



James Park Associates
Design Consultants

News release

Singapore Airlines and JPA Design raise the bar for Business Class travel

London/Singapore, 25th July 2013: The bar has been raised again for Business Class air travel, as Singapore Airlines and JPA Design launch their stunning Next Generation Business Class cabin, including a bespoke luxury Business Class seat, aboard the airline's new Boeing B777-300ER aircraft. The cabin is part of an aircraft interiors investment by Singapore Airlines of almost USD150 million and will initially be installed in eight new aircraft. It will also be fitted to Singapore Airlines' Airbus A350s over coming years.

Unveiled in Singapore this month, the new cabins and seats confirm the position of Singapore Airlines' and JPA at the forefront of aviation design, offering innovative products with genuine benefits for customers.

James Park, managing director at JPA Design, welcomed the launch, saying:

"We are delighted to join Singapore Airlines in launching their new Next Generation Business Class seat, which is a bespoke design, and a unique product. It is rare that such design freedom is possible, but Singapore Airlines shares our passion for perfection and every element has been fully optimised.

"The design and development process took over two years, with great care taken to ensure that each part would be functionally and aesthetically excellent. The seat manufacturer, Jamco, was an integral part of this process.

"We are grateful to Singapore Airlines for once again placing their trust in JPA and it has been a pleasure to work in partnership with a client that is so committed to creative excellence."

The new seat is the latest in a series of bespoke designs by JPA for Singapore Airlines, with previous products being fitted to B777, B747, A340 and A380 aircraft.

Chew Tai Lu , Vice President, Product Innovation at Singapore Airlines, added:

"One of the most satisfying and rewarding parts of the entire design and development programme was dealing with and working alongside design companies. JPA fully understood our design philosophy, the importance of integrating customer service into the design and the need for a flexible approach to the various changes and fine tuning that were necessary, even at the last minute.

"Designing for cabin products is indeed a long journey, which includes the rigorous process of getting each and every material and mechanism certified for safety by the authorities. JPA's skilled, creative and responsive team have stayed the course and have delivered an excellent product."

The Next Generation Business Class seat builds on the legacy of its predecessors by preserving the long haul Business Class cabin layout initially created by JPA, delivering large amounts of space for each passenger and maintaining a high seat count within the limited space of an aircraft interior. Singapore Airlines' new B777-300ER will be fitted with 42 Business Class seats, each of which offer a forward-facing seating position and a large fully lie-flat sleeping position. The seats are uniquely configured within the cabin to maximise available space and the passenger also benefits, as the bed is larger and is a better shape for accommodating a wide range of sleeping positions. All seats have direct-aisle access, avoiding any step-over issues and enabling cabin crew to deliver the high standards of service for which Singapore Airlines is renowned.

John Tighe, JPA's design director for the project adds:

"To set the benchmark and ensure that this unique passenger layout still offers the best possible solution, many different seats and layouts were analysed at the beginning of the new project. Once this was completed, and

the overall layout was fixed, JPA and Singapore Airlines designed the new seat without constraints and, as an overall package, every element is new.”

The seat maintains a similar footprint to the previous Business Class seat, but adds two inches of bed length to take it to 78 inches, an increased recline angle, and significantly increased stowage capacity. It maintains Singapore Airlines’ trademark width, with the 28-inch wide seat cushions making it one of the widest Business Class seats in the skies.

It is also one of the most comfortable, following extensive and detailed ergonomic testing. It offers increased recline angles and has two different recline positions: Lazy-Z, where the passenger enjoys a cradled position with their weight and pressure centred and balanced; and Sundeck, where the customer’s legs can be placed up onto the ottoman, and the seat base and leg rest move to form a large, comfortable surface to relax upon.

Storage within the seat space has been carefully thought through, with increased capacity, and tailored, intuitive spaces to suit a broad range of hand baggage and other items, ensuring that everything is at hand throughout the flight.

The seat is fitted with the latest in cutting edge in-flight entertainment, with an 18-inch adjustable high definition (HD) screen, touch-screen handsets, and convenient business panel offering power sockets and connectivity ports.

The seat design is contemporary and dynamic in appearance, with stylish curves and innovative use of colours and textures emphasising the warm, welcoming and calm environment to which Singapore Airlines’ customers have become accustomed, whilst also bringing a fresh and exciting dynamism to the cabin.

Through research and analysis of design trends and consumer aspirations, JPA identified compelling directions relevant to the SIA brand. The aim was to create products and environments that maintain a fresh look and feel throughout their lifecycles, with an integrated brand approach that unifies all elements of the travel experience.

