

# ALTITUDES

EUROPE

**PORTRAIT**  
LARRY FLYNN:  
GULFSTREAM  
LOOKS  
FORWARD TO  
THE G650'S  
FIRST FLIGHT

**DESIGN**  
M&R ASSOCIATES'  
CONCEPT FOR  
THE AIRBUS A350  
VVIP INTERIOR

**ZOOM**  
THE \$2M  
OFFER

**HAWKER 750**  
A MID-SIZE JET SIZED RIGHT

N°27 • October  
November 2009 LuxMedia  
Group

M 02728 - 27 - F: 6,00 € - RD





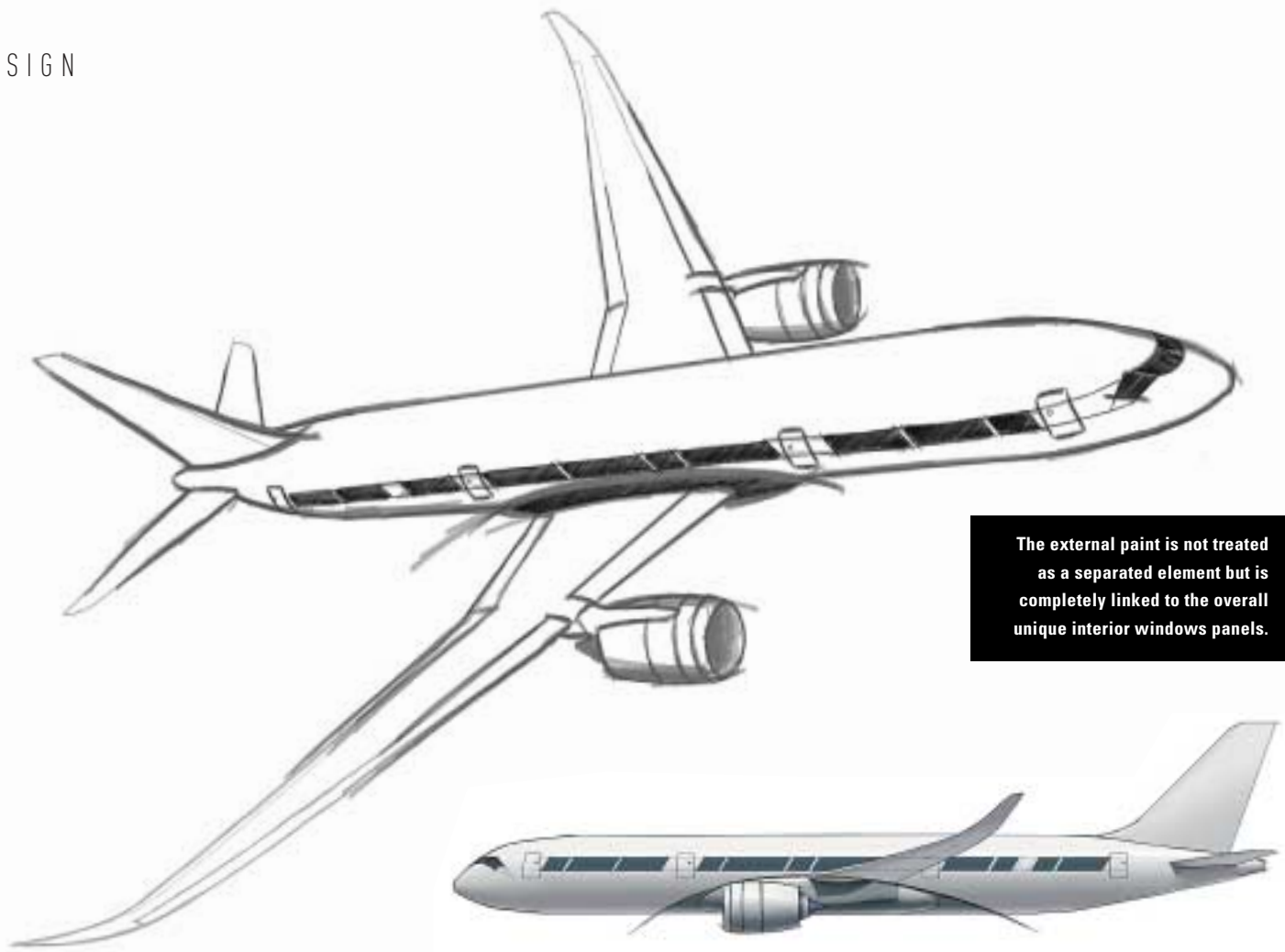
# M&R ASSOCIATES DESIGN

## A350 VVIP INTERIOR CABIN CONCEPT

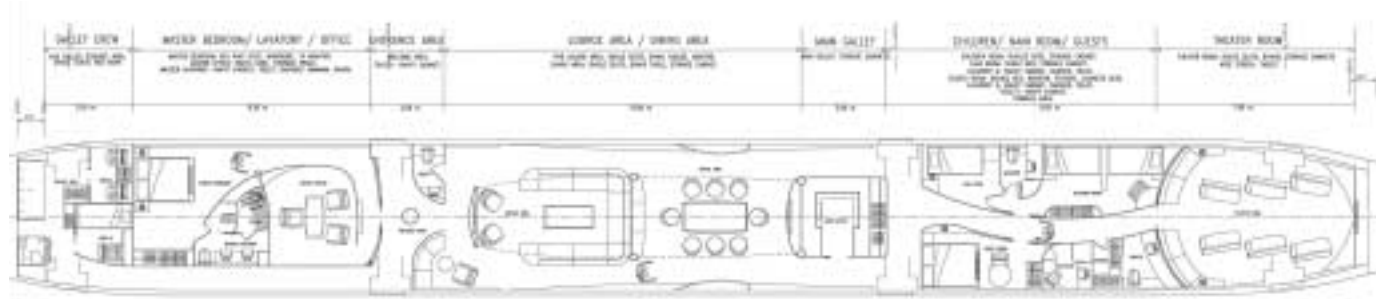


Florent Magnin and Vincent Rey, founders of Geneva-based M&R associates design have designed a concept for the VVIP interior cabin of the Airbus A350 XWB. This new aircraft is a long-range, mid-size, wide-body family of airliners currently under development by European company Airbus. The A350 will be the first Airbus aircraft with so much fuselage and wing structure made primarily of carbon fiber-reinforced plastic. It is scheduled to enter into airline service in 2013 with airline launch customer Qatar Airways, which has initially ordered the -900 variant. The VVIP version has been conceived for a Middle Eastern customer. **BY Sylvie Péron**





The external paint is not treated as a separated element but is completely linked to the overall unique interior windows panels.



**M**&R associates design is all about elegance and luxury. This does not mean ostentatious or flashy design. Our clients want harmony, style, discretion and simplicity and above all, cutting edge technology. We share this taste for elegance without arrogance, this need for simplicity,” explains Florent Magnin one of the two founders of M&R associates design. The other half of the pair is Vincent Rey. Both designers, each with his own artistic and