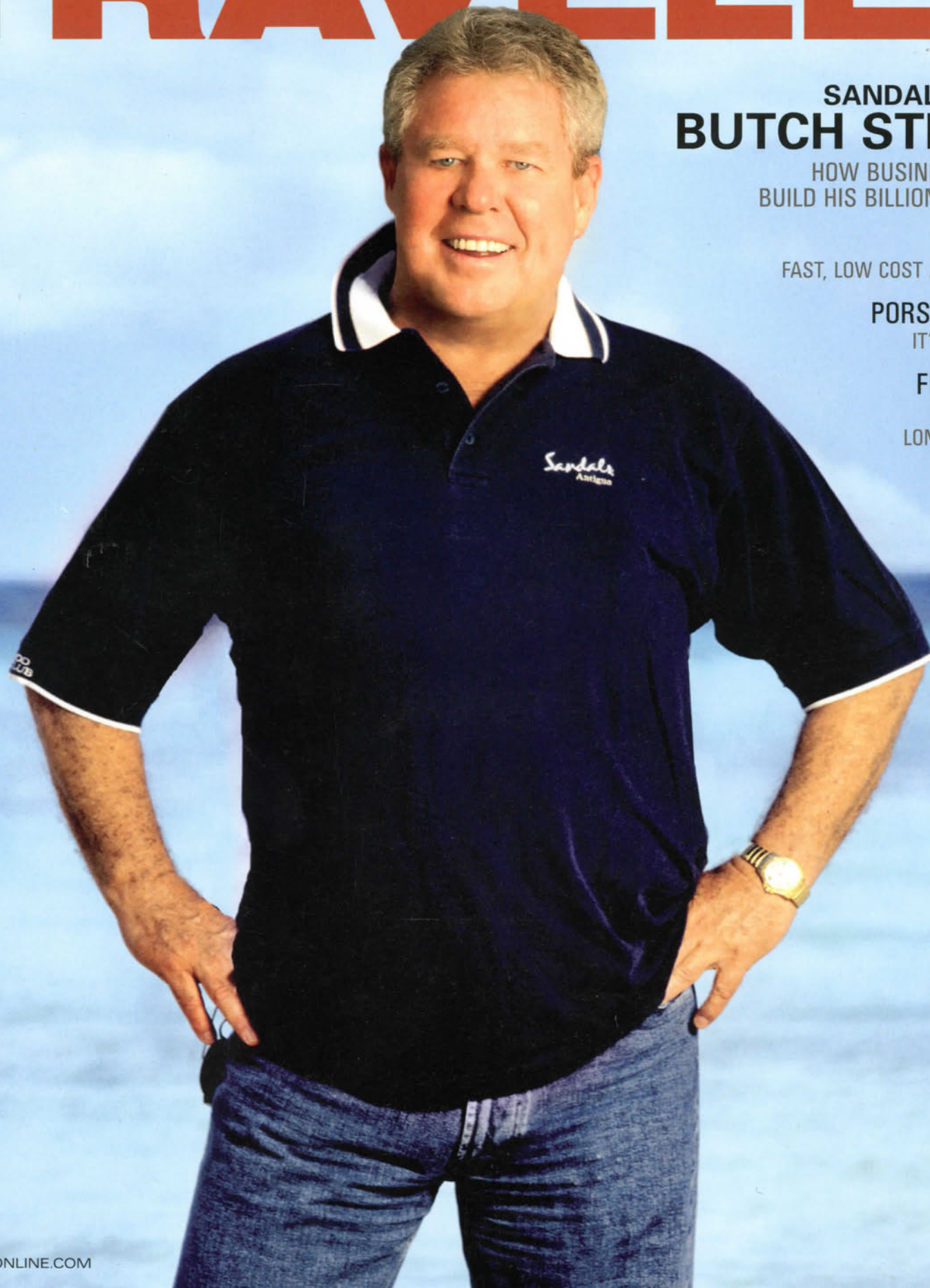


BUSINESS JET TRAVELER[®]



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A FUTURISTIC-LOOKING BOEING 747 INTERIOR BY EDESE DORET INDUSTRIAL DESIGN CONVEYS THE REALITY OF LUXURY AND SPACIOUSNESS.

thinking big

IF YOUR JET'S CABIN IS LARGE, ITS DESIGNER'S IMAGINATION SHOULD BE, TOO_by Kirby J. Harrison

CUSTOMER EXPECTATIONS are the driving force in any aircraft interior design, and it seems the bigger the airplane, the greater the expectations. And there's no shortage of designers who can think as big as necessary.

At RWR Designs in Plano, Texas, founder and CEO Richard Roseman has been doing narrow- and widebody executive/VIP interior designs for nearly two decades. He counts many of his customers as old friends, as they've used RWR multiple times over the years. "They know what they want," he said, "and it's incumbent on us to get them what they want."

That can be anything from a minimalist design with clean, simple lines to teak flooring to one-off faux-finish countertops. In fact, said Roseman, virtually everything RWR does is one-off because that's the way the customer typically wants it.

