

## About PriestmanGoode

PriestmanGoode is widely recognised as one of the world's leading design studios working in transport today. Their expertise spans everything from aviation to rail, autonomous vehicles, cruise ships and personal transport. The studio works on both industrial and vehicle design, as well as branding, interiors and customer experience, and has a proven track record of delivering groundbreaking transport solutions for clients. PG is committed to a more sustainable future in everything they do.

PriestmanGoode has been a partner to the Lufthansa Group for 23 years and has completed over 25 major Seating and Cabin projects for different airlines in the group.

## Design process for Allegris

- A team of 5 designers at PG were dedicated to the Allegris programme, which also included design of the Premium Economy and Economy cabins.
- The team worked in partnership with Lufthansa Group across multiple milestones, and work continued throughout the pandemic.
- PG and the Lufthansa Group team worked as one to develop the suite which is an entirely bespoke product.
- The project team benefitted from the latest technologies in CGI and Visualisation with PG's in-house team creating VR assets to help decision making at board level and numerous workshops.

## Key design achievements

- The Double Suite is an entirely new product for Lufthansa and sets a new benchmark for this cabin type.
- Lufthansa's Allegris brings a First Class cabin to an A350 fleet for the first time.
- The design team have created a "luxury at home" look and feel with materials and detailing that represent the most comfortable environment the passenger would expect to find at home, but in the air.
- Other innovations in the suites include passenger controlled seat heating and cooling, shoulder sink-in and bespoke recline positions.

## Challenges that were solved

- Solving single access for a double suite on an aircraft was a challenge and a first on any aircraft type.
- The design team also found ways to achieve A350 certification for the high walls in First which were essential for privacy and acoustic properties.

## About the team:

Daniel is Design Director at PriestmanGoode. He has worked on design projects with Lufthansa Group since 2002. His extensive experience in aviation spans projects for airlines including Korean Air, Turkish Airlines, Lufthansa and SWISS; concept work with seat manufacturers including Geven Aviation Seating and Collins Aerospace; and cabin design with airframe manufacturers including Airbus and Embraer. Most recently, Daniel led the design team at PriestmanGoode developing the Air 4 All system, a break-through project

enabling powered wheelchair users to remain in their own wheelchair for the entire journey and was recognised as a Finalist in the 2022 Crystal Cabin Awards and as Accessible Design of the Year by Fast Company.

Portrait photo: <https://priestmangoode.egnyte.com/dl/A8ORzJG47i>

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