AMAC Aerospace And Pininfarina Present An Innovative Cabin Concept For The Airbus A-350-900

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A new way to live and enjoy the on-board experience leveraging on the 360° Pininfarina design expertise and on AMAC Aerospace unique completion capabilities.

Turin, May 20, 2019 – Imagine entering in a luxury hotel lounge, enjoying a drink and then relaxing on comfortable couches surrounded by the green. Imagine having dinner gazing at the sunset on the ocean and then watching a movie on a giant screen. Now open your eyes: you are on board on an Airbus A350-900.

AMAC Aerospace and Pininfarina present at EBACE an **innovative cabin concept for the Airbus A350-900** aimed to **innovate the onboard experience**. The inspiration came from the eclectic Pininfarina design expertise ranging for the **nautical** to the **architectural interior design** with the goal to create a comfortable and enjoyable space **able to make you forget to be on a jet**. Conceived around the traveler's desires and able to

fulfill all his needs: relaxing, working, dining, entertaining conversations and holding meetings. A **multifunctional space**, tailored on the contemporary lifestyle, in which the private and working moments and spaces melt in a seamless flow.

This concept is expressed in the cabin lounge by a **unique open space** sculptured by a **flowing band** that gives life to different environments. The **welcoming area** is furnished with a wet bar to receive guests. Following the band, the traveler finds the **relaxing area** conceived as a cocoon characterized by an intimate atmosphere: embracing sofas facing a transparent giant screen allowing either to project or to enjoy the view. The lounge is completed by a **dining area** conceived both to eat and to hold meetings and a chaiselong green space dedicated to personal relaxing moments.

AMAC Aerospace competencies lie in **bespoke** conceiving, **production and installation** of the most discerning cabins in the world. Every aircraft that leaves the AMAC facilities in Basel, Switzerland leaves as an elite category of aircraft, purely created to serve the most **astute clients**. AMAC have performed over **20 completions** in its short tenure. **Market leader** in providing the most discreet individuals **bespoke interiors** from its one stop shop facility, whereby nearly AMAC the whole production **process is kept in-house** and scrutinized by AMAC's quality inspectors and Air Authorities, from around the world.

"Our 360° vision on the living spaces, thanks to our expertise in different sectors, from architecture to nautical and aviation, allowed us to conceive an innovative concept able to let the traveler enjoy the time on-board as he was in his living room or in his office," affirmed **Paolo Pininfarina**, Chairman of the Group. "Moreover, the partnership with AMAC Aerospace, one of the most skilled completion centers, gives the warranty to turn this innovative concept into reality".

"Aviation Completions are becoming dynamic, artistic, welcoming yet remain complicated. We have dealt and installed contemporary, culturally assertive, intelligently designed cabins in the past but what we see today from Pininfarina is a whole new kind of cabin, harnessed with clever human input that manifests itself into areas that anyone can afford, work in, relax and utilize. The work that has gone into this concept sets the bar for the future, taking into account harmonized and social spaces, new technologies and exotic materials. Airbus has created a wonderful new wide-body platform and we are excited to see how much attention it can create in the private aviation market and hope to able to work together in the future with the OEM and the design studio - Pininfarina" affirmed **Waleed K Muhiddin**, AMAC Aerospace Director Business Development & Marketing.

Pininfarina Aviation & Bespoke Services

Pininfarina is an internationally renowned design house, since 89 years emblem of the Italian style in the world, with offices in Italy, Germany, China

and the United States. Since the '80 Pininfarina has established as a world's leading designer in the **Aviation sector**, designing **interiors for private jets and commercial aircrafts** and developing, over the years, **important partnerships** with clients such as Agusta Westland, Alenia Aerospace Airbus, Bell Helicopters, Boeing, Leonardo Iacobucci and Piaggio Aero Industries. Founding its roots in the automotive field, where the company boasts masterpieces created for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW, Pininfarina extended its brand's values and distinctive elements becoming a 360° design house. The company is active with more than 600 projects in Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures), Customer Experience design and User Interface design.

Pininfarina, though its **Bespoke Division**, offers the **custom-design** of residential architecture and interiors, one-off cars, yachts and **aircraft**.

Amac Aerospace

AMAC Aerospace is a world leader in Maintenance and Completion services for both narrow and wide-body VIP aviation. Our bespoke handling of VIP maintenance projects is world-renowned and our "Return to Service" are world class for completions. AMAC's hangars are fully equipped with the

latest technologically advanced equipment and manned by certified personnel. We offer a full spectrum of maintenance services and welcome the opportunity to serve you in any capacity.

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