



AIRCRAFT CABIN

Innovation Summit

3 - 4 December 2019 | London – CCT Venue, Level 32

5 December 2019 | London – The Base, Virgin Atlantic

MAXIMIZING AIRLINES EFFICIENCY THROUGH AIRCRAFT INTERIORS AND PASSENGER EXPERIENCE

Hosted by:



Early Confirmed Airlines:



Sponsor:



Gold Partner:





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CONFIRMED SPEAKERS AND GUESTS

RONN CORT
President & COO
Sekisui SPI



RICK WOOD
Managing Director
Rollon Corp



FREDERIC MAZEL
Director Cabin Program
Airbus



CHRIS PARKER
Director



JO ROWAN
Associate Director – Strategy
PriestmanGoode.

SUAT SAGIROGLU
CEO
TSI Aviation Seats



GLENN JOHNSON
Director Industrial Design
Collins Aerospace



ALAN MCINNES
SVP of Sales
Acro Aircraft Seating



JONATHAN SEGUIN
Cabin Interior



JULIEN DUCHESNE
Head of High Tech Department
STELIA Aerospace

DORIA DE CHIARA
Business Development Manager



RODOLFO BALDASCINO
Head of Marketing
Geven

VINCENT GITTEAU
Principal Certification
Engineer
Jamco



BRAD FOREMAN
CEO
GDC Technics



BEN ORSON
Managing Director
JPA Design



LUKE MILES
CEO
New Territory



BEN BETTELL
Program Director,
Aircraft Interiors
Counterpoint



ANTHONY HARCUP
Senior Director



STEPHANIE DI BIASE
Creative Director
Teague

SEBASTIAN TIVIG
Certification and Verification
Engineer (CVE) for Cabin Safety
and Senior Cabin Integrator
Diehl Aviation



NIGEL DUNCAN
President
DUNCAN AERO LTD



ALESSANDRO BRACA
CEO
Optimares



JEFF ROBERTS
Product Development Chief,
Cabin and Features Airplane
Product Development
Boeing

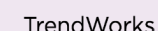


GERALDINE LUNDY
Owner
Accessible Travel Consultancy Ltd

GRAHAM RACE
Queen Elizabeth's Foundation



PATRICK MCENEANY
Creative Director
trendworks



YVES MELISSE
VP Airlines & Lessors
Safran



JONNY CLARK
Writer
The Design Air



LARS RINNE
Managing Director
Butterfly Seat



JAMES FREMANTLE
Civil Aviation Authority UK



MARIA GUEVARA
Vice President,
Material Management
AerCap





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CONFIRMED SPEAKERS AND GUESTS

CATHERINE BARBER
CMF



DANIEL CLUCAS
Senior Designer
Acumen Design Associates

GUIDO WOSKA
Head of Experience Design
Lufthansa Group



JOCHEN LOHRMANN
Head of Innovation



VIOLINA MIKOVA
Innovation Manager
Recaro Aircraft Seating

RYAN SCOTT
Senior Vice President of Global Sales
Boom Supersonic



CHRISTOPHER WOOD
Owner
FlyingDisabled



ARDA ENER
UX & Industrial Designer
Turkish Airlines



MATTHEW CODER
Manager on board experience
Alaska Airlines



ASHLEY GARRIS
Manager|Onboard
Product Development
Delta



ANDREW LITAVIS
Manager, Aircraft Interiors +
Inflight Technology
JetBlue



BEREKET TESSEMA
MRO Account Manager



BINYAM GEBRE
Project Engineer II

KIDIST SAMUEL
Senior Project Engineer III
Ethiopian Airlines

PETER AZZOUNI
Senior Manager Product
& Guest Experience
Etihad Airways



ANDRII KUSYI
Technical Manager
Cabin Operations
Wizz Air



GENEVIEVE REIS ROSARIO
Senior Manager Product
Develop. & Serv. Design
Qatar Airways



KATSUNORI MAKI
Manager
(Cabin Products & LOPA)
Products & Services
Planning Customer
Experience Management
ANA





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WHAT YOU WILL EXPERIENCE ON SITE

KEYNOTE SPEECH

Listen, learn and receive in-depth knowledge from industry experts, including OEMs, airlines, regulators, seat manufacturers and materials suppliers.

INTERACTIVE PANEL DISCUSSION AND AUDIENCE Q&A

Interact with our panelists and have all your questions answered.

INTERACTIVE WORKING GROUP

Discuss, brainstorm, and work together during these hands-on, interactive sessions. Tutorials and working groups are also an excellent chance to interact and network with other industry professionals.

