

AIRCRAFT CABIN

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The new external livery for EL AL on the Boeing 787 (all photos: PriestmanGoode)

Rising Star

PRIESTMANGOODE HAS BEEN WORKING ON A NEW BRAND IDENTITY FOR EL AL, TO BE LAUNCHED ON ITS BOEING 787 FLEET

* **Following a research** trip through Israel, PriestmanGoode worked closely with EL AL to develop a brand identity that represents comfort, a sense of belonging, and plays on the juxtaposition between old and new. A specific source of inspiration for the new designs was the patterning derived from Israel's architectural vocabulary. The programme includes an update of the airline's livery, externally and internally. The interplay interplay of light and shadow 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.

Externally, the colour scheme is an adaptation of the current livery, which ensures a consistent look throughout the airline's entire fleet, whilst making sure that certain elements stand out.

The existing blue ribbon along the fuselage has been retained as, have two blue stripes on the fin, but the

Star of David between them has been enlarged to represent the true proportions of the Israeli national flag. All of these elements, as well as the dark grey shadow under the stripes, now contain 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 and is a bold addition to the front of the aircraft.

PriestmanGoode's design direction extends across the entire cabin, including Business Class, Premium Economy and Economy Class, as well as entrance areas and galleys. It features a new colour palette that expands on EL AL's corporate blue and dark grey, as well as the new diamond pattern.

Custom-designed 3D brand logos feature on wall panels in each class. These include EL AL's name in English and 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 ensure a sense of quality.

The company also developed a set of 15 bespoke LED mood lighting scenarios, with vibrant blues that create an impact when boarding and provide stimulation in active times of the flight with warm lights for relaxation and rest periods.

The Business Class cabin features rich tones of champagne, chocolate and wood to create an inviting onboard environment. The play with light and pattern continues with custom 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.

There are 32 Recaro CL6710 seats, all with aisle access and which convert to a 78in lie-flat bed. EL AL is the launch customer for the seat. They are 21 in wide and have a 29in living space. PriestmanGoode worked with Recaro to create custom elements to increase personal stowage. The textured boucle yarn seat covers are grey with hints of blue, a reversal of the corporate scheme, but are intended to be reminiscent of Dead Sea minerals. They also feature a bespoke heat-pressed stitching detail to reflect the diamond pattern in the cabin, along with a 3D branding panel. There is a 16in LCD monitor for the Panasonic IFE system and a power socket and USB for charging personal devices.

The IFE system will offer all classes 150 films, 100 American TV series episodes, 250 Israeli TV series episodes, 200 music albums and a variety of games, audio books and tour guides, providing tips and important information about flight destinations. The system also offers lectures, lessons, daily Torah study pages and music for the Jewish traditional audience. In addition, designated flight applications are available, including an interactive 3D flight route map, Seat Chat (a dedicated passenger-to-passenger chat application), allowing chat with other passengers and Air Reader, ↘



↑ Premium Economy, a first for EL AL, features the Recaro PL3530 seats (above), while Business sees the Recaro CL6710 making its debut (below)



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↑ Economy class with Recaro CL3710 seats

a newspaper/magazine application enabling reading in a friendly digital format. High-speed internet by ViaSat will be launched in 2018.

The Boeing 787-9 will be the first aircraft in EL AL's fleet to fly a Premium Economy product. The 28 Recaro PL3530 seats in a 2+3+2 configuration are specifically designed for this cabin, with a custom trim and finish. The seats have a 38in pitch and 19in seat width, with covers similar to Business Class, plus stone accents on the seat boxing and taupe leather headrests embossed with a diamond pattern. There is a leg rest for increased comfort.

A foldable tray table is installed in the seat arm, with a shared cocktail tray at the end. This provides additional storage in the seat back, including space for magazines, personal devices and bottles. There is a 13in touch LCD screen as well as power sockets and a USB for charging.

↓ Custom-designed 3D brand logos (left), and the bigger Star of David on the tail incorporating the diamond pattern (right)

A curtain and divider separate Premium Economy from Economy, which is a completely new branded cabin that reflects Israel's tech revolution through a technical weave which mirrors the diamond pattern found throughout the rest of the aircraft. Recaro CL3710 seats are used in a 3+3+3 configuration and feature dark blue fabric covers with a diamond pattern stitch detail in a rich metallic blue. There is light blue boxing and warm taupe leather headrests, which have six modes. They are at 31in and have a 5in recline. There is a 12in LCD touch screen and two power sockets and USBs for every three passengers.

The airline is planning to take 16 aircraft, split equally between the 787-8 and the 787-9 and between purchases and lease deals. The first 787-9 arrives in August, operating to Europe from September, to be followed by another this year that will operate to North America and the Far East from the end of October. ●