In terms of social embarrassment, said one designer, having a friend board your airplane and remark, "Hey! Bob's got the same thing in his new Airbus," is on a par with two women showing up at the Academy Awards wearing the same dress.

"It has to have a one-off appearance," said Roseman, "and it has to be one off."

At the same time, said Sean Elsner, president and founder of Infusion Design, "The cabin is becoming more functional and more lifestyle-related; an extension of the individual, rather than an effort to impress others." The Bonner Springs, Kan.-based firm has been designing aircraft interiors for 11 years and, according to Elsner, "We've always taken the approach that an integration of all the elements of the cabin is critical." While each element—exotic veneers, leather for the seats, blended silk-and-wool custom carpet—may be unique, they must complement rather than fight one another.

"Typically, there's never enough space," said New York



THIS BBJ2'S DISTINCTIVE CABINETRY AND LIGHTING ARE THE WORK OF RWR DESIGNS, A COMPANY THAT SPECIALIZES IN AIRCRAFT, YACHTS AND INTERIOR ACCESSORIES.

cabin designer Edese Doret. "I talked with a potential BBJ2 client who came in with a huge list and quickly ran out of room. Another client wanted so much that we began borrowing from one space in order to open up another." As for style, "customers have moved from overstated opulence to more understated elegance," Elsner said.

Roseman agreed, saying clients are opting for more modern, cleaner designs, "almost a minimalist approach."

Doret recently created an executive/VIP interior that was a collection of elements that at first seemed mismatched: both contemporary and classic lighting, very modern bed and chairs in the stateroom; tile mosaic walls and flooring in the private lavatory/shower; and a lot of loose furnishings. But Doret recalled that it all seemed to come together in a style one client dubbed "California modern."

Designers also seem to be moving toward the addition of a small number of luxurious chairs made for comfort and style that are not certified to be occupied during takeoff and landing. "It's not an option on smaller business jets," said Roseman, "but on widebody airplanes, it's becoming popular."

Roseman added that his firm has seen a growing interest in a faux finish that isn't wood, granite, lapis or marble, but still looks organic. "We have a South American who is a true artist and designs four or five possibilities," he said.



"The customer picks the one he likes, the work is done and the design is destroyed, never to be replicated."

A well-designed cabin, noted Roseman, should produce a "wow" response when passengers see it for the first time. Subsequent responses should result from a series of discoveries—things like a hidden magazine rack, a table in an unexpected place, a widescreen monitor that appears magically out of the bulkhead or a subtle shift in the color of the downwash cabin lighting.

Asked what kinds of customers have given him the most satisfaction, Elsner replied, "The people who let us stretch our wings."

A COMPUTER RENDERING OF A RECENTLY COMPLETED 757 SHOWS A USE OF WARMER TONES BY INFUSION DESIGN OF BONNER SPRINGS, KAN.

Kirby J. Harrison welcomes comments and suggestions at: kharrison@bjtonline.com.

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SAN JUAN RANCH

Located 16 miles south of Pagosa Springs, this private freestone fishery traverses through the center of 120± acres encompassing one mile of both sides of the San Juan River. A custom built, elegantly finished, 3,100 sq. ft. home featuring an environmentally-friendly design includes restored timber beams, recycled wood flooring, walls and ceiling. The exterior is sheathed in corrugated steel and is accented by a surplus of double thermo pane windows. It is strategically located in a riverside setting, surrounded by massive cottonwoods, overlooking beautiful irrigated meadows and possesses the ambiance that only a river can offer. A private, gated entry close to the manager's home and shop add to the functionality and use of this spectacular property. \$5,950,000



IRMA LAKE

Set high above the South Fork Valley under Carter Mountain, just 30 minutes from Cody, 500±-acre Irma Lake commands one of the most dramatic vistas ever seen. The 9,650± square-foot main residence overlooks a mountain lake and has been totally remodeled to reflect the best of this century. A caretaker's house, guesthouse, hunting cabin, dairy barn cabin, and a classic horse barn which has been renovated, round out the improvements. This property is at the end of the road, tucked up against the Shoshone National Forest. \$9,750,000



ROUND MOUNTAIN RANCH

Located in the renowned Elk River Valley, this is an outdoorsman's paradise with excellent cattle and horse facilities. This 1,132± acre operating ranch boasts fishing on 1± mile of the Elk River, a meadow stream and a spring-fed lake. Adjacent to Routt National Forest, the property provides direct access to an abundance of big game and recreational opportunities. Comfortably accommodating up to 17 people, the ranch offers extensive improvements including a 5,126± sq. ft. owner's residence, beautifully restored river cabin, accommodations for guests and management, barns, shop and state-of-the-art indoor arena. A magnificent private ranch within minutes of Steamboat Springs. \$18,500,000



BROKEN WING RANCH

This 770±-acre cattle and recreational ranch is located near Clayton, Idaho and is among central Idaho's premier properties. The ranch features over three miles of Salmon River frontage, a private owner's residence and compound, outstanding views and direct access to thousands of acres of high-quality public lands. Accessible and usable year-round, the ranch is a haven for elk, deer, chukar and grouse, and offers some of the best spring steelhead fishing on the upper Salmon. \$4,125,000

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