

Aircraft *interiors* INTERNATIONAL



2018 SHOWCASE



20th
ANNIVERSARY
showcase

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Design showcase



060

TEAGUE



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PRIESTMANGOODE



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FACTORYDESIGN



072

ACUMEN



076

TANGERINE



080

JPA DESIGN



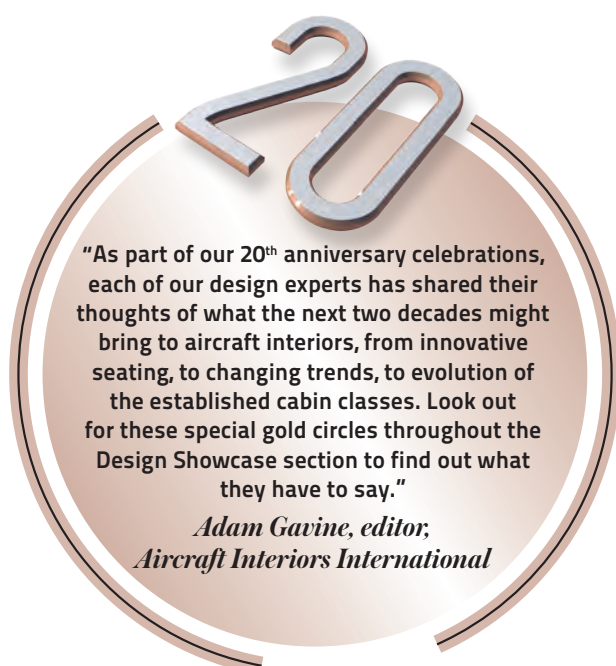
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DESIGN Q



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AIM ALTITUDE



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ALMADESIGN



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JACOB INNOVATIONS

FLYING THE FLAG

Almadesign blends national heritage, locally sourced materials and the latest global technologies to make TAP Portugal a flag carrier a nation can be proud of – and enjoy flying with

Creativity and progress are key to the work of Almadesign, a Lisbon-based design consultancy that has been driving innovation through design for the last 20 years. Using design as a tool to bring people, skills and capabilities together, Almadesign has built a wide network of partners and collaborative innovation projects for its aviation work, as shown in its projects for Portuguese flagship carrier TAP.

Portugal has emerged from the debt crisis of 2010-2014 as a stronger, healthier, growing economy. After this crisis, and following the success of its LIFE project (which won a Crystal Cabin Award in 2012), Almadesign was approached by Portuguese flag carrier TAP to rebrand the cabins of its medium- and long-haul fleet.

TAP Portugal – Europe's leading airline to South America and Africa – saw the updating of its fleet with the A330neo as an opportunity to provide a brand new cabin interior image, as well as to improve the experience on its existing A319, A320 and A330 family. In addition to the new aircraft, the narrow-body and wide-body fleet retrofit projects were part of TAP's global drive to become a modern, efficient and competitive flagship airline: a metaphor for the new Portugal.

The cabin interiors were developed by Almadesign, together with TAP, Airbus and seat manufacturers Recaro and Thompson Aero Seating. The five worked together to define a new cabin interior brand identity that would communicate both the vibrancy of today's Portugal and its centuries-old



The Almadesign design studio in Portugal is also celebrating its 20th anniversary in 2017

traditions and culture, aligning TAP's heritage with the contemporary experience.

To give the project a global character, and in recognition of the airline's responsibilities to its clients, all relevant stakeholders were involved in the design process, right from the beginning. Together, they came up with directives for the future positioning of TAP and for the way they would be translated into design information, across all new cabin design and retrofit projects.

The work began with the sharing of information with all parties, from the OEM, to the seat manufacturers, monuments manufacturers, textile and cabin linings producers, including the definitions of lighting, colors, materials and finishes. The design work was based on the options made available by Airbus, but it also introduced new elements, such as the incorporation of local suppliers for the seat covers, and the use of natural leather.

Lisbon's airport hub is a key gateway from Europe to the world. To compete with the low-cost carriers in the short- and medium-haul market, the team developed a flexible A320 cabin layout with three clearly distinguished classes – business,

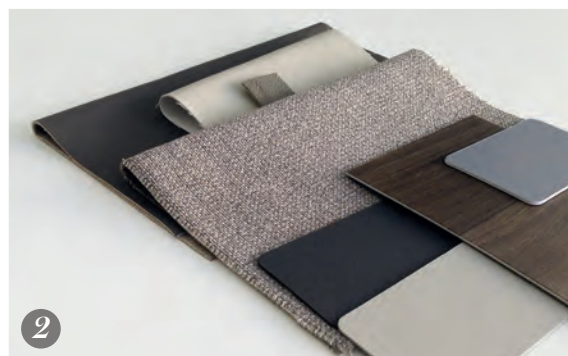
economy plus and economy. The designers worked with the airline to define the brand values of the company, to create a suitable new interiors identity and an improved passenger experience. With these key drivers in mind, the design team proposed a sophisticated global look while maintaining the values of Portugal's local heritage, to create a fashionable yet timeless cabin interior that highlights the differentiation between the classes.

