



PriestmanGoode designs new cabin interiors for Thai Airways International

PriestmanGoode, the leading global travel and transport design consultancy, has designed new cabin interiors for Thai Airways International. The designs were revealed on THAI's new B777 aircraft and feature business and economy cabins. This is an extension of a larger programme to redesign the interior identity of the Thai Airways fleet, which started in 2013 with the release of the new Royal First Class cabins for the national carrier.

The new Royal Silk and Economy Class cabins on-board THAI's B777 define Contemporary Thai style through a multitude of references to Thai culture and lifestyle. Luke Hawes, director at PriestmanGoode talks about the concept behind the new designs: 'We wanted to create a visual identity that was unmistakably Thai. The new designs present a contemporary Thai style, which embodies authentic Thai traditions with an incredibly sophisticated palette of colours and finishes reflecting this rich culture.' Hawes continues: 'This was a fantastic project to work on, as working with national airlines is the closest you can get to branding a nation. We have a long standing relationship with Thai Airways International, having previously designed their Royal First Class cabin, as well as leading all design work for their subsidiary airline, THAI Smile. Thai Airways show a great commitment to design and to enhancing the passenger experience. We're delighted with the result.'

Mr. Chokchai Panyayong, THAI Senior Executive Vice President, Strategy & Business Development Department, and Acting President says: "We have been working with PriestmanGoode for many years now and are delighted with this new cabin vision. Thai Airways International has an impeccable reputation for great service and efficiency and as a national carrier, we are the first image that passengers have of Thailand. PriestmanGoode has created a new cabin identity that reflects our rich culture and heritage. The New Thai Contemporary Style they have designed is a skilled interpretation of Thai contemporary culture that will appeal both to Thai and to international passengers."



Royal Silk Class

The identity for THAI's Royal Silk Class was inspired by Thai Hospitality and was designed to look sophisticated and elegantly corporate. The focus is on bespoke materials in tones of purple with wood accents and ambient lighting to create a comfortable passenger environment.

Features of the Royal Silk Class cabin include:

- Bespoke materials including Thai teak wood, vertical silk foil and rattan on seat shell create a warm cabin environment
- Custom designed reading light
- Feature brand panel with bespoke artwork by Thai artist Panya Vijnthanasarn

- Entrance panel with 3D THAI logo to increase brand presence in the cabin
- Reduced monitor depth creates a more elegant, open and sociable cabin environment
- The seat controls have been redesigned to be more intuitive, ergonomically placed to allow passengers to view and operate from all seat positions.
- The entertainment handset is now flush mounted to create more room for the passenger
- The table hinge has been moved to create more leg space for passengers and be better integrated within the seat furniture
- Larger stowage compartment with ambient lighting for passengers' personal items
- Larger cocktail table for passengers
- The teak louvre ottoman references contemporary Thai design and gives the seat a unique identity differentiating it from the standard Solstys seat
- Flush mounted, integrated meal table creates more space for the passenger and provides a cleaner appearance
- Extended seat furniture increases aisle side privacy
- The latest state of the art entertainment system has been implemented to improve the passenger experience
- Seat profile updated to provide passenger with more privacy when needed



Economy Class

The new Economy Class was inspired by the energy and vibrancy of Thai street markets. Tones of oranges and purples on seats and curtains were used with metallic yarns to reflect the iridescent effect of traditional Thai silks omnipresent in local street life.

Patterns on bulkheads and seat fabrics were specially designed to reflect the geometric patterns found in Thai culture – such as in the ubiquitous triangular floor mats and iconic temple roof tiles. The bulkhead itself incorporates a feature panel with bespoke fabric designed by Thai artist Panya Vijnthanasarn. This focal point in the cabin pays homage to the intricacy of traditional Thai textiles. PriestmanGoode also redesigned the lavatories in wood and neutral colours for a contemporary look inspired by Thai spas.





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.

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