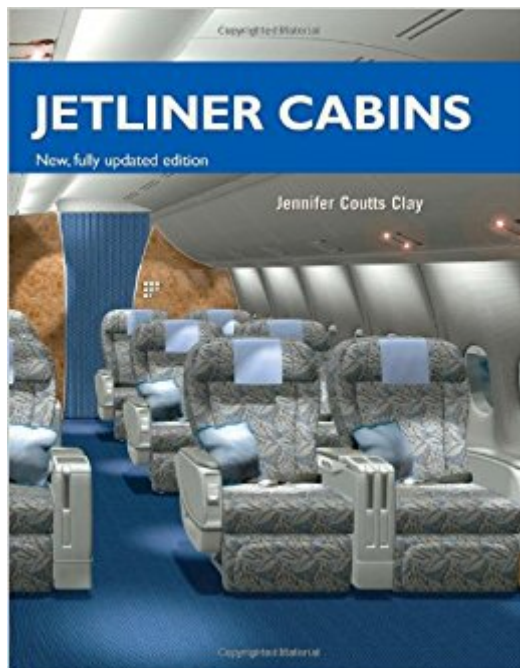


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# Jetliner Cabins



## Synopsis

An essential source of practical information for architects who need to create brilliance and flair within an incredibly disciplined design scenario. This is a visual and fascinating book that focuses on the interior designs of aircraft cabins and how the many challenges faced in the layout of such a tight space can be met with flair and brilliance. It is a design context in which the tiniest detail can change a myriad of aspects. Interior designers continuously express their creative skills through such designs and many of the techniques that are used in building interiors are repeated in aircraft cabins, and vice versa. *Jetliner Cabins* is introduced by an overview of recent cabin design history and the book goes on to show, in a wealth of colour and black and white photographs, interiors from airlines around the world; great and small, historically significant and modern, lavish and minimal. It also provides examples past and present, of airline branding, from colours and identity, to the ultimate airline dining experience. This is a book to be enjoyed by interior designers, architects and the general flying public who are interested in jetliners.

## Book Information

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## Customer Reviews

"After reading this book you will have a deeper appreciation of what it takes to compete in this industry" ("Airliners; 11/1/04) It looks like a coffee table book; it could be; but it is much more. The author notes that "the aim of *Jetliner Cabins* is to survey just one small part of the vast legacy that we have inherited" from the Wright Brothers and "the development of the commercial-aircraft cabin environment from the late 1970s to the turn of the millennium." Jennifer Coutts Clay notes further

that the main topics " include product branding, the passenger experience, cabin maintenance and the marketing challenge and include comments from more than forty international specialists" relevant to their areas of expertise. "General Architecture and Design (2003) described "Jetliner Cabins as " a visual and fascinating book that focuses on the interior designs of aircraft cabins and how the many challenges faced in the layout of such a tight space can be met with flair and brilliance." And " that successful designs are also integral to staying competitive." The past and future design of aircraft reminds of an inscribed message on the front of the National Archives Building in Washington, DC: " What is Past is Prologue!" Or, more colloquially translated by a DC cabbie: " You ain't seen nothing yet." The book breaks down within its four defined areas: Product Branding in 1st Class Luxury, Business Class Comfort, Economy Class Value and Aero Identity. Then, passenger experience as it is provided by Sky Lights, Dining a la Jet Set, Real-Feel Customer Touchpoints and Special Needs and what constitutes required Cabin Maintenance. Finally, there is the Marketing Challenge inherent in all these categories. Barnaby Conrad's "Pan Am, An Aviation Legend, explores Pan Am's contributions to many of the specifics of each of "Jetliner Cabins three sections defining how the then marketing challenges were met by Pan Am. Although, as Jennifer Clay points out, " The airlines now seek to differentiate themselves by addressing individual passenger comfort, " that comfort provided by Pan Am, as " the gregarious upstairs dining experience." And, with that, " the old-style dining in the sky made famous by Pan Am (which) still lives on in the movies and in the hearts and minds of all premium-fare passengers." Pan Am was in the vanguard in the " irrevocable shift in the use of leather on board aircraft" introduced in " a dramatic navy blue leather-and-sheepskin seat-cover combination in the First Class cabin of its Boeing B747 fleet." And, at the same time Pan Am relaunched its Clipper Class as an exclusive Business Class cabin. Originally utilized on international operations, it was introduced on Pan Am's transcontinental route, when this was certificated. It is still recalled with fond memories by the legion of Pan Am customers. In conclusion, questions are raised with the prospective introduction of the 555-seat Airbus A380 and the new challenges it will offer for an industry to remain competitive. "Jetliner Cabins is a treasure not only for its sheer beauty of design, its comprehensive superb photos and layout but also for an erudite text. Editor's Note: Ms Clay's contributions to Pan Am livery and cabin design were nonpareil. ("CLIPPER, A publication of the Pan Am Historical Foundation, Volume 10 Numbers 1-2, 2004) "... wonderfully illustrated... makes for fascinating reading "and looking... " (Airways, May 2004) " ... wonderfully illustrated with some great shots of the most kitsch interiors ever... an eclectic and imaginative journey... " (M2 Best Books, May 2004 " ... richly illustrated... includes comments from more than 40 international specialists in the field... "

(Prisma, xvii/80) ... "the publisher has provided a quality product...a must-read..." (Aircraft Interiors Magazine, February 2004) ... "a very detailed look...you will have a deeper appreciation of what it takes to compete in this industry..." (Airliners, May 2004) " ... a visual and fascinating focus on the interior designs of aircraft cabins... " (Airways, May 2004)

