



PG x RCA – Future Materials

PriestmanGoode is pleased to host PG x RCA – Future Materials, an exhibition of speculative materials developed for the aviation industry in 2050.

Future Thinking is integral to PriestmanGoode’s practice. Our work with companies such as Airbus, Boeing, Embraer or BE Aerospace defines the landscape of the aviation industry. Textiles and surface design are an important part of that, and have a huge impact on the passenger experience, as well as on the efficient running and maintenance of an aircraft. We have a thriving and forward-thinking Colour, Materials and Finishes department that specialises in developing and delivering new and innovative materials within the highly regulated environment of aviation and rail interiors.

In PG x RCA – Future Materials, PriestmanGoode’s CMF team set a brief to students from the Royal College of Art to look beyond the constraints of safety regulations and develop material palettes for aviation in 2050. While the students were free to explore any area of the aircraft, they were asked to consider the challenges around weight or delivering materials with additional benefits to areas such as well-being, health, hygiene, privacy, cleaning or maintenance.

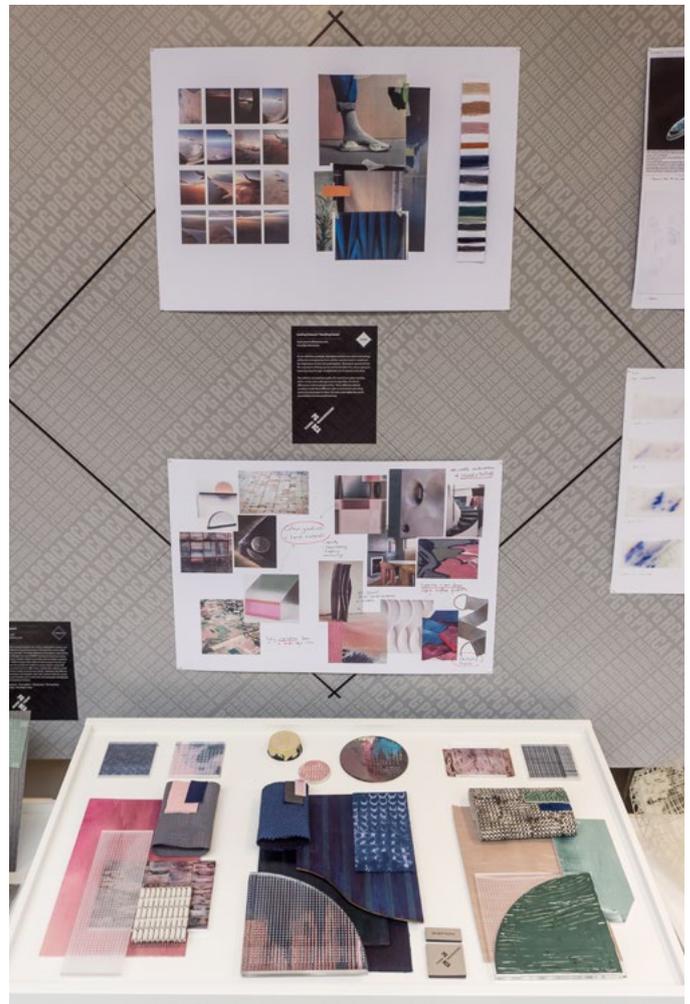
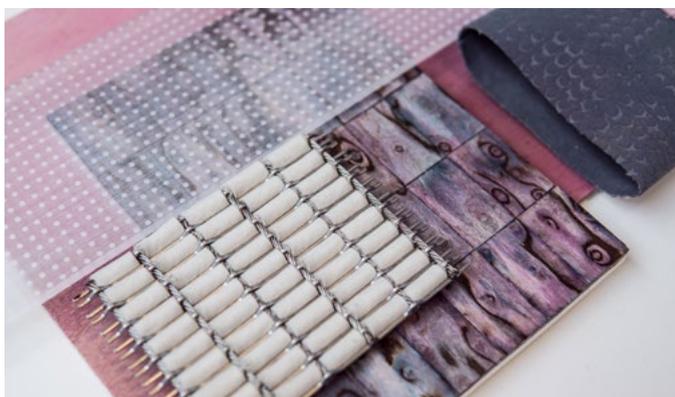
The results cover a vast spectrum of observations, ideas and methods, and bring a new and fresh perspective to how we can harness design and material development to shape a responsible cabin of the future. Projects range from materials inspired by the primary symbols we use to communicate, to morphing fabrics, translucent knits and the principles of Modernist design, low-impact materials and craft-led processes to enhance our well-being. PriestmanGoode’s CMF team selected one winning and three commended projects. The winner, Yusra Makhdoomi, will complete an internship at PriestmanGoode’s London HQ later this year.



