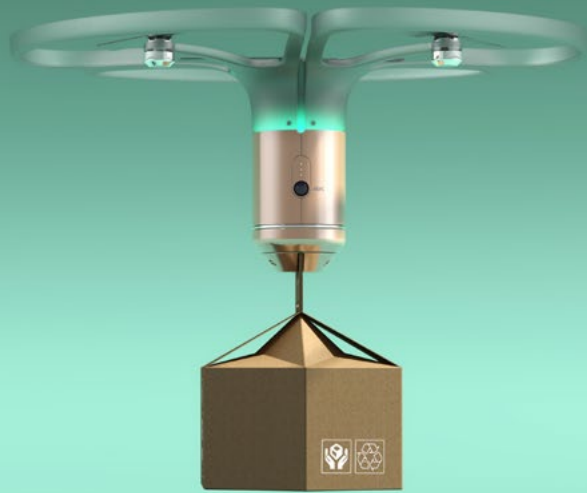


PriestmanGoode.



PriestmanGoode launches its vision of future cities transformed by drones at the GREAT Festival of Innovation

(London, Thursday 22 March, 2018) Leading design and innovation company PriestmanGoode, launched their vision today of how cities in the future could be transformed by drones at the GREAT Festival of Innovation in Hong Kong. Paul Priestman, Co-founder and Chairman of PriestmanGoode, launched the vision as he spoke at the 'Future of Travel' panel session.

PriestmanGoode has developed a concept for an integrated drone delivery system - Dragonfly - to show how cities can be adapted to accommodate drone technology, relieve congested roads in urban areas and solve the last mile parcel delivery challenge.

The concept will feature in a new documentary movie - ELEVATION - about drones created by online design magazine Dezeen. The full-length, 20-minute documentary will be premiered in May 2018 but a trailer can be found online at www.dezeen.com/elevation.

"The rise in online retail is adding more vehicles to already congested roads, contributing to poor air quality," said Paul Priestman. "Combine that with rapid population growth in our cities and we have a problem."

Drone technology has the potential to support the growing demand for delivery logistics in the future and have a positive environmental impact. Like any new innovation, however, there can be an element of concern about packages flying overhead and the visual impact they might have on the cityscape. PriestmanGoode has therefore created a vision of a parcel delivery system - Dragonfly - that is less robotic and more akin to leaves in the wind.

"We wanted to create something that is non-threatening and which would enhance cityscapes," said Paul. "This will be important in gaining public support for the future commercial use of drones."

In its vision, PriestmanGoode builds on the relationship between the city and its rivers, with autonomous barges acting as mobile distribution points and charging stations.



The 'Dragonflies' pick up their parcels and pass between buildings with soft analogue movements, docking on landing pads on the sides of buildings, and on the rooftops. Paul continues: "Delivery drones for e-commerce is not a new concept. The technology is already being trialled by established online retailers. What's new and interesting about our concept is the way we've imagined cities in the future being adapted to accommodate drone technology leading to a big step change in city development and does not require the use of the already congested road network. Buildings, for example, could be designed to enable access from different levels, not just by the front door. The banks of rivers, where all cities first emerged, are used again as major transport corridors supporting the delivery of the drone network. And the drones themselves are designed to enhance busy cityscapes.

Marcus Fairs, founder and editor-in-chief of Dezeen said: "Drones have the potential to revolutionise not just the way goods are delivered in cities but also, eventually, how people travel, the way buildings are constructed and the way cities function."

"Our short documentary will be the first movie that explores the way drones could transform our lives."



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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

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