. The automotive industry brings lasered micro-textures, veneers, metal-crafting and non-wovens to the table; furniture fairs bring wow! ideas to the forefront; fashion trends bring spirit, new lines, color directions, bravery and style to the plate and new architectural materials and geometry bring real inspirational design directions and materials that are fire-rated and drive the development of approved materials."

"When considering home interior trends for aviation, such as quilting or padded wall tile effects, bear in mind that the product from these regular suppliers may not be FAA approved, but can often be replicated in FAA approved foam and stitching. Porous materials represent a special challenge but the experienced designer can often find ways to obtain approved versions of these as well."

Looking forward...

"Creating living comfort, to really use and enjoy-casual"

"An emerging design direction is one of aircraft being less a method of transportation and meeting vessel, and more of a home away from home. Design innovators imagine trends that turn the galleys into a gourmet kitchens sheathed in professional kitchen finishes, authentic materials, and living environments with softer textiles, elegant palettes and home comfort amenities."





"The VIP jet can be a place that makes you feel comfortable - a place where you WANT to be rather than HAVE to be."

Average jet passenger count

It has always stuck in my mind that the REAL average passenger count for a private aircraft (G550) has been 3-4. Aircraft are advertised with passenger capacity as a selling point, but rarely are these seats used - and with that in mind could an aircraft be configured better to accompany the smaller number of guests more comfortably; more elegantly, with more space, a more casual environment, and greater choices in space layout?

Age of customer, taste and trends

"It has always stuck in my mind that the REAL average passenger count for a private aircraft (G550) has been 3-4. Aircraft are advertised with passenger capacity as a selling point, but rarely are these seats used - and with that in mind could an aircraft be configured better to accompany the smaller number of guests more comfortably; more elegantly, with more space, a more casual environment, and greater choices in space layout."

"In 2007 things changed. After the big five auto companies flew into Washington to ask for bail-out money it was suddenly "In poor taste" to travel in a business jet. The 2007 Recession stopped the business traveler for a good, long time - but in 2017 younger executives are moving up and into the world of business aircraft and Very Light Jets are more financially accessible. They are more aware of the latest trends and design in luxury vehicles and their homes. It isn't surprising that expectations for materials and technology are high and carry over into what would be called "risk-taking" when compared with existing aviation interior styles."

Re-imagining gold

"Often I am inspired by a fresh interior in a home or public space, and wonder how could that be translated into an aircraft cabin? If you were to ask me - what is your latest forecast? I would have to say - GOLD IN A MODERN WAY. Can it be revived in a contemporary and modern way? Yes, gold can be polarizing - many jokes have been made. People love it or leave it."

But as all things, trends do come back around - and inspiration can come from many sources. DIY Gold leafing is making its way into the Pinterest pinboards like madness, and people are gold leafing anything that stands still long enough - including placing it on what is for dinner!"

"What does timelessness mean exactly? Plain white? No decoration? Gray? To me it is the essence of using the simpler, yet expressive, lines that work in harmony with the environment (nature is timeless) and use those proportions to drive the look and feel an interior. These interiors may not change for 5-10 years, if ever. And always near the top of the purchasers mind: "What is Best for Resale."