SPEED NETWORKING

Break the ice and get to know your industry peers in these fast-paced, one-to-one meetings. Greet each attendee in a series of brief exchanges and share your professional background.

EVENING EVENTS

You are invited to evening activities. Take this opportunity to network and make new business contacts – or just relax and round off the day.

GOLD PARTNER



SEKISUI SPI's KYDEX® Thermoplastics brand is recognized by designers, engineers, and OEMs as a leader in specialty polymers for aviation interiors. From flight deck to tail, the brand provides fully compliant materials with excellent mechanical properties and a refined degree of integral finish and colour for an enhanced passenger experience.

www.sekisui-spi.com

MEDIA PARTNER



Aircraft Interiors International has been serving the aviation industry since 1998 with news, interviews, reviews, technology focuses and market trends. The company delivers a combination of a highly regarded quarterly magazine and breaking news through a weekly news email service.

Supported by



ADS represents and supports over 1000 UK businesses operating in the aerospace, defence, security and space sectors. The Aircraft Interiors Group (AIG) is a special interest group representing over 200 ADS members who have interests in the aircraft interiors sector. With a priority focus on business development and promotion of the UK interiors capability, the group aims to identify market trends, raise awareness, inform, influence, engage and collaborate across all relevant stakeholders.

In the last 12 months AIG has visited ATR and Airbus in Toulouse, Safran Seats GB and has pitched to Boeing executives at Hamburg. It has also played a leading role in the Aerospace Technology Institute's first ever UK Cabin market study, revealing a £ 1.7bn – £ 2bn UK sector growing at industry-beating rates and showcasing some of the UK's best innovation.



2019 sees Ink, the world leader in travel media, celebrate its 25th year of creating inspiring, award-winning content for the world's biggest and greatest airlines, railways, travel companies and their customers.

From its humble beginnings as a two-man operation in London, Ink now creates multi-platform content in 10 languages across the globe, including 34 award-winning magazines. Through its content, ambient, and experiential advertising opportunities, Ink connects brands, advertisers and marketers to a highly receptive, and growing global audience more than 850 million passengers.

Partners include American Airlines, Amtrak, easyJet, Etihad Airways, Ethiopian Airlines, Norwegian, Qatar Airways, Singapore Airlines, United Airlines, Virgin Atlantic and Wizz Air.





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SPONSOR

Beadlight® As a specialist and pioneer in LED in-seat reading light, Beadlight creates luminaires for aircraft that advance safety, quality and design. Beadlight in-seat reading lights combine artistic flair with patented diffusion technology, working with international design houses and lighting consultants covering not only the world of premier aircraft seating but also those of Mega Yachts, Cruise Ships and World Class hotels. www.beadlight.com

 **UniversalPlastics** Universal Plastics is a leading manufacturer of plastic parts focused on aircraft interiors. Our capabilities include precision custom thermoforming, injection molding, and custom blow molding with five manufacturing sites producing \$20MM in annual revenues of aircraft interior components. We specialize in manufacturing complex parts and assemblies at globally competitive pricing. We manufacture parts up to 150" X 100" and have extensive experience working with aviation grade materials, including Kydex, Boltaron, Schneller and Ultem. Our business processes are tailored to the high mix, low volume, highly customized requirements of the aircraft seating industry. Visit our booth or website for more information.

 **JETLINER CABINS: EVOLUTION & INNOVATION** EBOOK APP by Jennifer Coutts Clay

JETLINER CABINS by Jennifer Coutts Clay is described as: "The only comprehensive survey of the cabin environment from the 1970s to the present day" – AIRLINER WORLD, "A source reference for aviation industry professionals and enthusiasts alike" – AIRPORTS INTERNATIONAL, and "Fascinating reading and looking" – AIRWAYS MAGAZINE.

Available on Amazon, Apple iTunes and GooglePlay, this pioneering E-BOOK app covers: product branding, passenger experience, cabin maintenance and marketing challenge, including comments from 50+ international specialists. Interactive text links, search functions and detailed index-lists allow app users to navigate JETLINER CABINS according to their own interests. Visit the websites of 400+ organizations referenced in the text; enjoy the menu of case studies, guest essays and picture galleries with 6,000+ new and vintage all-colour images.