technological know-how share a single vision of design. They decided to combine their talent to offer an authentic and com-

plementary expertise. With more than ten years of experience with the largest aeronautical manufacturers and completion centers in the world, M&R associates design specializes in the creation of interiors for VIP airplanes, private jets and large cabin aircraft.

**Fluidity**  
 “One of our main concerns for the VVIP interior concept of the Airbus A350 is to avoid the feeling of oppression, the sense of restricted space in the airplane. On the contrary, our aim is to provide the client and the passengers with the feeling of spaciousness and open-

The VVIP layout is dedicated to the owner, family and friends. The fluidity and dualism between transparency and opacity give the feeling of an open and peaceful space.



Main lounge view from the lobby with the transparent panel TV cabinet.

ness. We want to steer away from traditional criteria, to open up spaces utilizing materials, light and other sophisticated and refined details,” explains Vincent Rey. M&R associates design has articulated its futuristic concept around fluidity, high technology and the dualism between transparency and opacity, to create a decisively open and peaceful space. The availability of new technologies such as OLED screens, offers the possibility to integrate two thin screens within a transparent wall in the lobby and the lounge. This unique element confers an effect of lightness and floating sensuality. These screens could have two completely different functions. In the lobby it would be dedicated to creating a welcoming ambiance while in the lounge it would create a private space to watch movies on a plasma screen.

