



Virtual **LIVE**
1-3 December 2020

AIRCRAFT CABIN Innovation Summit

THE ONLY SUMMIT DEDICATED TO AIRCRAFT CABIN INTERIORS!

PREPARING FOR THE NEW NORMAL

SOME OF OUR PAST SPEAKERS AND GUESTS:

virgin atlantic

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ETIHAD
AIRWAYS

DELTA

CATHAY PACIFIC

TURKISH
AIRLINES

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Wizz

ANA

American Airlines

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JAPAN AIRLINES

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AIRLINES

BOOM

jetBlue

Southwest

Emirates

AIRBUS

BOEING

Collins Aerospace

RECARO

Sponsor: ZOTEOFAMS

JETLINER CABINS:
EVOLUTION & INNOVATION
BOOKING
by Jennifer Cuths Clay

SKANDIA

MGR
FRAMER

PACE
a TXT company

Partner: SEKISUI
KYDEX



AIRCRAFT CABIN INNOVATION SUMMIT

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EARLY CONFIRMED SPEAKERS AND GUESTS

PARTNER

SEKISUI KYDEX SEKISUI KYDEX innovates and creates sustainable thermoplastic material solutions for the next generation of product design to help enhance the passenger experience. The KYDEX® Thermoplastics Quick Response Manufacturing (QRM) business model of manufacturing bespoke materials with short lead times in small quantities expands beyond thermoplastic sheet. The fully compliant KYDEX® portfolio also includes injection molding resins, proprietary Infused Imaging™ technology, integral special effects, unique textures, antibacterial protection and custom products and design. The SEKISUI KYDEX appLab™ and designLab® Innovation Centers are collaborative spaces for clients and customers to bring the supply chain together for rapid prototyping and design development. These spaces are the bridge between engineering and art. Please visit [SEKISUI KYDEX](https://www.sekisui.com/kydex).

MEDIA PARTNER

Aircraft Interiors International Aircraft Interiors International celebrated its 20th anniversary in 2018 and over the last 20 years it has grown to become the industry's premier publication. With an ABC audited circulation of just short of 14,000 buyers and key decision makers, the hard copy format is extremely valued by readers for detailed content, sense of style and easy-to-read format, and appreciated by advertisers for consistently generating strong sales leads and wider brand recognition. Industry news is delivered through our weekly email service linked to our website aircraftinteriorsinternational.com. You are welcome to take a complimentary copy during the Conference.

Northwest Aerospace News Magazine Northwest Aerospace News shares the manufacturing capabilities and innovations of the Pacific Northwest Aerospace Community with a worldwide audience. We act as a conduit to connect the supply base and those who support it, with the companies that are reaching out to strengthen their position in the marketplace. Our team works hard to provide engaging content and a unique brand personality that has our readers looking forward to reading each issue.



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SPONSOR



Zotefoams plc is the world's leading manufacturer of crosslinked block foams. ZOTEK® F is a range of lightweight, closed cell, foams based on polyvinylidene fluoride (PVDF) and available in flexible, semi-rigid, rigid and the newly launched extra-rigid grade.

Zotefoams' ZOTEK® F OSU range continues to grow in popularity as a material for aircraft interiors, combining a luxury feel that appeals to the most discerning tastes with outstanding fire, smoke and toxicity ratings while delivering weight savings that make air travel more sustainable.

ZOTEK® F has become an increasingly compelling choice for aircraft interiors, in applications including window seals, environmental control systems, insulation, carpet underlay and soft-touch trim. It offers significant weight reductions of up to 70% compared to alternatives such as silicone and solid thermoplastics, contributing to considerable fuel savings. It is a remarkable material that offers a unique balance of properties including temperature, UV and chemical resistance, and the uncompromising flammability performance that is essential in aviation.



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.



Skandia is a leading aircraft interiors specialist providing innovative product and expert services to the aviation industry since 1983. Skandia's experienced team can assist with every aspect of aircraft interior completions. We offer foam fabrication, acoustic solutions, flammability testing and certification, DAX® foam, soft goods, and upholstery supplies.

Skandia also offers specialized engineering and manufacturing programs to OEMs, interior modification centers and refurbishment centers, as well as airlines.

DAX® Foam & Soft goods: Skandia is an exclusive distributor of DAX® Firehard foams, while also offering HR Poly, Confor, Aerolite, and Ensolute foams.

