



PriestmanGoode.

PriestmanGoode designs United Polaris Premium Business Cabin and Lounge

PriestmanGoode is delighted to unveil its latest designs for United Airlines. Over the last three years, the leading aircraft interior and transport design studio has worked closely with United as their strategic partners to develop a comprehensive global re-brand that is seeing a complete overhaul of the passenger experience, from lounge to landing.

From a nose to tail re-design of both domestic and international aircraft interiors, through lounges with bespoke seating and finishes, to airport environments, digital media, in-flight meal service items, menus and a plethora of other details, PriestmanGoode has generated a language of quality and refinement for United Airlines.

Unveiled in New York City on 2 June 2016, the new designs for the international fleet focus on a brand new premium experience for business travellers: United Polaris. Following extensive research and passenger studies, this new exclusive offer is tailored to United business passengers, providing them with a serene environment that will leave them feeling refreshed and rested.

PriestmanGoode's designs range from the lounge to all elements of the onboard experience including seating, bespoke furniture elements like a bar area, branded cabin elements and a host of details including new tableware, glassware and amenity kits, among others.

Nigel Goode explains 'At PriestmanGoode we design products and environments that elevate brands and shape outstanding passenger experiences. We have been working in close partnership with United Airlines to create a holistic, refined, human-focused journey. The new cabin and brand identity are the physical embodiment of United Airlines' new philosophy, which keeps the passenger at its heart, and rather than merely move passengers around the world, aspires to move the world forward. Our new designs will align the airline's many products across the entire fleet, and provide a consistent, passenger-focused journey from home to destination.'



Full details of PriestmanGoode's designs for United Polaris:

United Polaris Lounge

The United Polaris lounge will be available exclusively to United Polaris passengers. It has been designed around how passengers really use lounges. The lounge is 'zoned', with the most active zones in the entrance area, followed by the bar/buffet, and radiating out into the calmer zones further into the lounge.

A bespoke Polaris seat ties in with the onboard experience and features all required amenities in a more relaxed setting, including privacy, coat and bag storage, pull out table with integrated tablet holder and charging points. Sleep/rest pods in the lounge will provide a high privacy area for passengers to rest pre-flight.

United Polaris Cabin

PriestmanGoode designed a whole series of products for the new United Polaris cabin, every element of which is intuitive to operate. Designed as part of a greater whole, each element combines to result in a peaceful, restful cabin environment.

The United Polaris cabin includes an entirely new premium seat, based on an original, patented seat layout concept invented by Acumen, which United is the exclusive North American licensee for. PriestmanGoode then led the strategic development and the creative direction of the concept into a unique United Airlines product with distinctive features including integrated personal stowage with latching door, headphone hook and mirror, a do not disturb feature, bespoke reading light, large solid surface cocktail table and unique trim and finish including the latest innovations in aviation materials. The intuitive lighting and seat controls can be operated from any position and give passengers greater control of their environment.

PriestmanGoode's designs for the United Polaris cabin also include:

- Bespoke cabin furniture, including galleys, monuments and bar areas
- Unique and bespoke branded elements including literature boxes, boarding brand panels and cabin brand panels
- New tableware, table linen, menus, salt and pepper pots, glassware, hollowware, chocolate boxes, etc.
- Amenity kits
- Cabin trim and finish (carpet, curtain, foils etc.)

United Polaris will be available on selected international flights from December 2016.

PriestmanGoode.



NOTES TO EDITORS

About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

www.PriestmanGoode.com

For further information, high resolution images or to request an interview, please contact:

Anna Meyer
anna@PriestmanGoode.com
+44 (0)7747 000 898