

PRODUCTS & SERVICES

CHARACTER DRIVEN

A successful aircraft interior design project at AMAC Aerospace begins with a strong focus on the customer

In addition to calling on the talents of its in-house design team, AMAC Aerospace will also collaborate with third-party designers

Where do aircraft interior designers start with their work? What inspires them so they can start to sketch and draw? Christelle Dietsch, manager of interior design at AMAC Aerospace in Basel, Switzerland, explains: "The customer is always the focus point of our creation process. It can be a vague idea, a concrete need or just a dream the client had."

From this starting point follows an iterative, non-linear process, focused on a lively collaboration between the customer and the design team. "It relates very closely to the client's unique way of life and puts his or her experiences first, always keeping in mind the specific requirements that are linked to the aircraft environment," says Dietsch of the first steps of her work.

CULTURAL TREASURES

At AMAC Aerospace, the cultural background of the customer has a profound impact on the interior design, whereby spaces are infused with deeper meanings and connections to historical heritage. "We draw inspiration from the tales, legends and customs of various cultures to give our designs a sense of timelessness and uniqueness," Dietsch elaborates. "By incorporating elements of these narratives into the designs, we create spaces that resonate emotionally with our clients."

This is a challenging task and requires sensitivity. Modern aesthetics need to be combined well with classical cultural motifs to create a harmonious balance between the past and the present.

Dietsch believes only the fusion of tradition and innovation results in spaces that feel both timeless and relevant: "Such a personalised approach promotes a sense of belonging and comfort in the environment, making it a true reflection of the inhabitants' personality."



ABOVE: A MASTER SUITE CONCEPT

She shares that effective space planning is the first, crucial step in aircraft interior design; the careful arrangement of furniture, the flow of rooms, and the optimisation of space contribute to an interior that feels both comfortable and grand. Every element is crucial; from a functional layout to the final decor touches.

Dietsch opines that luxury design involves exploring fresh ideas, paying close attention to details and carefully considering materials and finishes.

"It's a passion – every single element is carefully chosen and crafted to perfection," she says. "We are always challenging our team searching for new trends, profound knowledge, exclusive materials and innovative products to create a unique design for each customer."

UNITING SKILLS

Then the realisation of the concept starts. "Along the way, we will have to solve one or two problems, to achieve the goal and

create something special and unique," she comments. "On this matter, our design team can count on the high-quality craftsmanship and expertise available in-house at AMAC Aerospace, from project management to workshops."

"Many colleagues have worked here since the founding of the company and trust each other, she continues. "That's an important ingredient in making a dream concept come true."

When does the designer know that she was successful? "A strong concept means the overall design is well-executed without losing authenticity, reflecting the user's personal needs and taste, and improving their quality of life as the experience of their interior environment," Dietsch explains. ✪

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