Foam Fabrication: Repeatable high-volume production. Utilizing state of the art CNC multi axis machining, Skandia creates precise foam fabricated parts. Skandia has engineered and fabricated cushions on more than 80 aircraft platforms.

Flammability Testing & Certification: Skandia is the global leader in providing aviation flammability engineering & testing services. Managed by a highly experienced team of FAA Designated Engineering Representatives (DERs), our full complement of burn, heat release, smoke emissions and toxicity testing services provide for comprehensive engineering, test plan preparation, testing and certification.

Acoustic Solutions: Skandia's engineered acoustic solutions have been proven to reduce overall cabin sound by an average of 3-5dbs. Our unique sound solutions are packaged to target the unique mission of each aircraft.



Established in 1985 MGR Foamtex is Europe's leading manufacturer of advanced passenger upholstery systems for Premium Cabin seating.

Motivated by a holistic design philosophy we work closely with Airlines, Seat Manufacturers and Design Agencies to provide ground-breaking innovative designs, the latest of which is **MGRSafeWall™** the World's first padded vertical wall surface covering capable of meeting the latest heat release and smoke density requirements and fights the COVID19 virus on contact. **MGRSafeWall™** and its sister products **MGRSoftWall®**, **MGRSoftWall® NextGen** and **MGR TUS Dress Covers** are some of the suite of products that makes up MGR's Integrated Design and Supply matrix that forms the cornerstone of the business.



PACE – a TXT company Founded in 1995, [PACE – a TXT company](#) has built a reputation for developing trail-blazing software products for the aerospace and aviation industries. We are the global leaders in aircraft configuration software, supporting all major aircraft manufacturers and programs as well as large airlines and MRO service providers. Our latest product innovation [Pacelab ACE](#) is a comprehensive aircraft configuration environment designed to connect all stakeholders in a seamless and efficient digital workflow. Whether you are involved in contractual aircraft definition or looking for smart LOPA optimization and validation support, Pacelab ACE has the right application for you. Our trademark combination of powerful, task-specific features and a cohesive user experience delivers significant productivity gains and improves collaboration within the extended enterprise.



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WHY YOU SHOULD ATTEND OUR VIRTUAL SUMMIT

„At Red Cabin we always meet fantastic new people, are exposed to a broad spectrum of experiences, projects and ideas, and have the chance to collaborate with each other in an open and inspiring way. . . and that is what our industry thrives on.“

Catherine Barber, CMF, Acumen Design Associates

„Red Cabin summits above all others stand out as an exceptional industry platform where the panellists and delegates can discuss difficult subjects and solutions that are beneficial for the industry as a whole.“

Ben Bettell, Program Director, Aircraft Interiors, Counterpoint

„The Red Cabin Innovation Summit uniquely provides an open, candid and collaborative forum where industry experts share their experience and ideas in a trusted and congenial environment for the benefit of the entire Cabin Interiors industry.“

Nigel Duncan, President, DUNCAN AERO LTD

„RedCabin’s summits, panel discussions, and workshops stimulate new partnerships through collaboration and innovation while expanding industry education. Their model is positioned perfectly to keep the industry working together through these challenging times by pivoting to virtual collaboration, which resulted in an Aviation Hygiene Working Group. Sesuki Kydex is a proud partner of RedCabin and we are enthusiastically expanding our partnership into the Mass Transit Industry.“

Ronn Cort, President & COO of SEKISUI KYDEX





AIRCRAFT CABIN INNOVATION SUMMIT

1-3 December 2020 | Virtual LIVE

Summit Day One | Tuesday, 1 December 2020

Time Zone: EST

Time Zone: EST

9:00 am Welcome speeches by RedCabin, CEO Monica Wick and summit chairmen Ben Bettell, Counterpoint and Anthony Harcup, TEAGUE

Why the Post-pandemic landscape is a catalyst for passenger experience innovation

The significant rise in domestic air-travel numbers in the US and China signifies passenger confidence is returning. However with business travel impacted long-term and international restrictions still in force for the foreseeable future, the upcoming fight for passenger preference will be fierce, and the survivors will determine the future passenger experience.

- How will forward thinking airlines use design to gain a competitive advantage?
- How can we anticipate changing passenger expectations – behavioral, environmental, sensorial?
- How will changing aircraft and route requirements alter the future interiors landscape?