The exhibition includes work by: Abigail Ward, Annie Richardson, Arun Sisipal, Chloe Flint, Jie Wu (commended), Jo Connell, Linglan Li, Liu Ya, Marie Holm (commended), Ruxin Li (commended), Tiya Dahyabhai, Tsai Chieh Lin, Vanessa Hindshaw, Yusra Makhdoomi (winner). With thanks to Freddie Robins, Senior Tutor Knitted Textiles at the Royal College of Art, and to the PriestmanGoode team.

Winner: Yusra Makhdoomi
Looking Outward / Travelling Inward

As we shift from a partially digitalised world to one where technology will be all encompassing, there will be a greater need to emphasise the importance of rest and contemplation. My project questions how the experience of flying can be used to facilitate this, encouraging an inward journey through a heightened use of material and colour. The sublime, transporting quality of a view from a plane window, which can be universally appreciated regardless of cultural differences, is the focal point of this. Three different material narratives create three different cabin environments, providing spaces for passengers to think, feel and contemplate the world around them in a more profound way.



Commended: Jie Wu
The Future of Space and Security

Airbus recently unveiled a future concept for an airplane with a transparent skin. I was drawn to the idea of harnessing that technology to design transparent internal cabin environments to create the illusion of more space. In order to add colour and interest, I added patterns created using various materials, designed to simulate the idea of speed.

I was also interested in how materials can improve the inherently hard structure of aircraft seats. The current model of 'one size fits all' is not suitable, especially as demographic changes mean the average body continues to grow taller and wider. My design includes an inflatable material so that passengers can adjust the seat for a best fit by using the air pipe provided. This inflatable material would also transform each seat into an individual, pod-like life boat in case of emergencies.





Dividing the cabin into 3 zones makes for a more dynamic environment and in each zone, the passengers will discover different recycling narratives.

Sleeping area: The Seabed, Dining area: The Seashore, Active area: The Plastic Soup

Commended: Marie Holm Harvesting Plastic

“In a business-as-usual scenario, the ocean is expected to contain one tonne of plastic for every three tonnes of fish by 2025, and by 2050, more plastics than fish.” (*The Ellen MacArthur Foundation report 2016*)

What if we changed our ways TODAY? Harvested waste from nature would become a highly valued commodity and new plastic products would be 100% biodegradable. Material developments for this sustainable aircraft concept are made from plastic waste, mainly milk bottles sourced from local coffee shops. Ideally, the materials would be made from locally sourced ocean plastic, relating to the different flight destinations.

Commended: Ruxin Li Reliever

Onboard comfort will be a major concern in 2050, so I began my research by looking into the problems and pains passengers frequently complain of. I chose to focus on developing smart materials to reduce cabin noise and to solve ear pain caused by changes in air pressure. The concept is to minimise the change in air pressure as the airplane ascends or descends by using smart materials that absorb and release air gradually. The structures are designed to tackle this issue, while the prints are designed as indicators. The colours are designed to have a calming effect on passengers and are based on my research into future global trends in 2050.



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.

For further information, high resolution images or to request an interview, please contact Anna Meyer on 020 7580 3444 or anna@PriestmanGoode.com