



“Oscar” of aircraft interiors enters the next round

The submissions phase for the 11th Crystal Cabin Award begins today. The industry award will have an extended jury for 2017.

Hamburg, 10 October, 2016: For the eleventh time already, the Crystal Cabin Award Association is searching for the most innovative ideas in the aircraft interiors market. Submissions for the Crystal Cabin Award 2017 may be lodged until 4 November at www.crystal-cabin-award.com. The winners will be crowned, as always, as part of the Aircraft Interiors Expo (4 – 6 April, 2017) in Hamburg. The prize, created and presented in Hamburg, has become the most highly regarded honour in the industry. Last year, the award was more successful than ever before, with 78 submissions making the shortlist. The winners for 2016 include cabin innovations and on-board products from major players like B/E Aerospace and Boeing but also from newcomers such as the British aircraft seat startup, Rebel.Aero. There will be an addition to the Judging Panel for next year, when the specialist journalist Mary Kirby joins as a new member. She is the editor of the online magazine “Runway Girl Network”. Next year’s prize will once again be sponsored by well-known companies.

Sir Tim Clark, President of Emirates Airline, summarised the growing importance of the industry prize at the 10th anniversary awards dinner for the Crystal Cabin Award in April 2016: *“The Crystal Cabin Award is kind of a culmination of what defines the industry. It needed focus, it needed to bring all the entities together to a cohesive group where there would be a lot of cross-fertilisation of ideas. And when they started it ten years ago it was an interesting development, something that nobody else had done before. They made it to what it is today and we’ll go on for the next few years I hope.”*

An overview of the 8 Crystal Cabin Award categories:

Cabin Concepts

This 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. Submissions may be lodged until 4 November.

Products in the area of in-flight entertainment (IFE), in particular, are receiving more and more attention in the cabin industry. This includes innovations for the passenger screens but also, and most importantly, in terms of connectivity in the air. The space dedicated by the Aircraft Interiors Expo to the subject of IFEC keeps on growing. Now the Crystal Cabin Award expert Judging Panel is also growing in this respect. The specialist American journalist Mary Kirby (www.runwaygirlnetwork.com) is now joining the team. In 2016, Kirby hosted the Crystal Cabin Award Gala for the second time.

Global attention for the Crystal Cabin Award

The eyes of the world were on the Crystal Cabin Award especially in 2016 as it celebrated its 10th anniversary. To date, more than 600 online publications in 50 nations have reported on the



awards ceremony in April. Being chosen by the 25 expert members of the Judging Panel to be amongst the three finalists in each category means having 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 recognised as a clear and unmistakable accolade from the international trade community. The appeal here is not limited to newcomers in the annual University category. The victors in 2016 included Boeing, with a self-cleaning aircraft toilet; flexible folding Economy Class seats from Rebel.Aero; and the “Lifestyle Cabin” from Zodiac Aeroespaces, which breaks out of the conventional cabin categories. An overview of the 2016 winners can be found at www.crystal-cabin-award.com.

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Highlights of the 2016 awards ceremony, made available by Runway Girl Network and reactor: https://www.youtube.com/watch?v=aZ_afneyhDc

Renowned industry award – renowned industry support

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. 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, APEX, B/E Aerospace, Bishop GmbH Aeronautical Engineers, Dabelstein & Passehl, DIEHL Aerosystems Holding, Emirates Airline, FERCHAU AVIATION Division, Flightchic, HAECO Cabin Solutions, *Inflight* Magazine, Jetliner Cabins, Lufthansa Technik AG, Panasonic, Reaktor.Aero, 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@crystal-cabin-award.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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