Anthony Harcup – Senior Director, TEAGUE

9:30 am Innovation – Degree of novelty or methodology to deliver

- From the "what-to-innovate" to "how-to-innovate" approach
- Innovation at PAR – Practical, Affordable and Realistic
- Selection of component and manufacturing technology
- Strategies to adopt new approach

Vivek Girdhar – Project Lead, Emirates Airlines

10:00 am Safe to fly

- Is there Light at the End of the Tunnel?
- We review known information, and how we have responded and what that consists of.
- We share Collins Aerospace's over-arching commitment to safety and restoring passenger confidence to fly again.

Glenn Johnson – Fellow Industrial Design, Collins Aerospace

PANEL DISCUSSION

10:30 am Touchless IFE

- Latency is key to providing better internet speeds to aircraft
- Are we ready to provide internet access at the polar cap?
- Local content vs Live TV news
- Touch-less own device vs inSeat LiveTV
- Internet access without limitation to a region or part of the world

MODERATED BY: **John Prieto** – Manager IFE & WIFI Tech, United Airlines

PANELIST: **Job Heimerikx** – CEO and founder, AirFi.aero

Rachelle Peterson – Global Commercial Distribution Director for CNN International Commercial at WarnerMedia

Harjot Rana – Manager Interiors Engineering and IFE&C, Jetblue



AIRCRAFT CABIN INNOVATION SUMMIT

1-3 December 2020 | Virtual LIVE

Summit Day One | Tuesday, 1 December 2020

Time Zone: EST

11:15am A lighter future for aviation interiors

In this session we will explore how traditional materials and polymers are being replaced throughout the cabins of both commercial and business jets by disruptive materials that provide:

- Significant weight savings for aircraft operators – by up to as much as 70% on some components
- A reduced carbon footprint with lifetime fuel savings
- Supreme versatility
- More customisable design options with a superior finish and easy switch-out for replacement or livery change

James Bridges – Director, HPP Business, Zotefoams

11:45am *Networking Break*

INTERACTIVE WORKING GROUPS

12:15pm *The audience will be divided into three groups.
Each group will attend all three interactive working groups.*

WORKING GROUP – 1

12:15pm Creating a new cabin experience to meet adjusted passenger expectations

As we transition beyond Covid, passengers will desire a cabin that welcomes them back to the flight experience, reinforces healthy passenger behaviors and provides confidence in the cleanliness of the aircraft.

We'll explore ways that adjacent industries have employed design to shift human behaviors, reshape emotional responses, and enhance perceptions of safety. Who is providing today's experiences well? What are they doing that is working? And what can we learn from their mistakes? Tracking trends will spur conversation for how we can reimagine the cabin environment to usher passengers confidently back to flight.

MODERATED BY: **Anthony Harcup** – Senior Director, TEAGUE

WORKING GROUP – 2

12:15pm Retrofit vs. Linefit – How Can We Quick-Start Innovation?

We are used to producing linefit products – high quantities, intended for use by OEMs, under OEM specification. These ultra-robust, high quality items take years to develop and qualify, devouring huge amounts of cash and manpower.

But can it be done quicker? Covid-19 has shaken the situation up, requiring fast solutions, delivered directly to the retrofit market. Impossible? No, merely a change of paradigm and way of thinking. See how Diehl applied this new way of thinking to touchless lavatory products and work together with us to find new ways of re-thinking our industry's approach to product development.

Sebastian Tivig – Senior Manager Cabin Integration/CVE Cabin Safety, CoE Retrofit/BFE, Diehl Aviation



AIRCRAFT CABIN INNOVATION SUMMIT

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Summit Day One | Tuesday, 1 December 2020

Time Zone: EST

WORKING GROUP – 3

12:15pm Big Ideas for the New Normal

As the airline industry reconfigures itself for a post-Covid world in which so many macro-level factors are undergoing enormous change, we ask how these seismic shifts will shape the cabins of the future.

In this session, participants will discuss how new patterns in passengers' thinking and behaviour, profiles of global fleets, ways of working and a range of other factors will combine to create the design briefs of our near future. We will then collectively speculate on the products, spaces and experiences that will result.

Ben Orson – Founder and MD, *Orson Associates*

Christoph Geppert – Head of Strategy and Brand, *Orson Associates*

3:15pm RESULTS – Each working group moderator presents the outcomes of their session

3:30pm VIRTUAL NETWORKING MEETINGS





AIRCRAFT CABIN INNOVATION SUMMIT

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Summit Day Two | Wednesday, 2 December 2020

Time Zone: EST

Time Zone: EST

9:00am Case study from ANA

- Passenger Trend (Domestic/International)
- Aircraft cabin interior short term strategy COVID-19 (How/Why ANA reaches the lavatory?)
- Required aircraft interior for new normal life (How airline is looking at?)