Founded in 1969 on family values and with multiple, strategically-located operations and customer support facilities around the world, Tulsa-based NORDAM is a leading independently owned aerospace company. The firm designs, certifies and manufactures integrated propulsion systems, nacelles and thrust reversers for business jets; builds composite aircraft structures, interior shells, custom cabinetry and radomes; and manufactures aircraft transparencies, such as cabin windows, wing-tip lens assemblies and flight deck windows. NORDAM also is a major third-party provider of maintenance, repair and overhaul services to the military, commercial airline and air freight markets. Learn more about NORDAM at NORDAM.com.



ST Engineering
Aerospace

ST Engineering Aerospace Seats Pte Ltd is a joint venture between ST Engineering Aerospace Ltd. and Tenryu Holdings Co, Ltd. Based in Singapore, we are responsible for the end-to-end design and manufacturing of a range of aircraft seating solutions. The company's long-term business roadmap will include a series of economy class, business, as well as first class seats. It is an integral part of ST Engineering Aerospace's global network, working in tandem with the other network members to deliver an integrated cabin interiors offering.

ST Engineering Aerospace Seats leverages both ST Engineering Aerospace's and Tenryu's rich experience in the aerospace industry, to produce innovative seating solutions that are both comfortable and reliable, and brings value to the airline operator



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WHAT OUR PAST DELEGATES EXPERIENCED

„Great content, great participants, great location.”

Recaro Aircraft Seating

„Fantastic conference. Very effective to meet with existing relations and meet new ones. Well organized. Good topics for workshops. Very friendly atmosphere from everybody. Very honest and open discussions.”

ADSE

„Versatile program with speeches and interactive modules. International/interdisciplinary audience.”

Designworks, A BMW Group Company

„Different approach, more practically than other conferences. Better direct contacts with participants and airlines. Workshops good. More open discussion. Good organisation, hospitality.”

Metzeler Schaum

„This is my first time, and I am fairly new to the market. I found the information very helpful and enjoyed the collaborative interactions.”

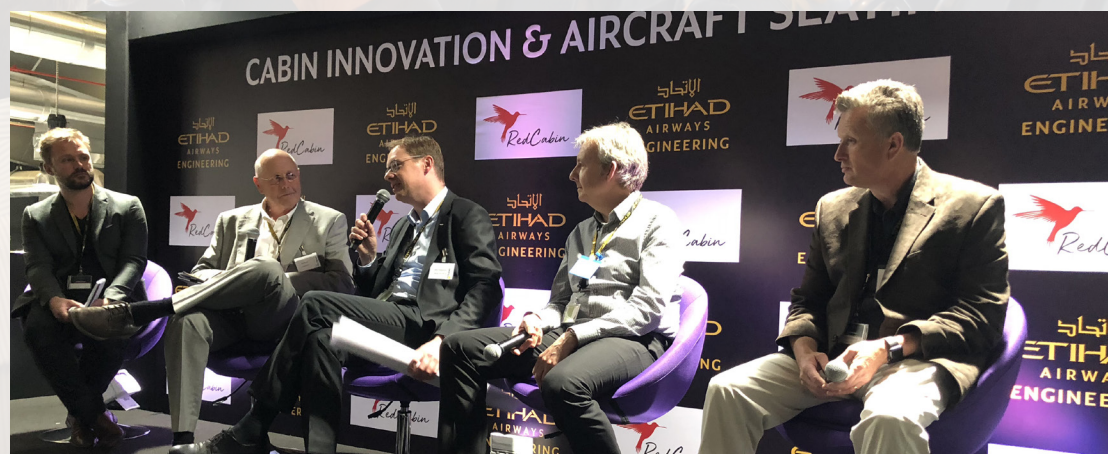
Schneller

„Great conference and opportunity to meet with other airlines.”

Saudi Arabian Airlines

„Great conference - attended Abu Dhabi and Hamburg.”

jetBlue





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Summit Day One | Tuesday, 3 December 2019

08:45 *RedCabin and Chairmen's welcome speech*

Ben Bettell – Program Director, Aircraft Interiors, *Counterpoint*

Anthony Harcup – Senior Director, *TEAGUE*

Monica Wick – Founder & CEO, *RedCabin*

09:00 *Virgin Atlantic's welcome note by*

Daniel Kerzner – VP Customer Experience, *Virgin Atlantic*

09:20 **Recap from past RedCabin summits:**

- RedCabin attendee collaboration case studies
- How RedCabin summits bring Aircraft Interior experts together
- Aims for the future

MODERATOR: **Ronn Cort** – President & COO, *SEKISUI SPI*

PANELLIST: **Matthew Coder** – Manager – Onboard Experience, *Alaska Airlines*

Patrick Mceneany – Creative Director, *TrendWorks*

Rick Wood – Managing Director, *Rollon Corp*

10:00 SPEEDNETWORKING

Break the ice and get to know your industry peers in these fast-paced, one-to-one meetings. Greet each attendee in a series of brief exchanges and share your professional background. Make sure you bring a whole stack of business card with you!

