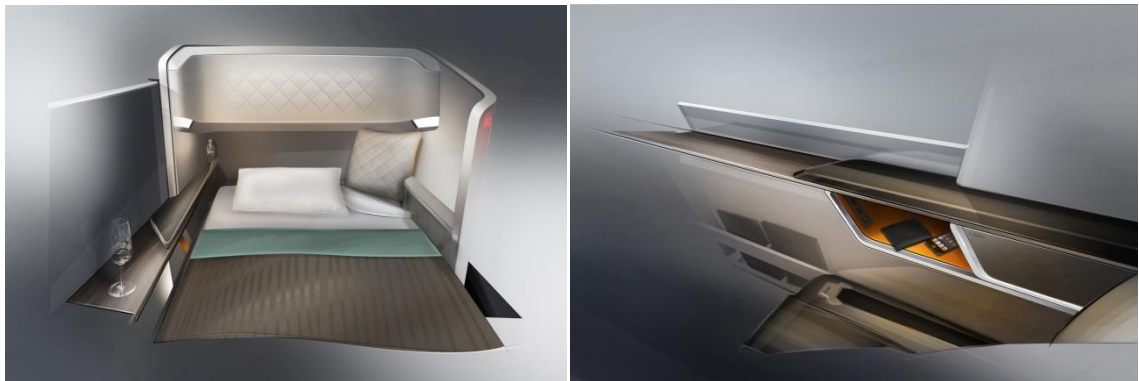


Media Information  
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## **New heights of luxury: DesignworksUSA brings a premium experience to airline passengers.** **Design of next-generation First Class seats for Singapore Airlines / Lounge ambience with comfort seats, premium materials and subtle colours.**



**Munich / Los Angeles / Singapore.** BMW Group DesignworksUSA and Singapore Airlines are soaring to new heights. The task for BMW Group subsidiary DesignworksUSA was to deliver more luxury to Singapore Airline's First Class passengers – far from uncharted territory for the globally operating design consultancy. With its interior designs for Boeing Business Jets, Embraer and Dassault Aviation, DesignworksUSA has injected fresh impulses into the sector over recent years. On behalf of the high-profile Asian carrier and its discerning clientele, the designers have now endowed the First Class cabin with a new look along with an extra helping of comfort, space and privacy. The updated design for the seats and suites will make its debut this September on board the new Boeing 777-300ER on selected flights between Singapore and London.

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### **Luxury atmosphere in the stratosphere.**

One of the top echelons of the design sector came up with a keen challenge for DesignworksUSA: to reconcile the aviation brief and its stringent safety standards with the luxury requirements of passengers. Tapping into the creativity of the BMW Group subsidiary, Singapore Airlines aimed to further enhance its First Class facilities and set new benchmarks for luxury-class comfort in the skies. The entire ambience has been redesigned to offer passengers not only raised luxury levels but also greater privacy and increased stowage space for luggage and travel accoutrements “In First Class the topics are luxury, infotainment and the service quality that is expressed by design. Efficiency and functionality have priority,” says Laurenz Schaffer, President of DesignworksUSA. “Our studios in Los Angeles, Shanghai and Munich worked very closely together on these projects. Our global locations and our long standing presence in Asia helped us to meet the demands of Singapore Airlines, as well as the expectations of international flight passengers,” Schaffer continues. DesignworksUSA draws on its expertise from many years of working with premium customers in various mobility sectors, among them BMW and Rollce-Royce Motor Cars, Intermarine and Zeydon Yachts.

### **The essence of luxury.**

From the moment they board the aircraft, First Class passengers are pampered in their lounge-like islands. In order to shield these havens of peace visually and acoustically, the outer walls of the seating area have been extended and embrace the passenger like a protective arm. For sleeping, the luxury seat turns into a large bed comfortable enough for reclining on one’s side. At 35 inches in width and with an increased bed length from 80 to 82 inches, the seat is one of the most spacious First Class products in the sky. Both the design language and the colour and material concept signal maximum levels of comfort, taking their cue from automotive interior design when it comes to passenger comfort, spatial configuration and functionality. The design team has imbued these onboard spaces with an aura of tranquillity. Large surfaces and elegantly sweeping lines coupled with warm, modern shades of brown within the seating islands all evoke the ambience of a living room. Cooler grey and metallic tones on the outside, meanwhile, clearly demarcate the private zone from its surroundings – a colour concept that continues into the carpeting to accentuate the impression of a personal cocoon.

Only high-grade materials are permitted to fly First Class. The seat is lined with fine leather, while a new covering technique for the upholstery increases tension in the

material, which remains smooth and – even after hours of use – appears pristine. Atmospheric lighting has been discreetly assimilated into the design. Extensive tests were carried out to determine the optimal light colour and intensity. A range of personal storage cubbies in the front entertainment area add surprising touches with their striking interior colours. Elegant tables are integrated into the front of the seating area; they can be extended simply and quietly without the need for any folding mechanism.

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### **Singapore Airlines**

When Singapore Airlines was formed in 1972, it operated a fleet of 10 aircraft to 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. In 2004, it launched the world's longest non-stop commercial flight between Singapore and New York (Newark) using the A340-500 aircraft.

[www.singaporeair.com](http://www.singaporeair.com)

### **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 design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens 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, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

[www.designworksusa.com](http://www.designworksusa.com)

### **The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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