

EDÉSE DORET

by Jim Gregory



PURITY OF FORM

A MINIMALIST APPROACH TO BIG AIRCRAFT
DELIVERS QUINTESSENTIAL STYLE

LIFESTYLE CHOICES AND INDIVIDUAL TASTES SPEAK VOLUMES TO NEW YORK DESIGNER EDÉSE DORET. He designs interiors for new aircraft ‘green’ from the factory, and for VVIP refurbishments on previously flown aircraft. The goal: to turn unfinished and basic aircraft interiors into elegant, stylish statement environments for their owners.

At the beginning of his career, Doret’s insight into aircraft interiors didn’t always live up to his clients’ standards.

“Initially, I used to design aircraft interiors the way it was done at my former workplace — typically a motor-home-looking sort of interior, where everything was case-built and the cabinets would be built around some of the seating, or vice-versa,” Doret said.

His artistic and design approach evolved when the company he founded, Edése Doret Industrial Design Inc, received its first Airbus 380 project. The double-deck, ultra-high-capacity jet with over 465 sq metres of floor space was the perfect vehicle for Doret to establish his own creative philosophy.

“I STARTED CREATING INTERIORS THAT LOOKED MORE LIKE HOMES”

“I started creating interiors that looked more like homes. I started using different materials, different style of furnishings, and applying that furniture into the interior, creating this somewhat modern look,” Doret said.

He added, “It has evolved since then, where the design takes the shape or the lifestyle of the particular owner. I essentially apply the same design philosophy to a classic, modern or contemporary style.

“And, if you look at some of the interiors I design, I don’t use a lot of different colours or materials. What I try to do is keep that to a minimum and just place them well, in terms of creating a nice flow within the interior, and not overload it with a lot of textures.” >>



| A Boeing BBJ2 specially designed for the wife of an Indian businessman

“...FOR AN A380, THE CUSTOMER WANTED A JACUZZI FOR TWO IN THE BATHROOM”

Typically, Doret likes to see his clients' homes to study their choice of colours, detailing, style of furnishing, their preference in art, affinity for textures, the flow of their residence, and even the automobiles they drive.

“From there, I will discuss their lifestyle,” he said. “Based on that, we'll create an appealing colour palette for them.”

From the beginning of the relationship, he aims to protect his client's interest. “We achieve that in terms of giving them what they want,” he said. “It's rare when we end up with an interior that doesn't look like what we set out to create.”

In the early stages, clients review the design through conceptual sketches, renderings and animated walkthroughs. As the project progresses, they review computer-aided design documents and material colour palettes.

Doret creates an elegant environment, whether the budget is large or small, through use of materials, placement of materials, or some variation of details that, he admits, doesn't actually cost much to fashion.

“Depending on the client, it is pretty much standard to

have a bedroom and lavatory with a shower. At one point, for an A380, the customer wanted a Jacuzzi for two in the bathroom, so we had to figure that out.”

Recent trends in on-board connectivity, however, have begun to influence interior and conversion designs, as Doret points out. An example: the integration of personal iPad use as an audio-visual media platform for books, periodicals, movies, music, games and web content since the gadget was introduced in 2010.

Clients use iPads primarily for entertainment because individual travellers typically want to personally manage their own onboard pursuits, trending away from the larger wall-mounted monitors so popular in recent years. Wi-Fi Internet activities are also popular with high-end travellers.

So far, most of Doret's work has concentrated on larger aircraft like Boeing's 747, 757, 767 models and Boeing Business Jets, along with Airbus A380, A340 and A320.

Among the company's clientele, one recent project stands out in Doret's mind. “We did design work on a Boeing 747-8 for the Crown Prince of Saudi Arabia.”



| A peek into the Boeing 747-8 belonging to the Crown Prince of Saudi Arabia



The open design of the main deck on board the Airbus A380-800 *Flying Palace*, commissioned by Saudi Prince Al-Waleed

The master lounge of a VIP McDonnell Douglas MD-11ER widebody jetliner, designed for a Saudi client



The interior and exterior of a privately-owned 86-metre super yacht designed by Doret

“WE DO A LOT MORE THAN WE’RE ACTUALLY PAID FOR”

In time, he hopes to also work on smaller aircraft such as Gulfstreams and the Bombardier Global family of jets.

His clients often tell him, “Wow, you guys have really expensive taste,” not because he has exceeded the budget, but because his design team finds ways to make it look as if it were done more expensively. New clients come primarily through referrals from satisfied customers.

In addition to New York, Doret has offices and staff in Europe and Dubai, and is considering reopening in Hong Kong to meet the powerful growth of VVIP aircraft in the Asia-Pacific region.

Asked to sum up Edése Doret Industrial Design’s competitive advantage, Doret is quick with his reply: “I tend to actually just go all out and give our best effort to a project. We do a lot more than we’re actually paid for. And that’s my elevator speech on that.” 

ALL ROUNDER

Edése Doret’s work in other fields adds to the versatility of the company’s aviation work, and vice versa. “Although we’re known for doing aviation,” Doret says, “we are a multi-disciplinary design agency (transportation, architecture, product and graphic design) with a focus on transportation (air, sea and land).” Blending and applying knowledge learnt in other fields of design to their aviation interior projects has been the company’s key to success.