JPA developed an expressive colour and trim palette which offers continued elements of discovery. Emotive and tactile finishes are contained within the inner seat to provide passengers with a sensory experience. Tone-on-tone effects soften spaces, and emphasise zones and features, whilst the bespoke woven textiles enhance the seat’s comfort. Diamond-stitched oversized detailing creates personality and a play on scale, a modern twist on a classic luxury detail. The combination of alternating shell colours and a distinctive copper trim helps elevate and enhance the feeling of space within the cabin as a whole.

The lighting within the cabin and the seat has been carefully crafted to ensure the customers have control over their own environment, and the light sources were created in consultation with recognised lighting specialists, experienced in luxury hotel and restaurant design. Each light was fine-tuned to ensure that their intensity, colour and balance were suitable for all users.

James Park concluded:

“For JPA, the stars of the show on any Singapore Airlines flight are the cabin crew and the excellent service they provide. The importance of this throughout the design process cannot be overstated - every detail of the seat was carefully considered to ensure it enhances the effortless and elegant service offering.”

“One simple example would be the design of the cocktail tray, which is positioned carefully to ensure that it is easy for the customer to use, and to ensure the cabin crew can serve a drink onto the tray with one hand and without overly intruding into the passenger space. As an added touch, the cocktail tray is also subtly lit with an ambient glow which enhances the appearance of the food and drink being served. A second example is that the monitor has an added ‘off’ button on the aisle-side PCU which allows the cabin crew to turn the monitor off, should a passenger fall asleep, without having to reach over them to the (non-aisle side) IFE controller. This minimises light pollution within night-mode cabins.

“When Singapore Airlines commissioned JPA to create their Next Generation Business Class seat, the task was to make ‘A Great Way to Fly’ even better. The result we have delivered is a great product for a great airline and we know that its combination of comfort, amenity and sophistication will impress Singapore Airlines’ Business Class customers.”

Ends

For further information, images or interview requests, please contact Matt Grainger on +44 (0)20 7664 7817 or +44 (0)7974 403139 or email matt@blacksheeppr.com

Notes for Editors

Singapore Airlines Next Generation Business Class seat – data

- Length of JPA design project: Just over two years
- Overall cost of project (First Business and Economy): Just under USD150 million
- Number of seats in Business Class cabin: 42
- Length of Next Generation Business Class fully lie-flat bed: 78 inches (6ft 6in)/198cm
- Width of Next Generation Business Class seat: 28 inches/71cm
- New recline positions: Lazy-Z and Sundeck
- New angle of recline: 132 degrees
- Bed: fully lie-flat (horizontal in flight)
- Bed width: 32 inches/81cm (at the shoulder)
- 18-inch IFE monitor, touch-screen handsets , IFE updates to Krisworld
- Increased stowage space
- Range of personal lighting options

About JPA Design

JPA is a global design firm, founded in 1982 and with offices in London and Singapore. We enable leading airlines, hoteliers and train operators to deliver unique and valuable experiences to their customers.

Our long experience of working with customers in Europe, South East Asia, the Middle East and the Americas has provided a deep understanding of the characters and requirements of these regions and a wealth of experience of operating effectively within them.

JPA is unique in its complementary offer of hospitality and transport expertise. The top hotels have always set the bar for people's expectations of trains and planes and the demands of transport design often inspire new approaches to interiors.

Hospitality capabilities

- Creation of luxury hotels and resorts
- Creation of premium and economy airport lounges
- Concept design
- Site audit and feasibility study
- Detailed design and specification
- Site supervision
- Integration of brand and cultural priorities within design
- Local authority applications

Aviation and transport capabilities

- Strategy, research and brief development
- Concept design, development and engineering
- Creation of bespoke solutions for Airlines, manufacturers and users.
- Product engineering support
- Colour and trim development
- Full size mock-up building
- Serviceware design
- Uniform design
- Brand creation, strategy, & realisation
- Colour, material & finish – unique in-depth team.
- Trains – full design and realisation capabilities

Full information is available at www.jpadesign.com

About Singapore Airlines

Singapore Airlines currently operates four daily nonstop services from London Heathrow to Singapore Changi Airport. Three services use the Airbus A380 aircraft, the remaining service uses a Boeing B777-300ER aircraft.

Singapore Airlines also operates a daily service from Manchester to Singapore Changi Airport, via Munich, using Boeing B777-300ER aircraft

Full information is available from www.singaporeair.com