10:45 *Networking Coffee Break*

PANEL DISCUSSION

11:15 **Flying for all**

Passengers numbers are increasing; as are those with reduced mobility. Advocates globally have been calling for an 'accessible' cabin, legislation is now looming and the moral compass points towards aviation putting its house in order. Travel aspirations of the disabled community are growing, together with retention of our elderly less mobile customers are two challenges front and centre. This experienced panel will discuss how the industry should act.

MODERATOR: **Christopher Wood** – Member | UK CAA Access to Air Travel Advisory Group

Member | Heathrow Access Advisory Group Flying Disabled

PANELLIST: **Graham Race** – Accessible Aviation Lead, Queen Elizabeth's Foundation for Disabled People (QEF)

Daniel Clucas – Senior Designer, *Acumen Design Associates*

James Freemantle – Consumer Enforcement Manager, *Civil Aviation Authority UK*

Geraldine Lundy – Director, *Accessible Travel Consultancy Ltd*

12:00 **Redder than ever** by Virgin Atlantic

12:30 *Networking Lunch*



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INTERACTIVE WORKING GROUPS

The audience will be divided into three groups. Each group will attend all three interactive working groups.

14:00 WORKING GROUP – 1

Green Cabin – Zero Waste Products & Services

The discussion will focus on the challenges in making zero waste onboard a reality and how we can collectively address the issue through service design and innovation.

PriestmanGoode will introduce the topic through their project *Get Onboard: Reduce. Reuse. Rethink* currently exhibiting at the Design Museum.

Chris Parker – Director, *PriestmanGoode*

Jo Rowan – Associate Director – Strategy, *PriestmanGoode*

14:00 WORKING GROUP – 2

iSeat – User-centric product development for the digital cabin of tomorrow

Against the background of the Connected Cabin – the digitized cabin – a rethinking is necessary, not only in terms of how customer values and corresponding profits can be generated in the future, but also in terms of how future products are developed.

Recaro faced this challenge with the iSeat – a networked seat as an integral part of a Connected Cabin. This article presents

the challenges of a Connected Cabin from the point of view of a passenger seat manufacturer and, building on this, presents best practices for user-centered product development.

Jochen Lohrmann – Head of Innovation & Advanced Development, *RECARO Aircraft Seating*

Violina Mikova – Innovation Manager, *RECARO Aircraft Seating*

14:00 WORKING GROUP – 3

From flights to experiences: How the role of design is evolving to shape the cabin of tomorrow

Over the last 20 years, cabin design has transformed from engineering-led to design-led, as airlines have been pressured to find new innovations to differentiate. Now that the world around aviation has gone increasingly online, digital expertise is becoming increasingly relevant within the airline – creating cross-industry thinking and customer-centric innovation. The digital success of the transformed retail industry can bring new ways of partnering, design ownership, customer centricity, speed to market and new revenue models for delivering a digital and personal cabin experience.

In recent years the pressure on airlines to stand out has evolved beyond purely physical differentiation to meeting the growing digital expectations passengers have.

Analyzing the successes of digital in industries like retail might help reveal the cabin of the future – one that can leverage the digital mindset to create more personal offers, streamline processes to get to market faster and lift revenue.



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The arrival of digital professionals will change aviation as digitally-native design agencies are bringing digital/physical product design processes together to improve the passenger experience.

Anthony Harcup – Senior Director, *TEAGUE*

Stephanie Di Biase – Creative Director, *TEAGUE*

16:00 *Networking Coffee Break*

16:30 CONTINUING WITH WORKING GROUPS I, II AND III

17:30 Results

Each working group moderator presents the outcomes of their session

18:00 Closing remarks and Networking reception

EVENING RECEPTION WITH DRINKS AND FOOD



sponsored by *Kydex*





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Summit Day Two | Wednesday, 4 December 2019

08:30 Registration

09:00 **Going Supersonic: A look at how two innovative companies are disrupting an industry**

From cutting flight times in half to rethinking traditional aircraft interior designs, Boom Supersonic and JPA Design are joining forces to disrupt the aviation industry and completely reimagine the passenger experience, proving that once we go supersonic, traveling will never be the same.