**Open space**  
 The open space with the theater room aft of the airplane is designed to have a relaxing and peaceful environment. The connection between the dining area and lounge area has been thought out with particular attention.

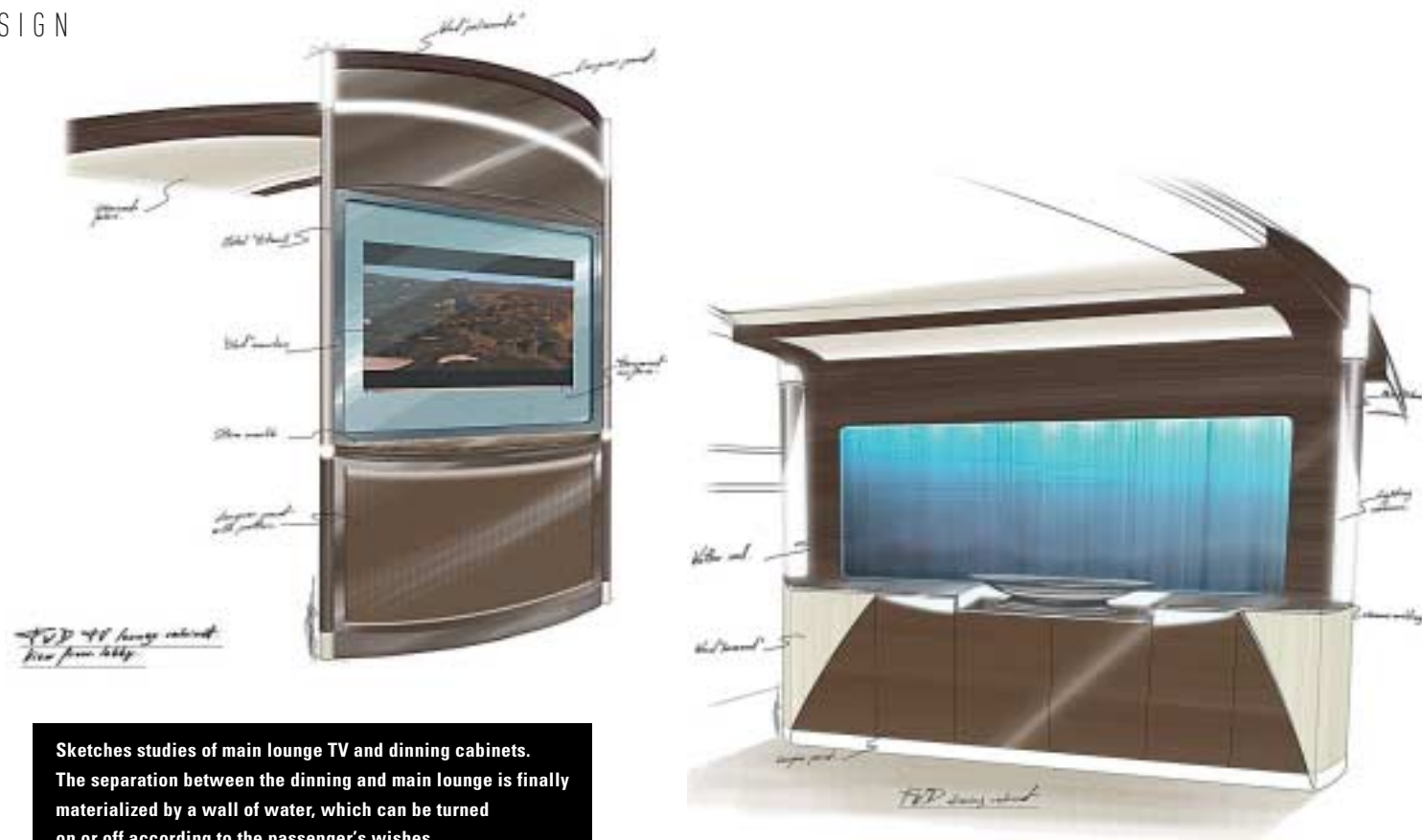
“We have defined an original dynamic between these two areas to obtain an open vision while maintaining the delimitation of the two spaces. The credenza positioned at the side ledge as well as the dome shaped ceiling along the all open space, create a defined connection between the Dining Area and Lounge Area.