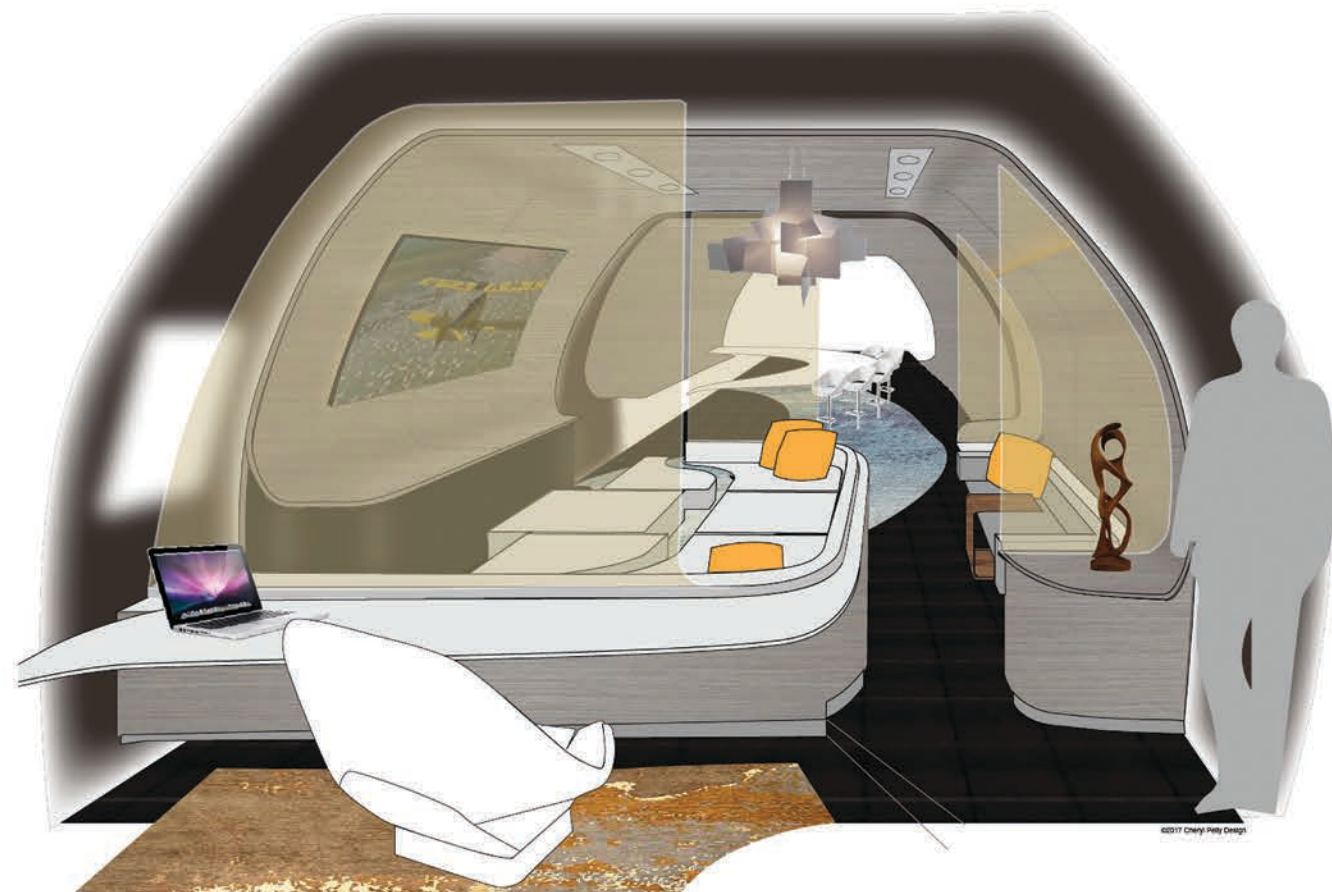
When less is more and more is more

"Back to the Gold, I love this example because it really inspires passion! So if something is going to be used - it may be counterintuitive to say - hey - if you are afraid of it - MAKE A WHOLE WALL OF IT. It may be better to really apply the concept seamlessly as a whole rather than just apply it here and there halfheartedly. It goes back to "What is color?" - and "how shall we use it?"

Good design has to be functional

"Open any magazine and often the first page of an interior will be a set of couches, a couple of chairs and a short coffee table placed in the center far away from any useful distance. While this is open and spacious and subconsciously EXPECTED, it really is not functional. Designers often see most VIP jets in a max-capacity layout with everything centered around a formal dining room table, conference table, or the like. Don't you find it true that powerful decisions are often made with just two people discussing things face-to-face?"

"The JetModa concept for this article uses an informal café layout to emphasize a gathering of deal-makers rather than a large conference of analysts and bureaucrats."



Apps and the passenger experience

"While working at BMW Group DesignworksUSA, I very clearly remember the "C Suites" coming to the California design studio to see the new concept vehicles. Much discussion had occurred around "Americans insisting on the need for cup holders." Munich could not believe that anyone would drink coffee while driving - it just was not done anywhere in Germany, so we took our colleagues on a field trip and ordered lunch through the window at "In & Out" hamburgers. They discovered a) not only are drive-throughs wildly popular b) not only do you need a coffee holder, but you need a 'Super-Size' drink holder, and c) you also need a hamburger holder!"

