



PriestmanGoode unveils new design for EL AL

PriestmanGoode is pleased to unveil new designs for EL AL, the national airline of Israel. The programme includes an update of the airline's livery, new brand identity for each class and new aircraft cabin interiors including Business Class, Premium Economy – which is new to the airline – Economy Class as well as entrance areas and galleys. The new designs will be rolled out across the airline's new fleet of Boeing Dreamliner aircraft.

Nigel Goode, director at PriestmanGoode comments "This is the first time that EL AL has invested so heavily in design, which is testament to its commitment to its customers, and to the value of design in creating outstanding passenger experiences. Israel is a dynamic and inspiring country, something that is reflected throughout its physical landscape as much as through its people. Collaborating with EL AL's internal team on this project has been an incredibly rewarding process."

As a national flag carrier, EL AL wanted their new fleet to represent the best of Israel, a young nation with a rich culture that has quickly risen to become one of the global leaders in the tech revolution. Following a research trip through Israel, taking in the country's architecture and experiencing its vibrant culture, PriestmanGoode worked closely with EL AL to develop a brand identity that represents comfort, a sense of belonging, and played on the juxtaposition between old and new, which is omnipresent in daily life in Israel.

A specific source of inspiration for the new designs was the patterning derived from Israel's architectural vocabulary. The interplay of light and shadows from some of the country's most prominent landmarks acted as the inspiration for a diamond pattern, which became one of the defining elements of the new design and features prominently throughout the cabin and on the new livery.



Gonen Usishkin, VP of Commercial affairs at EL AL explains "Our new fleet of Boeing Dreamliner aircraft gave us an opportunity to review our product and invest in our cabin to ensure we offer passengers an experience that is welcoming, comfortable and relaxing. PriestmanGoode has extensive expertise in working with national airlines and we are delighted with the new identity they have created for us. The new cabins aren't just a sophisticated representation of Israel that will appeal both to domestic and international passengers, they have also created a cabin our crew can be proud of, and which allows them to better serve our passengers."



Livery and branding

The livery for EL AL's fleet of B787-9 is a modern update on the airline's existing livery. This has the advantage of ensuring a consistent look throughout the airline's entire fleet, whilst also making sure certain elements stand out.

The Star of David now appears larger, with its proportion in regards to the lines on the tailfin a true reflection of Israel's national flag.

A ribbon across the fuselage extends the lines from the tailfin. Imbued within this ribbon are highlights and lowlights in the new feature diamond pattern. This gives the livery an enhanced sense of movement and flow. The EL AL logo has also been resized to be a bold addition to the front of the aircraft.

Cabin interiors

PriestmanGoode's design direction extends across the entire cabin and features a new colour palette that expands upon EL AL's corporate blue and dark grey, and the new diamond pattern.

New custom designed 3D brand logos feature on wall panels in each class. These include EL AL's name in English and in Hebrew. Separate colours have been used to ensure that each language stands out on its own. The new brand logos are made in brushed metal, providing a sense of quality and attention to detail. Bespoke fabrics, décor finishes and branding details run across the entire cabin, to ensure the sense of quality is felt from Business, through Premium Economy and in Economy class.

PriestmanGoode also developed a set of 15 bespoke lighting scenarios, with vibrant blues that create an impactful effect when boarding and provides stimulation in active times of the flight and warm lights to be used for relaxation and rest times.

EL AL have selected Recaro as its seat supplier across all classes.

Business Class

EL AL is the first airline to fly the new Recaro CL6710 seat.

The Business Class cabin features rich tones of champagne, chocolate and wood to represent the warmth of Israel and create an inviting onboard environment. The play with light and pattern continues with the bespoke brand panels and foils which tie in the various elements of the cabin, from wall panels to bespoke seat dress covers, curtain dividers and carpets.

Features of the Business Class cabin include:

- A 32 seat cabin, all aisle access
- 78" fully-flat bed, 21" seat width and 29" living space
- Large personal stowage and living space - PriestmanGoode worked with Recaro to create custom elements to increase personal stowage
- 16" LCD Panasonic screen
- Custom branding and trim and finish
- Richly textured boucle yarn seat covers in elegant grey with hints of blue, reminiscent of Dead Sea minerals. The seat covers feature a bespoke heat pressed stitching detail to reflect the diamond pattern in the cabin
- New 3D branding for a unique, bespoke feature panel
- Power socket & USB for charging personal devices

Premium Economy Class

The Boeing Dreamliner will be the first aircraft in EL AL's fleet to fly a Premium Economy product. The seats are specifically designed for Premium Economy class, with a custom trim and finish.

The cabin combines the rich textures of the Business Class cabin with the youthful feel of Economy Class to create an environment ideally suited for young professional global passengers.

Details of the Premium Economy cabin include:

- A 28 seat cabin
- Textured boucle yarn seat covers in dark blue with subtle hints of grey, stone accents on seat boxing, and taupe leather headrests embossed with a diamond pattern
- Personal cocktail tray
- Seats have a 38" pitch and 19" seat width
- Enhanced personal storage on the back of each seat including magazine storage, personal device storage and bottle storage. This has the benefit of giving the passenger more personal space and an uncluttered environment
- 13" touch screen LCD IFE Panasonic screens
- Power socket & USB for charging personal devices



Economy Class

PriestmanGoode designed a completely new branded cabin to represent the youthful, entrepreneurial spirit that has led to Israel's tech revolution and its global standing as the leading start-up nation. This is reflected in the custom trim and finish, which features a technical weave that mirrors the diamond pattern found throughout the rest of the aircraft.

Features of the Economy Class cabin include

- Dark blue fabric seats with light blue seat boxing and warm taupe leather headrests. The technical fabric covers feature a diamond pattern stitch detail in a rich metallic blue
- Seats have a 31" pitch and 5" recline
- Power socket & USB for charging personal devices - 2 for every 3 passengers
- 12" touch screen LCD IFE Panasonic screen
- USB charging points for personal devices

The first of 16 Boeing Dreamliner 787's, the world's most advanced aircraft, will join EL AL's renewed fleet in August 2017. Starting in September, the Dreamliner will operate flights to Europe and at the end of October will be gradually integrated into EL AL's long-haul destinations in North America and the Far East.

PriestmanGoode.

NOTES TO EDITORS

About PriestmanGoode

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

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.

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.

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