NEW FIRST SPACES SEAT WILL RIVAL ETIHAD'S FIRST APARTMENT

News / Airlines

Designer Seymourpowell has come up with a new ‘First Spaces’ interior for the Airbus A380 that could rival the most revolutionary and luxurious first class seat in the skies.

It doesn’t quite offer as much space as Etihad’s ‘beyond product’ The Residence which even offers a private shower onboard.

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The idea is akin to the First Apartment onboard Etihad's Airbus A380s, but instead of a separate seat and bench that folds out into a bed — with some passengers complaining that the seat doesn't really recline much — the seat here does turn into a bed so offers an in-between lounging mode.

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Etihad First Apartment

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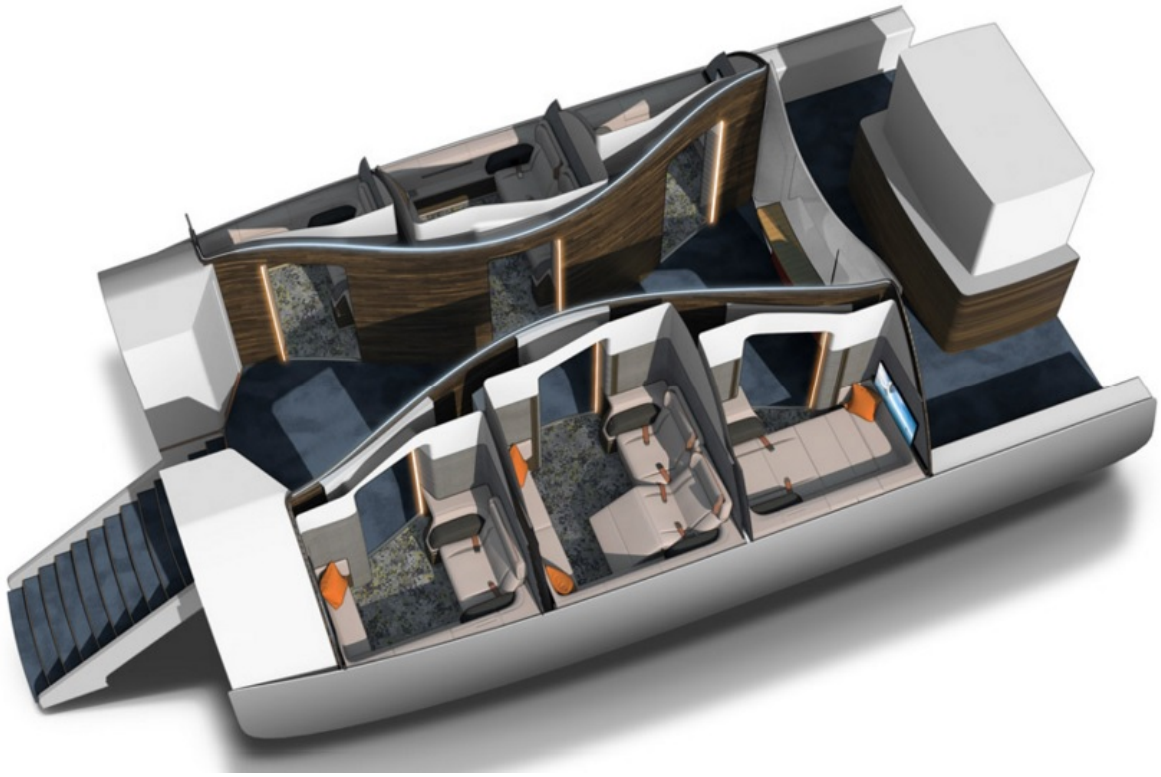
And the concept is to offer both single rooms and double rooms.

Here’s the proposed First Spaces Airbus A380 upper deck layout:



And a rendering of the seat:

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The idea goes beyond just the hardware to build technology into service.

Powell also says this alternative cabin arrangement will demand a new, more personalized air travel experience. He believes technology can provide solutions.

“There is a whole confluence of technologies emerging which allow a new level of service,” he says. “Because passengers travel frequently, we can build a picture of what they like: their favorite drink, their food preferences, etc.”

With a digital passenger profile prepared in advance, and crew equipped with digital devices, a trip services schedule can be adapted to suit each passenger’s preference. Flyers can easily modify their menu of services, digitally, from inside their private suites.

Ever since Etihad introduced its First Apartment, Emirates has talked about updating it’s circa-2007 suite with a new concept that has yet to be released. A year ago it was supposedly ‘in final stages’ though we’ve heard very little in terms of specifics, mostly just platitudes that it would be like a private rail car with room service (something they already offer). This could be their ticket to an offering competitive with their Abu Dhabi-based rival.

04 APRIL 2016

SOURCE: BOARDINGAREA
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