



## PriestmanGoode unveils 'Pure Skies': A vision for tomorrow's air travel

Airlines' immediate priorities lie in protecting jobs, capital and resuming services however as it will take at least three years to develop and certify future cabin products, PriestmanGoode has started to outline what these new products should be to ensure the future success of the airline industry.

- New built-in design features, the latest technology and material innovation all help to reduce passenger anxiety, improve personal space and hygiene, and facilitate touch-free journeys
- New revenue opportunities have been created for airlines through innovative cabin features that empower passengers to tailor products around individual preferences
- Colours and materials have been used to enhance hygiene and facilitate communication and brand trust
- 'Pure Skies' offers a realistic road map towards future growth and passenger satisfaction
- For press enquiries please contact Anna Meyer, Head of Communications on [anna@priestmangoode.com](mailto:anna@priestmangoode.com)

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PriestmanGoode, the London-based design studio, known across the world for its innovation in aircraft interior environments and passenger experiences has revealed a new design concept to support the future success of the aviation industry. 'Pure Skies' includes a complete review of Business and Economy Class cabins and addresses pressing consumer, business and environmental concerns.

Nigel Goode, Co-founding Director at PriestmanGoode said: "This latest work from the studio represents pragmatic innovation. With the benefit of over 30 years' experience, we know how to harness design to achieve long-term positive change. We've looked ahead to imagine future scenarios and taken into account new passenger behaviours driven by the global pandemic to ensure our designs can be implemented within a few years and will meet user and airline requirements for many years ahead."

Luke Hawes, Director at PriestmanGoode added: "As a team our mantra has been to 'build back better'. We have also found ways to include flexible features that differentiate the service and enable tailored products and tiered pricing options for airlines. This is about providing flexibility and protecting the industry for the future, with ideas that fly."

'Pure Skies', re-imagines Business and Economy Class cabins for a post-pandemic travel industry. Moving away from the notion of 'class', Pure Skies instead includes Rooms and Zones.

The concept has been developed around three main factors:

- Personal space
- Hygiene
- Touch-free journey

## Key features of the spaces include:

### Pure Skies Rooms (previously Business Class)

- Each seat is a fully enclosed personal space, partitioned by full height curtains
- A brand-new seat design with minimal split lines and seam-welded fabrics
- Antimicrobial materials and finishes
- Personal lighting and temperature control
- IFE system that is fully synchronised with the passengers' own devices
- Personal overhead stowage
- Personal wardrobe

### Pure Skies Zones (previously Economy Class)

- Dividing screens every other row for greater separation
- Staggered seat configuration to maximise feeling of personal space and allow passengers to sit in the groups they are travelling in - whether alone, as a couple or in groups
- Back of seat shells with no gaps to eliminate dirt traps
- Recline mechanism entirely contained within the fabric skin of the seat to avoid split lines and hard-to-clean gaps
- Removal of IFE screens in favour of passenger-owned devices. This concept also presents additional commercial opportunities: straight seats without IFE screens with ability to hire a device; staggered, with more seat pitch with screen option - improved offer but increase in price.

- Removal of seat-back tray, replaced with a clip-on meal tray direct from the trolley
- Rethinking the seat back literature pocket with a new, optional removable bag for each passenger or the option to clip-on their own bag

Nigel Goode concludes: "With both passengers and airline employees at the heart of this project, we have not only taken onboard present anxieties but also tried to ensure our solutions are future-proofed against future pandemics, recognising the significant commitment and investment involved.

"We also acknowledge that rules and perceptions are continually changing. We firmly believe that by building-in additional safeguards and designing-out areas that previously caused concern, our Pure Skies concept encompasses a range of innovative and relevant options that will appeal to airlines for different reasons depending on their customer profile, location and fleet. However, planning must start today for these solutions to be ready and in place for when volumes undoubtedly return in the industry."

'Pure Skies' is the latest concept released by PriestmanGoode as part of its long-held mission to improve the everyday lives of people around the world - from end users to maintenance staff - through design that is elegant, intuitive, easy to maintain and efficient to manufacture - and that contributes towards a more sustainable future. PriestmanGoode has obtained registration for the designs of both Pure Skies Rooms and Pure Skies Zones.







## NOTES TO EDITORS

### Behind the scenes: Designing the Pure Skies concept

'Pure Skies' is the result of close collaboration between designers from across each of PriestmanGoode's areas of expertise, from product design and innovation, to future strategy, CMF (colour, material and finish) and visualisation.

