


Outlook

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 JET AVIATION

Ferretti Yachts

The Italian yacht-maker puts passion into its design. The resulting style is stunning, and the company does not stop there. The boats are engineered to be taken out and enjoyed.



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wide range of expertise is made possible by the company's experienced staff. These employees give the maintenance department an edge just as experience allows the completions divisions to be highly effective.

"There are several things that I think make a big difference, and one of them is the stability of your workforce," says Farnham. "You can never achieve a high level of consistency in anything if you don't have a stable workforce, and we have been very fortunate in that."

A solid core



Towards the end of the lunch, long-time employees are presented with service awards. There are many who have been at the company for 10, 20 or even 30 years. Jim Carr receives an award for 35 years of service. He was the first employee hired after Midcoast took over the three-person Young Aviation in 1971.

Midcoast has a low turnover rate, and many members of management, including president Sutterer, began on the shop floor. Not only do they understand production and have the experience of working on planes, but they also have a personal relationship with many employees.

"There is a core group who grew up together in this organization," says Carr. "A lot of guys had opportunities to go other places, but they stayed here. We work well together because we like each other."

Through extensive training and a shared enthusiasm for aviation, Midcoast is preserving this environment as it grows. It gives the company, which was acquired by Jet Aviation last year, a strong base in times of change.

Sutterer announces that Midcoast will begin doing custom completions of commercial-sized aircraft. The bigger planes will place different demands on the airport and the workforce and will involve a greater engineering effort. They also require more equipment, and that equipment will be bigger. Midcoast will build a 140,000-square-foot hangar and a new paint facility to accommodate the next step. It is a natural progression for Midcoast and another opportunity to let its expertise guide its innovation.

Reconstructing a Falcon

In 2000, a Falcon 900B overran a runway, hit an antenna array, and crashed through a chain-link fence. With 200 feet of that fence still attached to its engine, it crossed a road, hit three cars, went into a parking lot, hit three parking barriers, then three concrete light-pole bases, then two parked vehicles and then stopped. No one was hurt, but the damage was extensive.

Midcoast looked at the aircraft and said, "We can fix this." The company was in the process of repairing another Falcon 900, and was convinced that with the help of the airplane's manufacturer, Dassault Aviation, the damaged plane could be made airworthy.

It was not going to be an easy task. The aircraft belly had suffered airframe damage, the main landing gear had been sheared off, the nosegear had been bent backwards, and both wings had been damaged beyond repair. One of the most difficult jobs would be to replace or repair several bulkhead frame planks. An airplane is built up from those planks, so it would be like pulling blocks out of the bottom of a pyramid.

Midcoast set to work, first contracting a local firm to manufacture a fixture to hold the airframe during reconstruction. The staff replaced or repaired the damaged sections of the frame and replaced the wings. While the plane was down, Midcoast did a C inspection and the engines were torn down and inspected.

By the time the plane took off for its first test flight, it was in some ways sounder than before. It was successfully sold, and Midcoast took its new expertise and seasoned skills on to other reconstruction projects.



- Design by Edése Doret
- 01 The look of free-standing furniture follows a trend: The entry lounge of the Airbus 380
 - 02 Feeling at home: The grand lounge
 - 03 Nothing is missing: The wet bar

Cabins that express a lifestyle

Private planes are getting bigger and more personalized. The trend is towards open spaces, advanced electronics and an overall look that makes you forget you are in an airplane.

Individuals are buying very large airplanes and putting fewer and fewer people in them. This leaves space for living rooms, dining rooms, libraries, studies and guest

cabins. Owners of aircraft such as these Airbus 340s and Boeing 757s can opt for a cinema or a steam room. The private airplane is becoming a luxurious home away from home.

"The trend is space," says Eric Jan, head of interior design at Jet Aviation Basel. "There's a new way of organizing your life on board."

While some owners opt for closed-off rooms, there is also a trend toward open

spaces. Jan sees this as something taken from layouts found in homes and on yachts. In order to create this spacious feeling, while also making the interior practical and convenient, various areas within the open plan are dedicated to specific functions. There will be an area for eating, one for sleeping, a corner for working, and a lounge area with an advanced entertainment system. These areas are all part of one roomy space, but each contains specific furniture and gadgetry.



Design by Eidsgaard Design
01 View from the dining room into the formal salon in an Airbus 350
02 Detail renderings
03 Comfortable library in a Boeing 787

Distinct ideas

Along with these new opportunities for comfort and functionality, the bigger planes also give owners more room to show their style. Jan says that at the Jet Aviation completions center, where he sees a large number of planes pass through, there can be no generalizations made about the specifics of style.

The choice of design depends on a customer's background and his culture. What the owners do have in common is a tendency towards distinct ideas.

"Customers want to create a 'wow' effect as soon as you enter," says Jan. "They want to have a unique style that will amaze people."

London designer Peder Eidsgaard sees a similar emphasis on style. "Clients are generally younger than before and are more conscious of design as an expression of their personality," he says. "Boutique hotels, fine restaurants, contemporary yachts and residences, as well as high-end shops are increasingly part of clients' aesthetical reference points."

Eidsgaard believes that in the future, aircraft interiors will have fewer visible aviation components appear custom made for each client. The client does not want the plane to look like a plane, but rather an extension of his lifestyle.

Designer Edése Doret often sees people wanting "more of a home feel." To achieve

this effect, Doret has been using a lot of materials not usually found in planes. He has been working with wicker and has given a lavatory a domestic feel through the use of tiles. The tiles, which he calls "jet mirror," look like glass yet are made of composite.

Domestic, freestanding feel

He also chooses and arranges furniture to mimic a home environment. Instead of always molding cabinetry to fit the sideboards, he sometimes moves it out into the room to give it more of a domestic, freestanding feel. For a client who likes spending time in Bedouin tents in the desert, he has created an "Oasis lounge" with low tables and floor pillows surrounded by hanging drapes.



01



02



03

Design by Jet Aviation Basel
 01 VIP section of a Boeing Business Jet designed and outfitted at Jet Aviation Basel
 02 VIP aft cabin lounge
 03 Bathroom

Doret is currently working on two planes whose owners want a “yacht-like” feel. One of the ways he is creating this effect is through the use of “wood floors.” Since real wood is forbidden as flooring, due to fire regulations, he has found a safer product that “looks and feels like wood.” All designers are having to face increasingly strict aviation safety regulations, and this can make it tricky to create an ultra stylish, home-like environment. The look

of freestanding furniture is in trend, but the furniture must be attached. Materials must pass strict fire tests, and seats must be made of special foam. This can make the home away from home difficult to create, but the designers are all eager to take the challenge.

“We are finding ways to work around the restrictions,” says Doret. “It’s part of the fun.”

BIOS:

Eric Jan studied interior architecture at



the Ecole Supérieure d’Art Graphique in Paris. After five years of work in interior design, he specialized

in yachts and spent the next 11 years designing interiors for luxury vessels. Since early 2004 he has been head of interior design for Jet Aviation’s Basel completions facility.

Peder Eidsgaard grew up in Oslo, then



studied art and design in Switzerland. After working at various design companies throughout Europe,

he spent 10 years managing yacht and airplane projects for Andrew Winch. In 2005 he founded Eidsgaard Design in London, a company specializing in design for yachts and private jets.

Edése Doret was born in Haiti and grew



up in New York City, where he majored in industrial design at the Pratt Institute.

After numerous design jobs, the most recent in airplane interior design, he went on to establish Edése Doret Industrial Design, Inc. in 1998. The company offers multi-disciplinary services in product, graphic, interior and transportation design.