A more efficient LOPA includes 12 additional seats on the A320/A319, and 16 more on the A321, allowing the aircraft to carry more passengers while offering increased personal space and comfort, thanks to the optimized layout and the lightweight seats, simultaneously reducing fuel consumption and thus making the fleet more efficient.

The seat configuration in economy class – developed with Recaro – increases leg space and provides comfort in a high-density seating cabin, improving the overall airline operation.

The slimline lightweight economy seats have a 28in pitch, offering good comfort levels and optimized ergonomics.

In business class and economy plus, the seats combine passenger comfort and



“THE DESIGNERS WORKED WITH THE AIRLINE TO DEFINE THE BRAND VALUES OF THE COMPANY”

1. THE BUSINESS CLASS WAS DEVELOPED WITH THOMPSON AERO SEATING

2+3. A NEUTRAL MAIN PALETTE ALLOWS TAP TO CHANGE THE SOFT PRODUCT FOR REGULAR CHANGES IN CABIN APPEARANCE





"Cabin interiors in the future will be influenced by the search for greater efficiencies – environmental, energetic and operational – and the need to design products and technologies increasingly focused on the passenger experience."

***José Rui Marcelino,
CEO and design manager,
Almadesign***

4. VIVID GREENS AND REDS IN THE COLOR PALETTE ENLIVEN THE ECONOMY CLASS CABIN

5. THE MOOD BOARD FOR THE PROJECT INCLUDED MANY ELEMENTS OF PORTUGUESE CULTURE

lightweight design with connectivity solutions. Economy plus has a 33in pitch, a 4in recline, and additional features such as an in-seat power supply, tablet holder, moveable headrest and a cocktail table.

For short-haul routes, a warm color palette of gray shades highlighted with a modern and fresh lime green and distinctive red details was combined in the cabin materials and finishes. These colors reflect both the TAP Portugal brand colors and its national colors, inspired by Portugal's unique landscapes and traditional products such as port wine, olive oil and ceramic tiles. The colored sparkling stitching details, the brand tag and the divider panels strengthen the company's identity, bringing a smart freshness to the cabin interior. The use of natural local materials such as chrome-free leather underscores TAP Portugal's commitment to the local economy.

During the fleet retrofit, TAP also implemented changes in the cabin interior of its existing long-haul A330 fleet. The fleet renewal process was integrated into the strategic positioning of the TAP Portugal brand through the values of comfort and Portugal's identity and cultural links around the world.

For these aircraft, a new business class seat was designed with Thompson Aero Seating and the existing economy class seats were updated with new seat covers, colors, materials and finishes. In addition to the work on the seats, all cabin linings were updated – including sidewall panels, ceiling panels, stowage compartments,

and galleys – and new designs were chosen for the carpets, floorings, class dividers and branding panels. The soft cabin products, such as cushions, blankets, menus and cleaning wipes were also redesigned by the team, to help build a coherent passenger experience.

The business experience translates into fully lie-flat seats, with a look based on the concept of Mediterranean luxury, through the use of natural-looking materials and references to Portugal's nautical traditions, reinforcing the feeling of 'at home' comfort through the choice of textured, detailed and rich natural fabrics.

The TAP 'label' on all the fabrics and seat covers, highlights the exclusivity of the aesthetic choices made and the use of locally sourced materials. The design of passenger lighting, the addition of stowage spaces, and additional functionalities of the seats and monuments all contribute to an improvement in the overall travel



experience. The use of materials such as locally sourced natural leather seat covers contributes to the airline's ecological and economic sustainability strategy, which also helped TAP grow at a rate of 24% during the first eight months of 2017.

Design acted as a 'conceptual integrator' in between the different project partners' needs and expectations. Collaboration with multidisciplinary partners throughout the product development process offered a unique approach for creating the new interiors.

From identifying and structuring requirements, to conceptualizing and developing solutions for production, the design team was able to bring together knowledge from different areas and, through collaborative brainstorming, visualization and model-making processes, was able to create a tangible vision which will help the airline evolve.

Almadesign's broad experience across other industries – with more than 400 projects in transport, product and retail – has led the team to develop innovative solutions for aviation projects, and also for railway and nautical products, based on collaborations between companies with different expertise, maintaining a focus on the passenger experience, and integrating state-of-the-art technologies, manufacturing processes and materials. ✕

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by LIFE Consortium

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