





BRITISH AIRWAYS Club World Sleeper Seat

Following six years of phenomenal success for the original Club World seat British Airways returned to tangerine and challenged us to create the next generation. Using the same unique footprint, the new seat and bed is now 25% wider but it occupies no more space on the plane.

The first project was about revolution, creating a completely original seating concept and fast-tracking it to market. The second was about evolution, with attention being paid to every nuance of the seat and its relationship to the aircraft cabin. No stone has been left unturned.

More space, comfort and a host of new features have been uncovered from a thorough research and design process. Building on detailed feedback from customers about their current experience, we explored and defined how best to meet their aspirations for the future.

Extensive teamwork with British Airways, the seat manufacturer, and other agencies has been crucial in raising the bar for the whole of the passenger experience. Winkreative, headed by Tyler Brulé, developed the design of the cabin interior. Davis Associates worked alongside us, once again, to optimise the comfort and human factors of the seat.

Launched in 2000, the original Club World seat became the profit engine of British Airways business and an icon for design and innovation. With the introduction of the new Club World in 2006 British Airways is increasing seat capacity by a staggering 8%.