

# BMW Group DesignworksUSA

Media Information

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## **BMW Group DesignworksUSA creates a unique experience for passengers traveling in First Class.**

Singapore Airlines chooses the BMW Group subsidiary for an exclusive project / “A quieter, more spacious and exclusive atmosphere”.

**Munich / Newbury Park / Singapore.** The BMW Group subsidiary DesignworksUSA has been appointed by Singapore Airlines, which is widely regarded as the leader in premium commercial aviation, to create its new First Class cabin and seat environment. The revamped First Class seats and cabin interiors will be introduced, starting on Singapore Airlines’ new Boeing 777-300ER’s that will enter service from the latter half of 2013. Work on this flagship project was kicked off at DesignworksUSA’s Singapore studio and will be supported by their Los Angeles, Munich, and Shanghai studios.

“Singapore Airlines is considered by many to be the gold standard for passenger service and amenities”, says Laurenz Schaffer, President, BMW Group DesignworksUSA. “Through both readily apparent elements such as color, textiles and tactile surfaces, together with subtle holistic details that reveal themselves over the course of the journey, Singapore Airlines and DesignworksUSA will create a quieter, more spacious and exclusive atmosphere for the First Class passenger who demands nothing but the best”, Schaffer continues.

DesignworksUSA is helping Singapore Airlines to distinguish its First Class from the competition and provide customers with a unique premium feel and experience complimenting the personalized service from its cabin crew. In addition to cabin ambience improvements, the revamped seat will feature more privacy and personal stowage space, and improved seating comfort.

DesignworksUSA has deep experience both in the ultra-luxury transportation and aviation categories, working closely with brands including BMW and Rolls-Royce Motor Cars, Embraer, Dassault and Boeing Business Jets. Further examples of “first class”

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seating and furniture created by DesignworksUSA for more terrestrial environments include the multi-award winning Metro40 Collection for LandcapeForms (2010), the Emeco 1951 chair (2009) and the AllSteel "Clarity" collection (May 2012).

### **About BMW Group DesignworksUSA**

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, John Deere, HEAD, HP, Microsoft, Bay Area Rapid Transit (BART), Siemens, Intermarine, and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, Shanghai and Singapore, DesignworksUSA draws upon its unique and vibrant resources to create the future. Earlier in 2012, DesignworksUSA opened its new studio in Shanghai, its first such facility in mainland China.

### **About Singapore Airlines**

When Singapore Airlines was formed in 1972, it operated a modest fleet of 10 aircraft to just 22 cities in 18 countries, most of which were in Asia. With a commitment to fleet modernisation, product and service innovation and market leadership, the Airline quickly distinguished itself as a world-class carrier. Today SIA is internationally recognized as one of the world's leading airlines and operates a modern passenger fleet of more than 100 aircraft. Its network, including Singapore Airlines Cargo and SilkAir destinations, covers 106 cities in 40 countries.

Singapore Airlines, a member of the Star Alliance, made aviation history in October 2007 as the first to fly the world's largest passenger aircraft, the Airbus A380. This is synonymous with the carrier's efforts to be a leader in civil aviation. In 2004, it launched the world's longest non-stop commercial flight between Singapore and New York (Newark) using the A340-500 aircraft.

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