While sitting in one of these areas, the passenger has a perspective on the other side of the room therefore visually increasing the overall habitable space. The separation between these two areas is finally materialized by a wall of water, which can be turned on or off according to the passenger’s wishes”.

**Lounge**  
 A “U” shape sofa creates an area of conviviality and is the design emphasis for this area. The central table is equipped with a “Soft touch” multimedia system: by a light gentle touch on the surface, the passenger can navigate the web, download pictures and update personal data or professional documents... The two end cabinets on both sides of the sofa have a clean and advanced style: the integra-

tion of indirect light below the top of the cabinets has a scalloped finish with a translucent light effect. The integration of a new VVIP concept seat in front of the sofa enhances the harmony of the lounge and creates a new configuration for this VVIP space. The shape of the seat, together with the ‘light effects’ generated by a luminescent film inserted at the thickest section of each element of the backrest, creates a luminous rhythm that is integrated in the cabin. A further opening of the space is given by the inclusion of a luminous surface on the floor on each side of the sofa, in the area connecting the lounge with the dining area.





Sketches studies of main lounge TV and dinning cabinets. The separation between the dinning and main lounge is finally materialized by a wall of water, which can be turned on or off according to the passenger's wishes.



The dinning area can be dedicated for reception or meeting and offers a nice, clear and quiet space. Below, Rough detail of dinning credenza insert china.

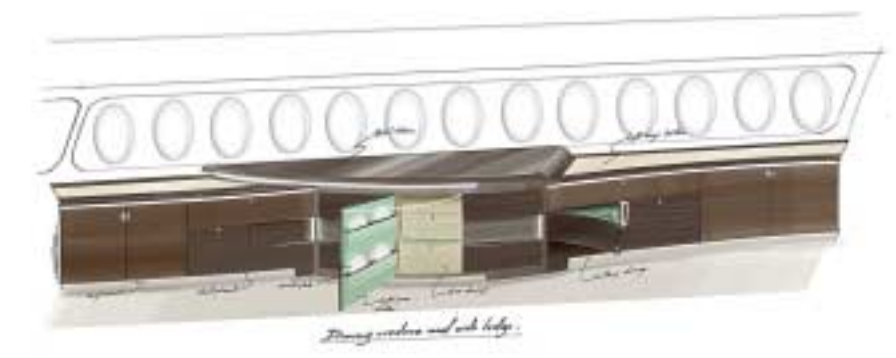


**Dining area**

The design of the seats in the dining area is in sharp contrast with conventional seat style. The armrests provide complete freedom of movement to the passenger. With a simple command at the side, they can easily move the seat and regulate the distance from the table. The designers have envisaged a large table with a thin marble surface, through which passes the light of an "E foil". An enchanting effect is generated by the interplay between the light diffused by the table and the crystal plates and glasses while eating. A credenza integrated in the side ledge offers storage space for chinaware, cutlery and assorted dining utensils. The credenza thus becomes an "esthetically pleasing object".

**Lining**

"We wanted to create another vision of the A350 XWB cabin. The goal was to break the 'tube' effect and recreate a new architectural rhythm of the space. The directional design of the valence panels gives a forward and aft feeling to the longitudinal aspect of the aircraft. Joining the ceiling panels with the lateral panels allows for a seamless design. These oppo-



sitions of directions reduce significantly the "tube effect" and visually open up the space. The new rhythm is accentuated by the unique design of the window panels. The external paint is not treated as a separate element but is completely linked to the overall interior concept. Lightness and transparency have been deeply integrated, using not only a global interior architecture but also new type of materials such as: bronze, transparent and opaque surfaces, marble, lighted floor, and rosewood.

Airbus launched its A350 XWB to build on the success that it has already achieved in the market for point-to-point aircraft with its A330 and A340 Families. Already, the A350 has won some 500 orders, including ten or so from private customers in the Middle East and Asia. Airbus says that, with the widest cabin in its class as well as the most modern design, the A350 XWB is well placed to win more VVIP and airline sales, which is potentially good news for design companies such as M&R associates design.