New, fully updated edition. Showcasing the high-efficiency next-generation aircraft: Airbus A380-800; Boeing B787 Dreamliner; Bombardier Cseries; Embraer E-Jets, the Legacy and the Phenom 100 and 300; and exciting new passenger-service products for the first, business and economy class. One hundred years ago – on 17th December 1903 – five people in Kitty Hawk, North Carolina, looked on as two brothers changed the course of history: Wilbur and Orville Wright had achieved humankind's first powered, sustained and controlled flight. Since this event, the marvel of flight has become a reality in even the most remote parts of the world, leading to the creation of the mass-transportation systems that are now regarded as an everyday feature of our modern lifestyle. The design of commercial aircraft interiors today is an art and a science, involving very particular concerns of comfort, space saving and durability. Jetliner Cabins brings together in a single volume the many different elements which combine to create a satisfying environment for scheduled air travel worldwide – designs, functions, materials, construction, safety, maintenance, overall style and passenger well-being. In addition to the main text and comprehensive illustrations, there are expert comments from more than 40 international specialists in the field, bringing a wide range of aviation knowledge to the table. This book will interest innumerable readers – from manufacturers, airlines and suppliers to travel agents, marketers and salespeople; from airport managers to caterers, designers, engineers and architects; and not least the millions of passengers who travel each year in these special and typically modern surroundings.

Besides the external paint job, most jets look alike when viewed from the outside. Even equipment with a fancy paint job is often not seen by the passenger. It is the interior cabin which is most familiar to the customer, and conversely, it is the interior which is often most frustrating to the airlines. Besides the engines and avionics, the number of fundamental exterior combinations is not that overwhelming. But the potential different combinations of interior cabins can easily reach the tens of thousands. In fact, part of the delay in getting the Airbus A380 into production is directly related to the interior. John Leahy, head of Airbus commercial said in an interview last year that he was embarrassed about the delays and attributed it in part to the new cabin configurations on the A380 sought by customers. If every launch customer dramatically changes the interior, and each is

different than the other; that in turn creates a significant increase in engineering work that is required. What's more, many airlines use their interiors to a competitive advantage. When it comes to the A380, Singapore Airlines, Qantas and Emirates who are the first three customers have said little publicly about all the new features in their A380 cabins because they do not want to give away secrets to the competition. With that, *Jetliner Cabins* is a fascinating look at the history of interior cabins. The book's 16 chapters are extremely well-researched and provide a comprehensive look at cabin interiors from the early days of flight, to current cabins such as the A380 and B787. Short of actual architectural specifications, the book provides the reader with everything they need to know. There is a lot that goes into the cabin and the book points out all of the details. From product branding, the passenger experience, to maintenance, marketing and more. The author astutely notes that airline financial people are often myopic to the passenger experience, and will often favor a smaller seat pitch, much to the chagrin of the passenger. If the book has a downside, it is its scant coverage (two pages) of the B787 Dreamliner. This is disappointing since the Dreamliner cabin is revolutionary. From its lighting and simulated cabin sky, improved cabin environment, and more; its cabin is definitely ground-breaking. Besides that, *Jetliner Cabins* provides a fascinating and interesting insiders look into the art and science of cabin interiors. It is a well-illustrated and well-written guide to one of the more important, yet overlooked subjects of commercial aviation. The author is clearly an expert in the field which is shown in the attention to details the book provides.

Jennifer Clay, an airline industry insider, with a vast amount of experience in airliner interior design, has recently updated her book. This book is an amazingly interesting resource covering the past (Concorde, Eastern, Braniff, Pan Am, etc.), the present (a comprehensive survey of U.S. and international airlines), and the future (Airbus A380, Boeing B787 Dreamliner, Bombardier C-Series, and the new category of Embraer Very Light Jets). You'll read about everything from safety, seat design, and fabric selection to meal service, accessibility and maintenance in first-, business- and economy-class cabins. It also has really cool cabin layout diagrams. Attention all you airline geeks: this one's for you. This is the perfect gift for that travel aficionado in your life. And it's the perfect stocking stuffer for that on-the-same-wavelength nephew who happens to be in love with the airline industry.

There are surprisingly few large scale, codified books on interior design for the aviation industry. Every once in a while a book tries to bridge the gap between a coffee table, photographic essay of airplane interiors and a true guide for aviation interior design. Going even further than the previous

edition in the number of chapters and photographs, Jetliner Cabins is the most up-to-date book currently available. This updated edition contains a thorough explanation of cabin interiors, from discussions on the history of aviation and passenger experience, defining brands, new trends in design, cabin maintenance and marketing. Of special note is a subchapter on the future of commercial airliners and airplane design, including wonderful pictures of the energy efficient and sleek Boeing 787 Dreamliner, the cavernous Airbus A380-800, the multifunctional Bombardier C Series and the scalable Embraer Jets. These planes may compete against each other on very different merits, but they thrust aviation into the next phase of flight history. It is wonderful to read and see so much about these planes. Through well-written analysis, comparisons, diagrams, photographs, and indexes, Jetliner Cabins will delight both industrial designer and amateur enthusiast.

I have mixed feelings about this book. I expected more design details such as section views, construction details, mechanisms, installation details, veneer application details and so on. I was left disappointed. However, this book is a good source of ideas on the artistic design aspect of aircraft interiors. I wished it could have been more than just a load of pictures.

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