Katsunori Maki – Manager, Products & Services Strategy (Aircraft Cabin Interiors), *All Nippon Airways*

PANEL DISCUSSION

9:30am New concept of economy class particularly for long haul flights

MODERATED BY: **Jeffrey O'Neill** – *Zephyr Aerospace*

PANELIST: **Peter Azzouni** – Senior manager product and guest experience, *Etihad Airways*

Katsunori Maki – Manager, Products & Services Strategy (Aircraft Cabin Interiors), *All Nippon Airways*

Vincent Gitteau – Principal Certification Engineer, *Jamco*

10:15am AIRTEK – Sustainable Cabin Structures

- A government backed project to revolutionise the sustainability of aviation
- Combining high-end cabin design and motorsport derived engineering, driven by certification

- Reducing weight to minimise a cabin's carbon footprint
- A sustainable structure creating comfort and space for passengers
- Material innovation to craft a structure that is lighter, stronger and has fewer parts than any other seat architecture

Elliott Koehler – Creative Director, *JPA Design*

Stu Olden – Senior Commercial Manager, *Williams Advanced Engineering*

Nigel Smith – Managing Director and Head of Design, *SWS Certification Services Ltd*

10:45am Is there a synergy between Biz Jets and Commercial Airlines?

In the world of aircraft interior design, people almost always assume private jets are full of limitless possibilities and luxury, with business jets being the market leaders for interiors. The reality is that we have found this market to be conservative, and that mind-set coupled with the small volumes it deals in, mean that investment in new seating products is way behind the commercial sector.

We would like to discuss the synergy and differences between the business jet world and commercial aircraft interiors.

MODERATED BY: **Ben Bettell** – Program Director, Aircraft Interiors, *Counterpoint*

Catherine Barber – CMF, *Acumen Design Associates*



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Summit Day Two | Wednesday, 2 December 2020

Time Zone: EST

PANELIST: **Andrew Braley** – Vice President Business Development, *Ipeco*

Nigel Goode – Founding Director, *PriestmanGoode*.

Alvadi Serpa Junior – Director, Product Strategy, *Embraer Executive Jets*

Bruno Kimura Castanha – Director Industrial Design, *Embraer Design Operations*

Jarod Triplett – President, *Skandia*

11:30am An Embraer-Porsche Collaboration

- Understand the behind the scenes of this exclusive partnership
- Learn about the features that make this limited edition products so special

Alvadi Serpa Junior – Director, Product Strategy, *Embraer Executive Jets*

Bruno Kimura Castanha – Director Industrial Design, *Embraer Design Operations*

12:00pm *Networking Break*

INTERACTIVE WORKING GROUPS

12:30pm *The audience will be divided into three groups. Each group will attend all three interactive working groups.*

WORKING GROUP – 1

12:30pm What will make you fly in 2021, and why?

This workshop will divide attendees into focus groups to answer the key question on everyone's mind, "What will make you as an individual fly and why?" Beginning with a summary of current industry activity, you as a passenger will take part to answer a series of questions about what will make you return to flying, and then the results will be evaluated by the group for trends and priority areas that we as the consumer still feel the industry needs to address.

Jeremy Hunter, Sr. – Sales & Marketing Manager, *Jamco America*

WORKING GROUP – 2

12:30pm Private Aviation New Luxury Experience

As the entire world is looking for ways to implement positive change, our private jet customers are asking for designs that address wellness, sustainability, and post-covid safety solutions. Luxury is no longer about the gold fixtures and precious stones. We will explore current private jet concepts and layouts and discuss solutions being implemented to make private jet travel most enjoyable and safe.

Annika Svore Wicklund – Design Director, *Greenpoint Technologies*

Chad Thorne – Senior Director of Sales, *Greenpoint Technologies*



AIRCRAFT CABIN INNOVATION SUMMIT

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Summit Day Two | Wednesday, 2 December 2020

Time Zone: EST

WORKING GROUP – 3

12:30pm What are the priorities for future onboard experiences?

