



PriestmanGoode.

## PriestmanGoode unveils industry benchmark cabin for Embraer's fleet of E2 Commercial Jets

[Watch the animation here](#)

Working closely with Embraer's in-house engineering team, PriestmanGoode's goal was to design a cabin with a clear differentiation from competitors in narrow body aircraft manufacture. The interior design covered the complete passenger cabin from side wall panels, ceiling panels, overhead bin, PSU, and oxygen masks, cabin illumination, IFE, First Class and Economy passenger seating, galley and lavatory. The cabin can be configured to include Economy, Economy + and two options for First Class, and features a host of unique features.

### Increased personal space

PriestmanGoode looked at increasing personal territory and enabling passengers to reclaim their own space. One of the key ways in which we were able to do this was by installing the first of its kind passenger focused PSU (patent pending). This enables passengers to control the light and air condition of their seat without disturbing the passenger next to them. The internal windows have been designed to appear larger, creating a greater feeling of space.

### Unrivalled carry-on capacity

PriestmanGoode and Embraer have been able to maximise bin space without reducing cabin space, ensuring each passenger can fit an airline standard piece of carry on luggage wheels in first in the overhead bins. Because there are no legs between the seats, passengers can also fit large items under the seat in front of them, providing unrivalled carry-on capacity. Importantly, PriestmanGoode was able to design the overhead bins in such a way as to create a seamless integration between bin and ceiling for a cleaner, more spacious looking cabin as you enter the aircraft.

The new single aisle cabin designed by world-renowned design studio PriestmanGoode for Embraer was unveiled today with a full size mock up at the Farnborough Air Show. The designs offer a clean, contemporary cabin that not only enhances passenger experience, but significantly improves efficiency and maintenance for airlines and leasing companies alike.



### Flexibility and modularity

PriestmanGoode has designed a staggered First Class seat, which offers airlines great flexibility for different business models without the burden of customization. Indeed, the new seat retains all the features of a traditional first class seat, but has been integrated into the cabin without the need for a change in bin configuration between classes. The stagger allows us to use the same seat tracks in First as in Economy without losing any of the living space and features that you expect in first class. This not only offers clear passenger benefits – an enhanced sense of personal space, improved carry on capacity and cleaner sight lines – but offers great benefits from an engineering point of view as well.

Using only one seat track for the whole cabin reduces weight, which in turn means greater fuel efficiency. It also means a simpler fit out and maintenance process. Crucially, this allows airlines and leasing companies to easily configure and reconfigure the aircraft according to the number of classes they wish to have. This not only offers clear passenger benefits – an enhanced sense of personal space, improved carry on capacity and cleaner sight lines – but offers great benefits from an engineering point of view as well. Using only one seat track for the whole cabin reduces weight, which in turn means greater fuel efficiency. It also means a simpler fit out and maintenance process. Crucially, this allows airlines and leasing companies to easily configure and reconfigure the aircraft according to the number of classes they wish to have.

### Lavatories

The lavatories were designed to be more modern with a look inspired by contemporary hotel design. The design includes acoustic curtains for passengers with reduced mobility (PRM) privacy, integrated hand rails in the internal walls and high quality materials. The mirror has been pushed back, maximising space and removing areas that would otherwise be dirt traps.

Overall, the E2 cabin designs establish a new benchmark in the design of single aisle aircraft, delivering a more comfortable and improved environment tailored to passengers' needs, whilst maximising airlines' operational efficiency. This the latest project in a long-standing relationship between the London and China based design studio and the Brazilian company, following PriestmanGoode's design for the Embraer Lineage 1000 executive jet interior.

Paul Priestman comments 'We have a long standing relationship with Embraer, and this project has cemented a fruitful partnership between our companies. Embraer is continuously investing in its fleet, research and development and shows great design leadership, and commitment to the passenger experience and long term sustainability.'

### Bespoke fittings

PriestmanGoode designed a family for details such as bin handles, galley latches and bathroom fittings. These bespoke items, unique to Embraer, help create a consistent feel throughout the aircraft.

The E-Jets E2 is a significant step in Embraer's commitment to continuously invest in its line of commercial jets. State-of-the-art engines, in combination with new aerodynamically advanced wings, full fly-by-wire flight controls, and other systems evolutions, will result in double-digit improvements in fuel burn, maintenance costs, emissions and external noise. The Company's objective is to offer the best product and maintain its leadership in the 70 to 130-seat market, where over 1000 E-Jets are currently in service with 65 customers from 45 countries.





## 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 to request an interview, please contact:

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