

**PriestmanGoode.**



## **PriestmanGoode scoops Crystal Cabin Award for Qatar Airways' QSuite**

- Qatar Airways' QSuite sets new standard for Premium Class travel
- PriestmanGoode designs a Business Class travel experience to rival First Class
- The first Business Class suite in the world to have a double bed

(London, 11 April 2018) Leading design and innovation company, PriestmanGoode, was named the 2018 winner of Crystal Cabin's 'Cabin Concept' award for its industry leading QSuite Business Class product for the world's leading airline: Qatar Airways. This is the first Business Class suite to have a double bed and offer a truly social seating experience for families and friends travelling together.

The Qatar Airways Qsuite is a unique and patented seat design that brings a First Class flying experience to the airline's Business Class cabin, setting a new standard for Premium Class travel and redefining industry and passenger expectations.

Not only is the Qsuite the first Business Class suite in the world to have a double bed, but it also has centrequads to allow groups of up to four to sit together, providing the first truly social seating experience in a Business Class cabin. Importantly, QSuite offers the same number of seats as Qatar Airways' previous Business Class product showing how intelligent, forward-thinking design can make good economic sense as well as elevate the customer experience.

Nigel Goode, co-founder of PriestmanGoode and co-design lead for the innovative QSuite product alongside Director Ben Rowan said: "We're delighted that QSuite has been recognised for its ground-breaking design and, indeed, for revolutionising Premium Class travel. From start to finish, this has been a truly collaborative design project between Qatar Airways, PriestmanGoode and Rockwell Collins, helping redefine what it means to fly business class."

As well as designing the new Qsuite product and business class cabin, PriestmannGoode directed and produced the promotional movie that launches the Qsuite for Qatar Airways, seen here: <https://vimeo.com/265269268>

Photo Caption:

L-R: (Ben Rowan, Director PriestmanGoode, Badr Al Meer, COO HIA (Hamad International Airport) on behalf of Qatar Airways and Nigel Goode, Co-Founder of PriestmanGoode receiving the Crystal Cabin's 'Cabin Concept' Award.



## 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](http://www.PriestmanGoode.com)

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For further information, high resolution images or interview requests please contact:

Kirsty Dias - Director  
[studio@priestmangoode.com](mailto:studio@priestmangoode.com)  
+44 (0)20 7580 3444