"Many user needs today have transitioned from hamburger holders into digital environments. There are apps for everything in your life. Aviation is no exception. I predict a greater integration of the cabin control apps and the physical cabin environment to blend with user preferences, "Less formality and more function." Understated luxury will be the norm with passengers who will want spaces that are personal, warm and authentic, whether for business colleagues, friends or family. All the while innovative aviation CMF design will cater to the senses and ergonomics in an open and communal layout to work, write, eat/snack, sleep, and enjoy the journey more than ever."

JetModa's second interview with Ms. Pelly was conducted at the midpoint of her development of the project. Here she chronicles the process of bringing in the suppliers and building the concept. Again she breaks it down into several topics; drivers that influence and govern both the process and the outcome.

A Meaningful Concept

Is a 'flying home' as a method of transportation really what people want, or should transportation just be about the 'transport aspect'? Or can it be something that is more a home-feeling-like-space that flies and takes you somewhere else - akin to a time machine, rather than transportation machine. Can it be both?

This is the premise of the concept BBJ Jet "Equinox." It is a fresh idea based upon the transition of time - the perfect 50% - 50% when the seasons change - winter to summer, or from home to the office, and back again. Equinox is a perfect balance of Business and Pleasure. It brings the comforts of home into the BBJ, it becomes less of a transportation machine, but a flying home. The comforts you expect from your home - and how you live, become the "Customer Experience" here - an Open kitchen (Galley?) to a sunken living room, bistro seating, casual dining, and entertainment based on an informal and intimate environment.

"Before you say, no way - a sunken living room!? Can't be done, think about it as "Could it be done?" Even if 2" down - as they do in the VLJ's center isles? A little can go a long way. Could the bistros be a more casual fare rather than a stuffy formal dining experience? Yes, probably. But what about resale? Well, most of the BBJ's are built to the customers specifications, so really, it is all about YOU here. Your jet, your home, your experience, your guests, your style."

Embracing Gold again. Really.

"It is true, Gold is polarizing, love it or hate it. Make fun of it, or demand it. Looking at trends, Gold is enjoying a reemergence in the modern furnishing environment. It is more about HOW it is used rather than IF it is used. The beauty of materials is that a "Color" is really a result of the material it is on, the surface reflectivity, the texture, translucency, the amount, the tone and shape, and location of use. That is a lot of factors to consider."

"This concept BBJ is a 50-50 balance of opposing elements - blue is the cool complementary color (opposites that attract), to the warmth of gold. So cool tones are used in this jet to complement the golds - all are balanced in a neutral base palette of rich espresso browns and modern warm grays. The neutrals balance out the bright colors and give them a place to reside comfortably and shine in their own brilliance. Bright colors should be the diamond in the ring setting, the accent that is allowed to shine. The neutral tones should support the primary accent color - and the materials that they reside on - textures should raise the effect of the color to new heights with the sophistication of richness and depth."

"Commercial airlines continue to boast of extraordinary service before boarding, and during flight, alongside Michelin starred meals and premium branded amenities in First and Business class, it is about how many accoutrements can be offered in the 'apartments.' In contrast, the main benefit of the business jet is complete privacy, choice of destinations and time efficiency - some say - there is better service on a commercial airline, but a business jet can be all about YOU and your guests. This private ownership allows more personalization of the interiors to specific tastes and does not have to appeal to the 'masses.' So if your car has an interior in saddle brown and anthracite, your home has rich walnut woods and stone countertops, your jet could complete YOUR brand with color, material and finishes that complement your design tastes and lifestyle."

"The Equinox concept jet is an example of an environment designed to be about confidence in yourself - your accomplishments and the luxury of unused space in flight and the precious resource of time. It is a balance of work and life." Padded leather wall tiles are making an appearance here (with padding and without) - using micro-bladed textural cutting techniques, this is something we are excited about, as the marine market has enjoyed these premium details for years. 3-D sculpted carpets are an emerging trend and we expect to see more of this as the technology becomes more prevalent and increasingly optimized. All of these interesting material developments things would not have been possible just a few years ago - they are here now - and we hope you enjoy the visual journey here at JetModa Magazine.

As you can see, 50 Shades of Boredom isn't really about boredom at all, but how a handful of industry leaders like Pelly, Magnano, BMW Designworks USA, Scott Group Studio, Studioart (Italy), F-List, Aeristo, Edelman, Donghia, 3-Form, Design Tex, Air-Craftglass and Southland Stone are dedicated to saying goodbye to the "age of greige" and ushering in an age of innovation for the creation and execution of modern jet interior cabins.

For us at JetModa, we say..."bring it!"