Ben Orson – Managing Director, JPA Design London

Ryan Scott – Senior Vice President of Global Sales, Boom Supersonic

09:30 **Lower Deck Module Passenger Facility (LDMPF)**

Functions of the product:

Finally sleeping while travelling economy. Maximized yield through convertible Cargo hold enabling passengers ancillary revenues. No impact on aircraft residual value.

Innovation behind the product:

A catalogue of flexible activities in the cargo hold. Container based approach enabling turnaround conversion. A cooperation securing certification and reduce time to market.

Yves Melisse – VP Airlines & Lessors, Safran Cabin

Frederic Mazel – Director Cabin Program, Airbus

10:00 Case study: **ANA and Toyota collaboration**

Katsunori Maki – Manager Products & Services Strategy, CS&Products Services All Nippon Airways (ANA)

10:30 **Infusing tradition with innovation – a cabin interior design collaboration between JAL and tangerine**

Matt Round, *tangerine* Chief Creative Officer and Okubo Takahiro, Manager, Product & Service Development, will present a joint talk discussing how JAL and tangerine's close partnership over three years, delivered an innovative cabin product and exceptional customer experience for JAL's historic first order of Airbus aircraft, 18 A350-900.

Matt Round – Chief Creative Officer, *tangerine*

Okubo Takahiro – Manager, Product & Service Development, JAL

11:00 Networking Coffee Break

PANEL DISCUSSION

11:30 Panel discussions from **end user perspective**

Throughout RedCabin's Cabin Innovation Summits- airlines, suppliers, design houses and OEMs always mention it is all for passengers. Is this really the case?

To answer this question, real passengers from frequent flyers to non-frequent flyers with different ages, sizes and backgrounds will answer your questions.

MODERATOR: **Jonny Clark** – Founder, *The Design Air*

12:15 Panel discussion on **Certification**

MODERATOR: **Cris Sutter** – VP Aerospace & Defense, GDC

PANELLIST: **Nigel Smith** – Managing Director and Head of Design, SWS



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Sebastian Tivig – Certification and verification engineer (CVE) for Cabin Safety and Senior Cabin Integrator, *Diehl Aviation*

Vincent Gitteau – Principal Certification Engineer, *Jamco America*

Brad Foreman – CEO, *GDC*

13:00 *Networking Lunch*

INTERACTIVE WORKING GROUPS

The audience will be divided into three groups. Each group will attend all three interactive working groups.

14:00 WORKING GROUP – 1

Single aisle aircraft

The tremendous growth in single aisle aircraft sales and deliveries is changing the face of aircraft travel dynamics. Wide body deliveries have actually decreased over the past few years as single aisle deliveries have increased.

The capability and efficiency of many new single aisle aircraft will replace or enhance routes and services presently served by wide body aircraft or older less economic single aisle aircraft. To attract people away from traditional wide body routes what will be the drivers and must haves that Airlines have to consider adopting.

Similarly, long haul single aisle and current high density LCC single aisle aircraft may soon have to adopt accessibility requirements following legislation and a need of a general improvement in the cabin for passenger well-being. Will this change the economic business model or present more opportunities or innovations?

The workshop will explore what challenges, opportunities and longer term threats airlines and manufacturers are likely to face as the numbers of single aisle aircraft in service will be reaching almost 25000 by 2028. Is this the hiatus of single aisle aircraft deliveries as other travel technologies gain traction?

Ben Bettell – Program Director, Aircraft Interiors, *Counterpoint*

Richard Apps – Director and Co-Founder of Counterpoint Market Intelligence Ltd.

14:00 WORKING GROUP – 2

Well being: **rest and sleep care** for long and ultra long range

Research has shown that an important element to improve passenger well-being is to provide a means of understanding the flight rhythm to best adjust for jetlag.

In order to offset as much as possible the effects of jetlag, there are two actors on the scene: the passenger and the cabin crew.

New tools can integrate the frequent flier's flight plan with preset knowledge about the flight conditions, to bring greater enjoyment to the flier.

Half self-monitoring by the passenger, half needs anticipation, this allows the crew to improve in cabin service, and even carry that service through to the ground services.