Covid-19 has had a seismic impact on the aviation industry. In the early days of the pandemic, a flurry of ideas to tackle the problem were debated. Some of the initiatives have been implemented, while others have faded away. As the industry looks to the future, we need to now focus on the right problems and set our priorities to create the best possible customer experiences.

In the working group we will explore:

- Passengers' concerns following Covid-19 with pressing the reset button for the aviation industry
- Problems that could be addressed in order for cabin interiors and service routines to be relevant in the future

Matt Round – Chief Creative Officer, *tangerine*

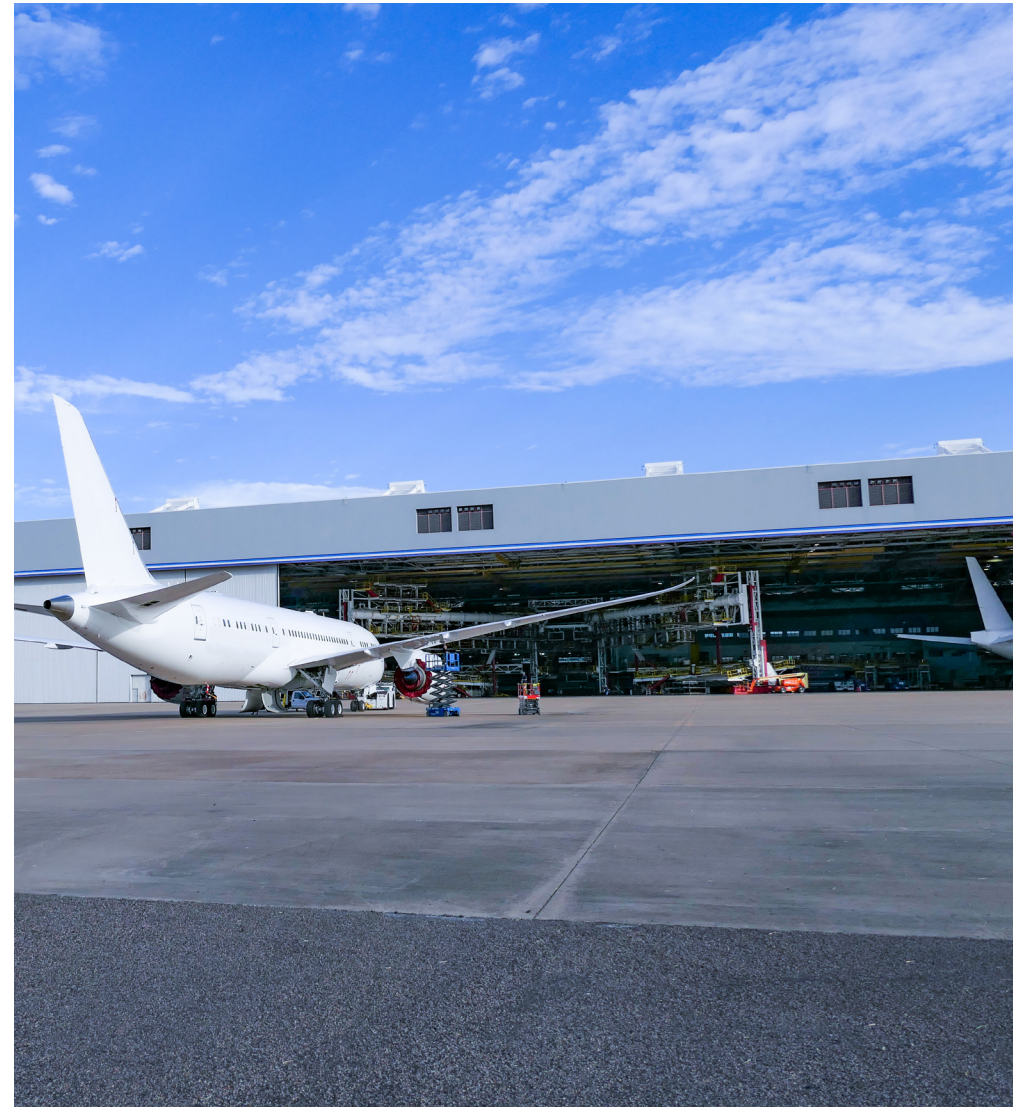
Dan Flashman – Creative Director, *tangerine*

3:30pm **Results** – Each working group moderator presents the outcomes of their session

4:00pm Therapy session (airlines only)

Needs and wants in the post-Covid world

MODERATED BY: **Matthew Coder** – Manager Onboard Experience, *Alaska Airlines*





AIRCRAFT CABIN INNOVATION SUMMIT

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Summit Day Three | Thursday, 3 December 2020

Time Zone: EST

Time Zone: EST

WORKSHOP – 1

9:00am Interactive session between airlines and suppliers

Virtual journey of the appLab™ and designLab® Innovation Centers and experience the Butterfly® 2.0 collaboration.

