

*"In the economy interior, it is nearly too late to give long-haul a complete overhaul. But that is what is needed, and it can be done – especially when we consider the opportunities offered by next-generation aircraft, currently being specified and 'frozen'. Programmes of this scale only come around every three decades, and not building a better economy interior from day one would be a terrible waste."*

NICK TALBOT AND JAMES WOODHUYSEN,  
SEYMOURPOWELL (2001)



*"Our job is to look at everything in the cabin, all of the thousands of little details, most of which the passengers will never notice, and to make sure that they're intelligently designed... The most important thing for me is to design new and modern materials, because they look fantastic. The logic in the past has been to recreate a terrestrial environment in an aircraft – but I think philosophically that's the wrong approach. I love aircraft, I love flying, and I think the processes, technology and materials that have been developed for this industry are wonderful things to play with as a designer – they're wonderful tools to have."*

MARK NEWSON (2002)

PHOTO: PURAWYUNENI

*"Investment in seating remains the best way to increase market share"*

LIPPINCOTT MERCER RESEARCH (2016)



*"In the harder cabin product elements the competition has become ferocious, the amount of spend the airlines are putting into the cabin has increased, and the frequency with which they renew their cabin product has quickened."*

BOB LANGE, HEAD OF CABIN PAYLOAD STRATEGY AT AIRBUS, DISCUSSING BUSINESS CLASS IN 2008

*"As the part of the aircraft that passengers actually touch and experience on both a physical and perceptual level, an airline's interior is of paramount importance to the ability of the company to earn and maintain a good reputation"*

JENNIFER COUTTS CLAY, JETLINER CABINS (2006)

