



# JET AVIATION'S DESIGN STUDIO IN BASEL HAS BEEN SHORTLISTED FOR DESIGN AWARDS IN 2017

News / Business aviation



**Jet Aviation's Design Studio in Basel was recently announced as a finalist in the Visualization category of the Society of British and International Design Awards 2016, and shortlisted for the Design et AI Yacht & Aviation Private Jet Design Concept award 2017.**

**The Basel Design Studio's "Limitless" campaign created concept interiors for the Boeing 787-9 and Airbus A350 airframe, which were transformed into accurate 3D visuals in collaboration with ACA Advanced Computer Art GmbH and visualized in Jet Aviation's 3D application, JetVision.**

**"The VVIP interior concepts for the A350-900 and B787-9 were designed to give potential clients a real feeling of the impressive space and design possibilities of the new generation composite aircraft," explains Elisabeth Harvey, director design, Jet Aviation Basel Completions Center. "Aviation interior design is becoming ever more sophisticated, and we wanted to showcase this in our designs."**

The concepts have achieved industry recognition, with the Boeing 787-9 'Limitless' campaign

reaching the final of the Society of British and International Design Awards in November 2016, and both the B787 and A350 designs shortlisted for the Design et Al Yacht and Aviation Awards 2017 in the Private Jet Concept category, with winners announced May 2017.

Originally inspired by, and designed for, a Middle Eastern client, the interior was a contemporary take on classic styles. Traditional patterns are integrated throughout and reinterpreted in a modern way. Inspired by residential design, classic materials are combined with innovative new fabrics and furnishings. The result is an interior that is contemporary and comfortable and aircraft compliant.

The Design Studio worked closely with engineering professionals to create an accurate 3D visual representation of a working VIP aircraft interior that a client could virtually walk through before an aircraft even arrives to be completed in the facilities in Basel.

“We are proud to be recognized in this way by industry peers and colleagues,” added Matt Woollaston, vice president completions sales & marketing. “These designs reflect both the craftsmanship that goes into our completions and the commitment we give to new technology and constant improvement. As a design studio within a completions center, the Jet Aviation Basel Design Studio is able to draw on accurate engineering and production data, giving us the confidence to create innovative, bespoke designs that clearly captured the attention of the awards committees.”

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