PriestmanGoode has teamed up with the RCA Textiles MA course to run an external brief project. The most successful student is invited to join the CMF team at PG for work experience and to work with a visualiser and designer to realise the CMF solution in a real environment. An exhibition of the students’ presentations in the PG London showroom, Great Portland Street, opened last night and runs until 29th June 2018.

Exploring Future Materials and Finishes is integral to PriestmanGoode’s practice. Working with transport providers such as United Airlines, British Airways, ÖBB Austrian Federal Railways and CRRC Sifang rolling stock manufacturer, defines the landscape of both the aviation and rail industry. Textiles and surface design are an important part of brand interaction and have a huge impact on the passenger experience, as well as on the efficient running and maintenance of an aircraft or train. PG has a thriving and forward-thinking Colour, Materials and Finishes (CMF) department that specialises in developing and delivering new and innovative materials within the highly regulated environment of aviation and rail interiors.

Students of the Textiles MA Programme at Royal College of Art (RCA), were challenged by the PriestmanGoode’s Colour, Material and Finish (CMF) team to explore humanising the high-tech transport environments of the future (2050) taking into consideration the shared economy that will exist in an autonomous domain as well as the democratic nature of these spaces, addressing the needs of all users and exploring the relevance in personalisation in shared vehicles.

Kirsty Dias, Director of PG, “The creativity and diversity of the student approaches to this year’s theme was impressive. Some drew on their own backgrounds or traditions to create their future inspirations, while others looked to new applications for existing technologies. Many submissions focused on the importance of enhancing passenger well-being throughout interior finishes and effects, which is so relevant to current trends in consumer attitudes to commuting.”
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.

www.priestmangoode.com

For further information, high resolution images or to request an interview, please contact:

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Pei-Chi Lee
London Under(play)ground

PG announced that RCA student Pei Chi will be joining the CMF team for work experience, this summer: Pei Chi focussed on humanising the transportation environment in 2050, by creating a fun makeover of an underground train, exploring tactile interaction and playful participation, turning the old, cold, drab train into an energetic, convivial connected play space, transforming the daily commute into a playful travel experience. Aimed at frequent travellers living in London, the everyday environment alters in both physical and social terms, to combat the great stress experienced in mega-cities.

Presentations were also submitted by:
Bo Ram Chin
Chialing Li
Cindy Yu
Emma Hamshare
Grace Dickerson
Hannah Robinson
Rhianna Parker Yates
Ruth Blanke
Tess Whiting
Xingchen Lu