- Rest and sleep care
- End to end journey, on the ground and in cabin, thanks to connectivity
- In-seat sensors and algorithms, personalized and auto-adaptive



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Summit Day Two | Wednesday, 4 December 2019

Julien Duchesne – Head of High Tech Department Research & Technology @ Cabin Interior, *Stelia Aerospace*

Jonathan SEGUIN – Cabin Interior Engineering Department HO Research & Innovation, *Stelia Aerospace*

14:00 WORKING GROUP – 3

Empathy for all in the cabin

- Considering the overall travelling population
- Improving the travel experience

Glenn Johnson – Director Industrial Design, *Collins Aerospace*

16:30 *Networking Coffee Break*

17:00 CONTINUING WITH WORKING GROUPS I, II AND III

18:00 Results

Each working group moderator presents the outcomes of their session

18:30 Closing remarks by RedCabin and Summit chairmen

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London, E14 9BD | United Kingdom | lincolnplazalondon.co.uk





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Summit Day Three | Thursday, 5 December 2019

AT "THE BASE" BY virgin atlantic – WITH SECRET TOUR

06:30 Transport from 40 Bank Street | London, E14 5NR

Tour at THE BASE

08:00 – 09:15 am | Group 1: Secret A350 experience

08:00 – 09:15 am | Group 2: Cabin through the ages expo

09:15 – 09:30 am | Welcome from Virgin Atlantic

09:30 WORKSHOP – 1

Walking the fine line between innovation and reliability. How do airlines create a product that is truly innovative, but can also be reliable and provide a consistent experience (particularly with those that have different types of fleets)?

Peter Azzouni – Senior Manager Guest Experience – Cabin Interiors, *Etihad Airways*

Catherine Barber – CMF, *Acumen Design Associates*

09:30 WORKSHOP – 2

Delivering comfort in a densified cabin through an interactive case study

Alan McInnes – SVP of Sales, *Acro Aircraft Seating*

11:00 Break and Brunch

12:00 WORKSHOP – 3

See a collaborative approach between an airline, a design house and a cabin supplier. Discuss the challenges and how the industry can learn from collaborative projects while discovering how a sketch turned into reality.

Suat Sagioglu – CEO, *TSI Aviation Seats*

Chris Parker – Director, *PriestmanGoode*.

12:00 WORKSHOP – 4

Cabin innovation from an LCC perspective - what does this mean, and how does it compare to a legacy carrier?

- Case study from an LCC carrier
- Relationships between an LCC carrier and its suppliers
- Innovation and collaboration versus cost

Andrii Kusyi – Technical Manager Cabin Operations, *Wizz Air*

12:00 WORKSHOP – 5

Decision Making for Innovation

Learning and making quality decisions faster are key attributes in meeting the innovation challenge. In this workshop we will simulate a realistic Research and Development (R&D) situation



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Summit Day Three | Thursday, 5 December 2019

AT "THE BASE" BY virgin atlantic – WITH SECRET TOUR

and show the value relationship of R&D to the commercialization opportunities and results. We will accomplish this using a decision analysis approach to determine the best course of action given the likelihood of the outcomes of uncertain events (both technical and market uncertainty) and the decision maker's attitude toward risk and reward.

Jeff Roberts – Product Development Chief Engineer, Cabin and Features, Product Strategy and Future Airplane Development, Boeing Commercial Airplanes

13:30 Afternoon Tea

14:30 Transport to Secret Launch of NewTerritory

15:30 NewTerritory Secret Launch

Interspace is a fresh look as a traditional airline seat, revolutionizing the modern day passenger experience from economy class through to premium and business. On December 5th, a lightweight carbon-fibre seat will be aimed at premium economy and business class, by providing a more personalized and comfortable experience. This will include features such as radical new comfort systems and facial recognition which will be revealed at the upcoming event.

17:30 END AND DRINKS

Transport back to 40 Bank Street | London, E14 5NR





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INVESTMENT PER DELEGATE

DATE	2 DAY SUMMIT	DAY 3 WORKSHOPS AND INTERACTIVE TOUR
BOOK AFTER 5 TH OF NOVEMBER 2019	3.095 € + VAT	1.500 € + VAT

VENUE

DAY 1 AND DAY 2:

CCT venues

Level 32 | 40 Bank Street | London, E14 5NR

DAY 3:

"The Base" by Virgin Atlantic

The Base, Fleming Way | Crawley, RH10 9LX

and NewTerritory Secret Launch

Shoreditch Studios | 37 Bateman's Row

Hackney, London | EC2A 3HH | *Studio name is 'Over the Road'*

PARTNER HOTELS

London Marriott Hotel

Canary Wharf | 22 Hertsmere Rd, Canary Wharf | London E14 4ED, UK

NOVOTEL London

Canary Wharf | 40 Marsh Wall | London, E14 9TP, UK