At the December 2019 Red Cabin Aircraft Cabin Innovation Summit we announced a collaboration between Butterfly, SEKISUI KYDEX, Studio Catherine Barber, Tapis, and MGR Foamtex to reimagine and build Butterfly® 2.0.

This workshop highlights the culmination of this innovative collaboration and includes:

- A full design and prototyping overview with reveal of Butterfly® 2.0
- DesignLab® Innovation Center Exploration
- Colour Creation
- 3D design with X-Rite's Total Appearance Capture™ Ecosystem and KeyShot® 3D Rendering and Animation Software
- Custom Design with Infused Imaging™
- Aircraft Cabin Light Room
- appLab™ Innovation Center Exploration
- Part Design & Engineering
- Rapid Prototyping
- Butterfly® 2.0 Assembly

Ben Smalley – Aviation Business Manager, *SEKISUI KYDEX*

Heather Coyle – Strategic Communications Manager, *SEKISUI KYDEX*

WORKSHOP – 2

11:00am Beyond Covid: Design Acceleration

Covid-19 has profoundly changed the future of air travel, setting the stage to revolutionize the passenger experience. Join Designworks on a design journey into the future. We will explore future onboard layouts and services that transform the passenger experience, through the lens of a post-Covid world. This will be a future glimpse into what's possible, what's next, and the steps to make this fast acceleration happen through innovation-forward design.

Johannes Lampela – Director Design, *Designworks – A BMW Group Company*

Jack Shryne – Director, Strategic Partnering, *LA Studio, Designworks – A BMW Group Company*

WORKSHOP – 3

12:00pm End-user perspective – RedCabin continues to focus on the question: are all cabin innovations for the passengers?

WELCOME to our Virtual LIVE

There has never been a more important time for the global aircraft interior industry to come together and learn how to survive and thrive in a post Covid-19 world.

RedCabin has invented a unique platform where we are able to connect and network, collaborate, exchange ideas and learn from each other, and even celebrate despite not being able to be physically present together.

As demand in innovative aircraft interiors is still strong, RedCabin virtual summit will offer benefits for our partners. Save your travel costs and get involved in our interactive platform from your home or office.



Some of our highlighted benefits include:



Present your business services, expertise and products in our collaborative and open environment. This includes our renowned **working group activities**.



Virtual booths to show your products, just like our live summits.



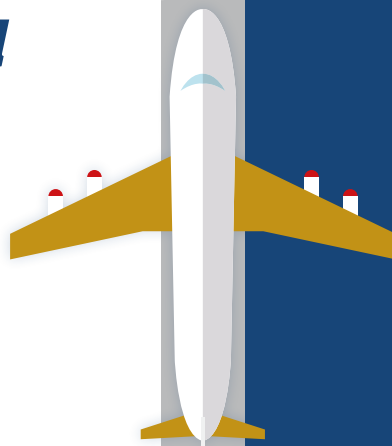
One-to-one meetings with high level executives from airlines, manufacturers, tier one suppliers, design houses and more.



Be part of our **panel discussions** and be associated with our leading **experts from notable organizations** such as Boeing, American Airlines, United Airlines, and more.



Use our match making tools to ensure you meet your suitable **target audience**.



What we provide:

- Live stream speeches
- Our interactive working groups
- Networking activities including one-to-one video meetings
- Interactive panel discussions
- Group chats
- Surveys and live polls
- Delegate lists
- New connections with our valuable members!



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INVESTMENT PER DELEGATE

DATE	INVESTMENT
2 DAY SUMMIT PRESENTATIONS AND PANEL DISCUSSIONS	190 € + VAT
2 DAY SUMMIT PRESENTATIONS, PANEL DISCUSSIONS, 6 WORKING GROUPS AND NETWORKING	290 € + VAT
3 DAY SUMMIT PRESENTATIONS, PANEL DISCUSSIONS, 6 WORKING GROUPS, NETWORKING and access to Day 3	340 € + VAT

For further information or registration please contact:

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