



## Aircraft Cabin “Oscars” Take Off Into Jubilee Year

**The 10th Crystal Cabin Award is open for entries from 10 October to 4 November, 2015 / New categories and new website to mark the special anniversary**

**Hamburg, 8 October, 2015:** For the tenth time now, the Crystal Cabin Award Association is calling for submissions for the most famous and respected international prize in aircraft interiors. The search is on for the most innovative ideas and products related to travelling above the clouds. Entries will be accepted at [www.crystal-cabin-award.com](http://www.crystal-cabin-award.com) until 4 November, and the winners will be announced, as always, as part of the Aircraft Interiors Expo (5 – 7 April, 2016) in Hamburg. The talented few who manage to win the hearts and minds of the 24 members of the expert jury will join the elite ranks of an impressive gallery of winners. This year alone saw such big names as B/E Aerospace, ViaSat, Embraer, and Etihad Airways taking home the trophies. And to make the Award even more attractive in its jubilee year, an eighth category has been added: “Cabin Concepts”. Meanwhile, the “Cabin Systems”, “Electronic Systems”, “Passenger Comfort Hardware”, and “Visionary Concepts” categories have been refined to further sharpen the focus in these fields. Furthermore, the Crystal Cabin Award has a brand new online presence, right on time for the start of the submissions phase, with a completely new and mobile-friendly design. Emirates is to support the industry’s “Oscars” as a Platinum Sponsor.

*“In the ten years of its existence, the Crystal Cabin Award has become an international heavyweight. Its visibility reaches well beyond the industry’s borders and it plays a substantial role in defining trends and innovations on board aircraft. This success story would never have been possible were it not for the outstanding voluntary commitment, year on year, of our Judging Panel members from all over the world and the Hamburg Aviation team,”* says Dr Holger Friehmelt, Managing Director of AAT Composites in Cape Town and a CCA juror from the very beginning.

The Crystal Cabin Award has been closely and keenly followed by the whole industry for many years. Just being shortlisted is enough for many companies and products to attain international visibility. Being chosen by the 24 expert members of the Judging Panel to be amongst the three finalists in each category brings with it the opportunity to present the concept to leading figures of the industry in person at the Final Viewing. A victory at the Crystal Cabin Award, presented each year at a gala dinner as part of the Aircraft Interiors Expo in Hamburg, is recognized as a clear and unmistakable accolade from the international trade community.

The global market for aircraft cabin products is expanding rapidly. In response to this, and to make the prize even more exciting for both entrants and the public alike, the board of the Crystal Cabin Award is expanding the categories in this jubilee year. From now on, entrants will have the chance to take the stage as a Crystal Cabin Award winner in eight different categories instead of the seven that existed to date. The “Cabin Concepts” category, targeted in particular



at manufacturers and airlines, is new. At the same time, other categories have been reorganized and refocussed.

An overview of the 8 Crystal Cabin Award categories:

### **Cabin Concepts**

This new category is provided for full cabin concepts that are already existent or at a market-ready stage. The Cabin Concepts category is tailored for airlines as well as manufacturers and design companies.

### **Cabin Systems**

The Cabin Systems category comprises all innovative products that will bring airlines a major benefit in operations and efficiency. Such products could include galleys, lavatories, trolleys, air conditioning systems and seat concepts, with a focus on operating efficiency (e.g. lightweight structures, easy installation, better use of cabin space etc.)

### **Electronic Systems**

The Electronic Systems category caters for the fastest growing product range in the aviation industry and includes inflight entertainment as well as on-board connectivity and communications solutions.

### **Greener Cabin, Health, Safety and Environment**

This category combines different classes of innovations. An entry for this category must either reduce negative effects on the environment, or minimize health & safety hazards and security problems for passengers, staff, or live cargo.

### **Material & Components**

In this category, the CCA jury is looking for new materials or new material applications for cabin systems that cut production costs and maximize usability.

### **Passenger Comfort Hardware**

Entries to this category must improve passenger comfort within the cabin, either for all passengers or for specific groups of passengers. The category includes all hardware directly noticeable for the passenger, including seats and seat-related products such as tray tables, partitions, lavatories, premium class and VIP products.

### **University**

This category provides room for college and university students to present their visions for innovative products and concepts for aircraft interiors.

### **Visionary Concepts**

Visionary Concepts can give us an impression of aircraft cabins of tomorrow, through technical concepts, ergonomic ideas, and aesthetic design. The category relates to engineering concepts and design studies that have not yet been implemented.



A detailed explanation of all categories as well as the Entry Form for the Crystal Cabin Award is available online from the official website, completely redesigned for the jubilee year: [www.crystal-cabin-award.com](http://www.crystal-cabin-award.com). Submissions may be lodged until 4 November.

The Crystal Cabin Award stands for the idea of an independent platform for the industry to promote and honour innovation in aviation worldwide. The list of supporters of the Crystal Cabin Award reads like a Who's Who of the international community. And two renowned Platinum Sponsors have joined the list this year: Emirates Airline and Bishop GmbH. The Crystal Cabin Award is supported by the following sponsors and media partners: Airbus, Aircraft Cabin Management, Aircraft Interiors Expo (Reed Exhibitions), Aircraft Interiors International Magazine, Aircraft Interiors Middle East (AIME), APEX, Bishop GmbH Aeronautical Engineers, DIEHL Aerosystems Holding, Embraer, Emirates Airline, FERCHAU AVIATION Division, HAECO Cabin Solutions, *Inflight* Magazine, Jetliner Cabins, Lufthansa Technik AG, Runway Girl Network and SEKISUI SPI.

You too can become a supporter of the Crystal Cabin Award. Information on sponsorship opportunities and packages is available from Carmen Krause ([carmen.krause@hamburg-aviation.com](mailto:carmen.krause@hamburg-aviation.com)).

#### **About the Crystal Cabin Award**

The Crystal Cabin Award is THE international prize for innovations in the field of aircraft cabins. A high-calibre jury made up of renowned academics, engineers, specialist journalists and airline and aircraft manufacturer representatives comes together under the slogan "Let your ideas take off" to honour extraordinary cabin concepts and products. The competition was launched by Hamburg Aviation and is organised by the Crystal Cabin Award Association. The award, to date the only one of its kind, has been presented in association with the Aircraft Interiors Expo in Hamburg every year since 2007. The trophies have become a seal of quality, known and coveted around the world.

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