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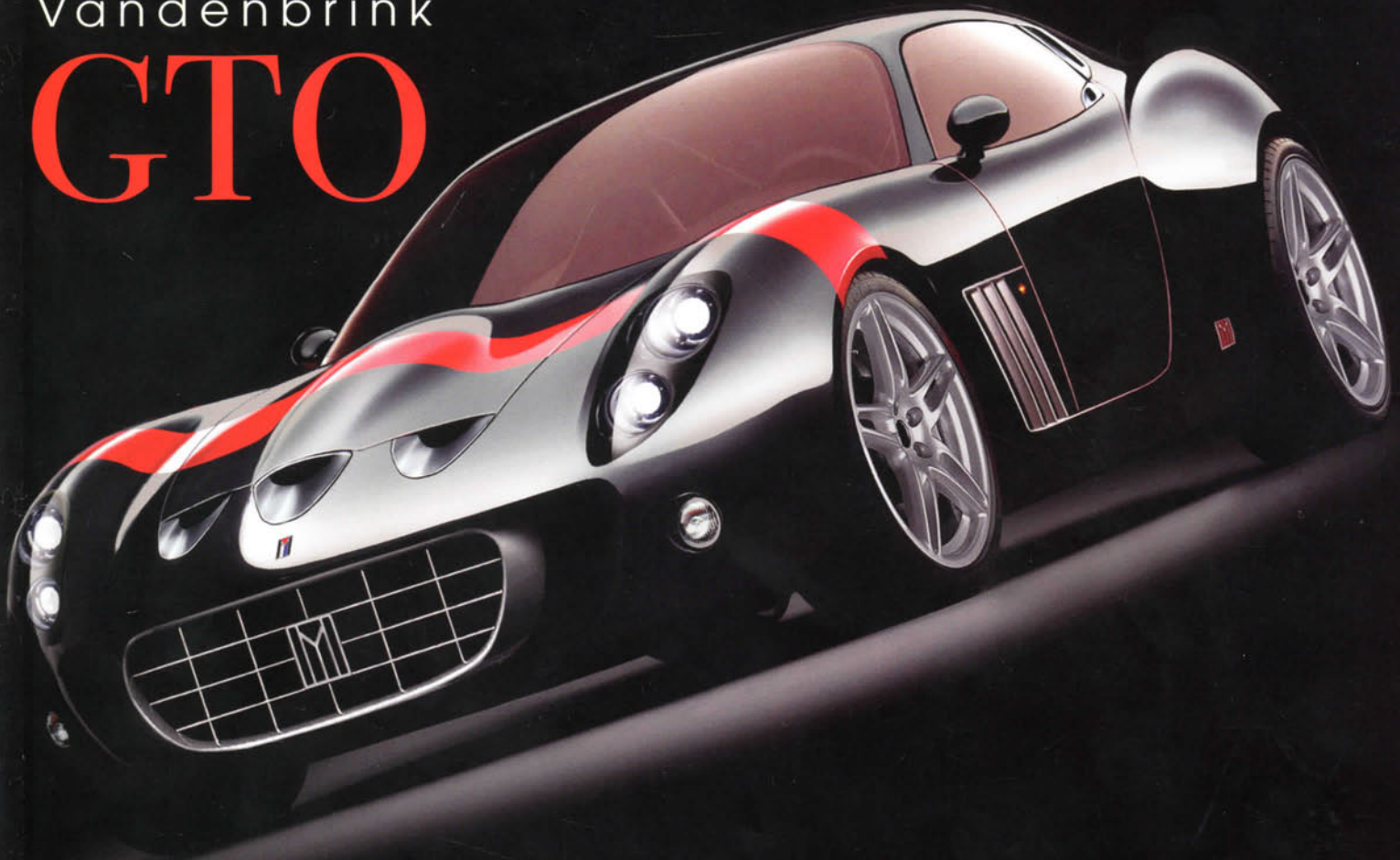
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Of the lucky few able to afford a private jet, fewer yet are able to partake in the newest aviation trend: the customized jet. Modifying a plane's interior is not such a big surprise, considering there are relatively few companies that offer jets for private sale, but - what can be done to a stock jet is. Those who purchase their own private aircraft may want to set themselves apart from the others on the runways - and for the right price, roughly 15 million - one can definitely make a statement in the sky.

Edése Doret designs jet interiors. While the former statement may be succinct, the process is not. "Our first step is to understand the people who will work in, move through, and observe the spaces we design," he explains. Research is done on both the jet to be redesigned and also on the client in order to understand their needs. As each commissioned build contains vastly different variables, there are no shortcuts. Doret's company, Edése Doret Industrial Design (EDID) must consider the electrical, structural, aesthetic, and navigational aspects

in order to create an aircraft that is both functional and fitting for their client. "First we begin by finding out how the plane will be used - will it be used for shorter flights or for longer flights - then we pick the aircraft that will best suit their needs and

design from there."

Once the design team has met with both the aircraft engineers and the client, they begin to move onto phase two. To generate a concept layout of the interior, the team focuses on seating, cabinetry, and the exterior markings. After they have finished the renderings, they will bring everything back to the client as 3-d renderings, material boards, and scaled models. That way the buyer is completely involved in the entire process and has a lot of say about what goes in - or out - of their plane.

After the buyer has approved the design, EDID sends a package that consists of all their specifications, the drawings and renderings, and any other data gathered to different completion agencies. After the bids are in, EDID selects one and a completion schedule is established. After the plane is finished, the flight crew is familiarized with the changes made to the aircraft and then it is delivered to the client.

A buyer can expect to wait about nine months for project completion, but when one is spending such exorbitant amounts on a flying office with every amenity imaginable, it is worth the wait. Doret won't divulge his client's names as privacy is valued in his field, but buyers include dignitaries, Fortune 500 companies, and occasionally the affluent private party.

This particular plane, a Boeing 737, is rumored to belong to a software mogul for both private and company use. It has been fitted with a lounge, sleeping quarters, dining area, and of course the best electronics available. EDID capitalizes on their workspace, each piece has been custom built for the plane, so as to compliment the aircraft. The most interesting design facet seems to be the fact that EDID does not want to take away from the experience of flight; they simply want the experience to meet their client's needs. Passengers never forget they're in the air, exterior doors are visible and windows generally remain in the open. EDID simply makes traveling much more comfortable. With so many companies and private parties buying jets today, it's no surprise that they are now being customized. One no longer needs a banner trailing behind the plane to make a statement.

EDID also designs yachts, retail space, products, and does graphic design. For more information, please visit www.edesedoret.com



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