



PriestmanGoode unveils new seats to tackle public transport overcrowding

PriestmanGoode, the leading transport design consultancy, has designed two brand new seats designed to tackle overcrowding on public transport. In a project funded by RSSB, PriestmanGoode developed two separate seat designs to increase seating capacity by up to 30% per carriage (based on a standard commuter train).

All over the world, cities are faced with increasing levels of overcrowding on their transport networks. As the trend to move to urban areas continues to grow, this problem is only set to be aggravated.

Paul Priestman, designer and chairman of PriestmanGoode explains "We're currently facing a dilemma. On the one hand, it's imperative that we encourage mass transit over the use of personal vehicles if we want to live in a more sustainable world. On the other, as more and more people use those services, many passengers face stress and discomfort as they try to get a seat or even just board a train. In many countries the existing public transport infrastructure cannot be improved sufficiently quickly to keep pace with these rapidly increasing passenger numbers, and in many cases platforms cannot be extended nor the size of trains increased, so as designers, we need to innovate to help alleviate the problem and improve passenger experience."

PriestmanGoode developed two seating solutions. Horizon and Island Bay provide an ingenious way to help increase capacity on public transport journeys, whilst aiming to improve the passenger experience.

Horizon

Horizon allows between 20-30% more seats per carriage (based on a typical commuter train), as well as increased standing space. Based on a report developed in conjunction with a leading ergonomist, the seat is designed to ensure that it offers passengers a fully supported position.



Other features include:

- A staggered seat design increases shoulder space between passengers, improving the feeling of personal space
- Individual at seat luggage storage and bag hooks ensure passengers can keep their personal belongings close at all times, and eliminates the need for luggage racks.
- Each seat has two foot rests to comfortably accommodate passengers of different heights
- The table supports tablets and mobile devices at a range of angles for optimum viewing
- Individual USB charging bar

Island Bay

Island Bay is a flexible seating solution that provides regular seats during off-peak, and a higher density configuration during peak hours resulting in 15-20% more seats and increased standing capacity.

Features of Island Bay include:

- A flexible seat – a double seat layout during off-peak hours transforms into a higher density configuration at peak times to increase seating and standing room
- Increased seat width
- Dual purpose table/window seat
- Additional end of bay seat with padded back rest gives previously standing passengers a more comfortable position
- When in high density mode, foot rests accommodate passengers of different heights and provide a fully supported position
- The seating layout provides wider than average aisle access, making it more accessible to wheelchairs, buggies, large luggage and folding bicycles
- New layout is more family friendly/social and can accommodate wheel chair positions
- Anti-theft/pick pocket shield
- Twin USB port at every Island bay seat

Horizon and Island Bay can be installed on new or existing trains and trams, meaning that it could be just a year away from hitting the market. It is likely that train operators would choose to include a combination of these seats alongside regular seats, to ensure that all passengers are comfortably catered for.

Working with Transcal Engineering as their manufacturing partner, PriestmanGoode has collaborated with the Rail Interiors Solution, a Scottish consortium of suppliers to deliver the two new seat concepts including Replin, Andrew Muirhead, Novograp and Forbo.

Intellectual property protection applied for in conjunction with Olswang LLP.

PriestmanGoode.

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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.

About RSSB

Through research, analysis, and insight RSSB supports our members and stakeholders to deliver a safer, more efficient and sustainable rail system. Our vision is to be a centre of excellence, valued by its members and stakeholders as an essential contributor to their success. Our independent evidence based approach is built on strong technical capability, and the enabling of collaborative industry engagement for the benefit of the whole rail system.

Website: www.rssb.co.uk
Twitter: @RSSB_rail

About Rail Interiors Solutions

Established in 2010, Rail Interiors Solutions is a consortium of five companies offering vehicle interior products and services to the rail industry, including floor coverings, seating, soft furnishings and vertical surface finishes. The group consists of rail interiors experts from each company who work together to simplify the project process for the customer. Unique of its kind, Rail Interiors Solutions is an alternative one-stop shop for every stage of a rail project, from certification and specification to design, logistics and execution, diminishing management issues for both rail operators and maintenance suppliers. Members include Transcal, Replin, Andrew Muirhead, Novograp and Forbo.

Website: www.railinteriors.com