Three key drivers lie at the heart of the concept:

- Personal space
- Hygiene
- Touch-free journeys

'Pure Skies' also takes a planet-centric approach by marrying the renewed concern for hygiene with sustainable solutions for aviation - noting that state aid packages have made this a requirement for many airlines going forward.

Moreover, colour psychology played an important role in the selection of colours and materials, working as a key tool to help communicate with passengers and create a sense of calm and security onboard the aircraft.

#### A new sense of personal space

Proximity to other passengers both onboard but also in queues, crowds and in situations where service is reliant on interaction with others is a cause for anxiety for many now, a trend we foresee will continue. But the equation between space and profitability has also been a long-standing balancing act for the airline industry. The team focused on how space in economy cabins had become too compromised and explored how a total re-think of seat features and cabin layout might lead to an improved passenger experience.

Jo Rowan, Associate Director of Strategy at PriestmanGoode added: "We have designed a clearly defined product offering which provides benefits on many levels. We've also enabled a more enhanced offering where the upgrades are clearly apparent as part of an unbundled structure that consumers are increasingly aware of - the 'get what you pay for mindset.' It's a highly democratic product and service proposition."

Meanwhile, in Business Class, recent trends have seen the introduction of privacy screens and doors to define space and the team considered how these features could be taken several stages further.

"The notion of "Class" to denote an area of cabin seems very outdated and therefore, our vision renames Business Class seats as "Pure Skies Rooms" - a place where passengers can retreat into a protected, screened area, with the highest standards of comfort. Each room features gesture-controlled IFE, synched to the passenger's own device, a completely redesigned seat with minimal split lines and welded fabric seams; and a modular design concept that provides personal overhead stowage, containing bedding and a personal wardrobe."

### Lines of defence for cleanliness

With heightened concerns surrounding hygiene in public spaces, the design uses the very latest developments in materials and finishes to create additional lines of defence for higher future standards in sanitation. During the pre boarding process, combinations of heat, UVC cleaning and fogging, in addition to manual processes will be used to reassure passengers. The development and application of the very latest antimicrobial finishes embedded within surfaces and fabrics further enhances the efficacy of cleaning with knock-on benefits for both staff and passengers.

Maria Kafel-Bentkowska, PriestmanGoode's Head of CMF explains: "We've taken hygiene to a whole new level by leveraging the latest developments in CMF and completely re-thinking the seat cover construction. We've eliminated all but the essential seat breaks needed for functionality. Other split lines have been treated with heat welded tape that eliminates places for the virus to hide. However as the virus is invisible, we've taken into consideration passengers' needs for reassurance while boarding. We have introduced the idea of UVC light and heat cleaning to the cabin. And, by using existing technologies such as photochromic and thermochromic inks that would react to the new cleaning methods, a message of reassurance can be seen on the fabric surface while boarding but then disappears once the passenger is settled. Turning the invisible visible and creating a graphic interface to communicate a message of reassurance supports the airlines' brand messages around hygiene and safety."

The lighting to signal the transition between cleaning to a calm on board experience was created by using cyan, the colour of UV light and purple to signal the cleaning process. The lighting then transitions to peach and yellow tones to create a warm and positive onboard environment. The addition of purple lighting accents helps facilitate the transition between boarding and in-flight mode, and helps create a luxe, protective atmosphere.

The overall material palette on seats and throughout both cabins has been kept to light tones, so that passengers are reassured by a clean surface. Shades of green have also been introduced to provide a natural, calming effect.

### Touch-free design

In addition to fabric choices and seat construction, the team has looked to the latest technology solutions, working closely with specialist partners, to minimise touch points and create a digital journey experience.

Jo Rowan adds: "In recent years customer experience design has been preoccupied with enhancing every touch point in journeys. Our approach of 'building back better' is very much about addressing aspects which have long been pain-points such as germ hotspots. We have started referring to touchpoints as 'touchfree points', either rethinking the interactions required or removing them entirely. We are using this opportunity to support behavioural shifts such as the increase in bring-your-own devices, which have the benefits of weight saving for the airline and a potential cost saving for the passengers. Post-COVID we believe both airlines and passengers will be more receptive to these changes as the benefits become more apparent."

### About PriestmanGoode

PriestmanGoode is a design studio dedicated to designing a better future. The London based company specialises in large scale projects in infrastructure, transport, hospitality and product design. Their work is used by millions of people around the world, every day. PriestmanGoode.com

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

Anna Meyer  
anna@PriestmanGoode.com  
+44 (0)7747 000 898