REDEFINING PRIVATE JET INTERIORS

Boeing Business Jets (BBJ) has launched the world’s longest-range business jet with two models of the BBJ 777X, and offered a superb selection of suggested interior concepts.

By Jill Stockbridge
The new Boeing Business Jet model can connect virtually any two cities in the world, being able to fly non-stop more than halfway around the earth. “Our most exclusive customers want to travel with the best space and comfort and fly directly to their destination,” said Greg Laxton, Head of Boeing Business Jets. “The new BBJ 777X will be able to do this like no other airplane before it, redefining ultra-long range VIP travel.”

Customers can choose between two models: the BBJ 777-8 and BBJ 777-9. The BBJ 777-8 offers the longest range at 11,645 nautical miles (21,570km) and a spacious 3,256 sq ft (302.5 sqm) cabin. The BBJ 777-9 provides an even larger cabin measuring 3,689 sq ft (342.7 sqm), while still offering ultra-long range of 11,000 nautical miles (20,370km).

This would enable a flight to travel non-stop from Dubai to Seattle, Sydney to London, and Beijing to Santiago.

INTERIOR OPTIONS
One of Boeing Business Jets’ signature features is that every interior is tailored to meet any customer’s needs. The customer can personally design and hand-select interior elements and features through many exceptionally capable designers and completion centers, or if desired, allow Boeing Business Jets to manage the VIP interior completion in part or in whole.

To demonstrate the versatility of the airplane’s spacious cabin, BBJ unveiled interior concepts from three leading design firms: Greenpoint Technologies, Jet Aviation, and Unique Aircraft Design. Each concept shows how the BBJ 777X can be transformed to suit the tastes of any VIP customer.

The strength of the BBJ fleet of airplanes was highlighted at the air show as Boeing announced it recently booked another order for its BBJ MAX family. The order from an unidentified customer brings total orders for the BBJ MAX to 21.

The Middle East has been an important market for the company for many years, with 53 per cent of the BBJ widebody orders coming from the region. The BBJ fleet is currently 43 per cent government and head-of-state, 41 per cent privately owned, 12 per cent chartered and four per cent corporate use.
Midas touch: working closely with Boeing Business Jets, Borges employed the BBJ branding colours of gold and black within the design.

Warja Borges is the design mind behind the Unique Aircraft modern design, featuring geometric patterns, and golden touches in paint, wood and soft furnishings. The Pure design is named for the minimal style of the design language and controlled use of colours and materials.

She said: “We wanted the cabin interior appearance to be elegant and stimulating and highlight the significant volume of the 777X, as well as the new bigger window size. To underline these two aspects, we used very bright materials for the surrounding periphery to create a light, almost transparent appearing, airy interior.

“The gold and silver colour scheme reflects the classic elegance of a palace décor, morphed into a contemporary design. The colour concept is also a transformation of the BBJ branding colours, black and gold, into an interior of atemporal classiness.”

The layout has a private area with bedroom, bathroom and office, then the main entrance hall and a grand common open space, followed by a separate dining/conference area in the centre of the aircraft. Aft of this are the private VIP guest apartments. Finally there is a large galley, and beyond, private First-Class compartments.

The very rear of the aircraft can feature lie-flat business class seating, bringing the total passenger count up to about 64.

The design intentionally alternates between narrow and spacious to exaggerate the effect of the 5.9 metre-wide fuselage on the passenger as they enter each new zone.

Borges has introduced novel structures such as huge transparent panels and different special light fixtures which would be challenging from an engineering and certification standpoint, but she is confident they are possible. The design also introduces OLED monitors, hidden behind moving fabric panels, as OLED architecture offers lighter weight, better picture and the ability to form screens to the curved walls of aircraft.

Borges added: “Even the carpet design is used as a tool to visually group elements while maintaining the overall open flow concept. For example, in the lounge and the dining area the carpet radiates from a focal point. This flowing yet focused pattern establishes a connection between all the room elements.”