

TID 2013 Award
Taiwan Interior Design

商業空間

The TID Award of Commercial space

全新飛行體驗

Next Generation Travel Experience

中華航空股份有限公司

China Airlines

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● 豪華商務艙



● 豪華經濟艙



● 經濟艙

● 親子臥艙

蛻變後的全新客艙設計

費時二年從草圖設計、3D工程繪圖，會同設計師不斷地來回與飛機公司、各家承製廠商共同研發，需在最有限的時間、可控的成本內，既要符合最嚴謹的航空安全認證，又需滿足創意美學的突破，在這之中我們尋求最大可能的突破和平衡點，造就了此次首創的航空認證，將富含中華文化之官銜設計氛圍驕傲地展現在全世界的眼前。

Brand New Cabin Design

The two year time span that made the design concept of cabin interior into a reality is a difficult but rather joyful one. It took numerous discussion sessions between the designers and manufacturer to come up with a plan which fits the tight schedule as well as the budget control, and most importantly, the challenge of the feasibility from the air-transportation certification stand point. We managed to overcome all obstacles and adversity in order to fulfill and breakthrough the creative aesthetics, and found the most balanced possibility in between. The cabin interior is the first in the airlines industry with the Song Dynasty theme, and proudly brings the richness of Chinese culture to the world.



長度 73.9 公尺

翼幅 64.8 公尺

翼幅 64.8 公尺

內部客艙寬度 5.86 公尺

載客數 358 人

速度 0.8馬赫

Overall Length 73.9 mm

Wing Span 64.8 m

Interior Cabin Width 5.86 m

Passengers 358 People

Velocity 0.84 Mach



豪華商務艙 SKY LOUNGE 豪華經濟艙 經濟艙 親子臥艙 洗手間 無障礙洗手間

全新客艙設計 | Brand New Cabin Design

客艙環境有別於一般的室內空間，整體設計上受限於有限的空間，每一項機上材質、貼皮、椅布等都需使用經過航空認證的專用材質。座位設計也需通過各種安全撞擊測試，在地面上看似簡單的空間設計，移轉至移動的客艙一切都更顯困難與挑戰。

從宋代美學中體驗出旅人的雅緻生活與態度

我們突破以往，選用了最能體現全新華航的元素，試圖在古典美學與現代科技上取得完美比例平衡。重新定位，期待展開另外一種旅人態度和生活，一種由內而外隱含著瀟灑狀態的文人美學。選用宋代美學文人思考，表徵臺灣文化獨特的內在氣質，如何遵照文人禮儀待人接物，如何坐臥，如何交通，如何飲食；甚至是透過一杯臺灣茶、台灣糕點，展現出屬於我們獨有的優雅特質。

Experience the elegant life and attitudes of travelers from the Song Dynasty aesthetics

The Ultimate Innovation Transformation The aesthetics of the Song Dynasty, from the pure lines of interior designs to the Ru Kiln celadon service ware, are beautifully presented by dedicated in-flight service for Unique Perceptions in elegance. Interiors are reflective of traditional design infused with modern Asian artistry for exceptional comfort and relaxation on a memorable journey.



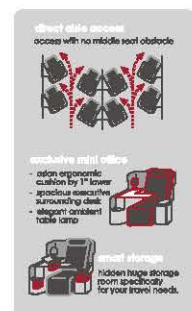
科技 Technology

自然·環保 Nature

豪華商務艙 | 文人書寫，夜燈伴讀 平躺睡臥自如

走進新世代客機，全球首創挑高頂蓬設計，讓整體客艙看起來更大更無壓迫感。全機選用了代表自然、環保的木紋客艙，讓每一個與身體觸碰的地方更具有人情味；運用局部金屬點綴座椅設計，讓整體視覺更跳脫，傳遞俐落簡潔的設計感；搭配配合旅客作息設定情境式燈光，以及個人座位專屬的桌燈和巡航時座椅上微微亮起的指引導，皆營造了獨特的溫暖感和空間感。豪華商務艙旅客可享受頭等艙等級、全長78吋（198公分）、180° 度全平躺的寬敞座椅，感受文人書寫、夜燈伴讀的非凡體驗。

The new Premium Business Class cabin features 180° fully reclined seats for the ultimate in flat beds, personal reading and convenience lighting, as well as an 18" Personal Entertainment Touch Screen. The personal spaces are finished with persimmon wood accents and relaxing cloud patterns in dark blue texture, a private study for the traveler.



文化 Culture

豪華經濟艙 | 全新固定式椅背，不打擾別人也不被別人打擾

首次推出的豪華經濟艙，椅距加大達39吋（100公分），固定式椅背的設計，讓座椅傾斜時不會打擾到後座，個人乘坐空間也不受前座乘客之干擾。

Premium Economy Class cabin seating is defined with a spacious 39" pitch, offering exceptional comfort and privacy in this premier cabin. The many features include specially selected amenity kits, enhanced meal service, and industry leading 12.1" Personal Entertainment Touchscreens.

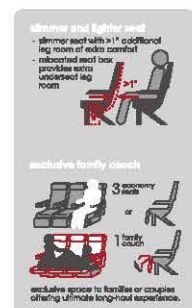


承諾 Commitment

經濟艙 | 亞洲首創 親子臥艙

薄型化椅背設計，增加了膝蓋至前方椅背的距離、後仰角度擴大近120度，提供更佳的乘坐空間。同時，配備亞洲第一的「親子臥艙」Family Couch，軟一般經濟艙座椅多了腿靠墊的設計，展平後與前方座背形成獨立空間，讓長途飛行更舒適。

Family Couch, newly introduced to Economy Class, is specially provided for travelers with younger children. As needed these exclusive 3-seat blocks convert to a comfortable bed, providing a relaxing space for children and their parents.



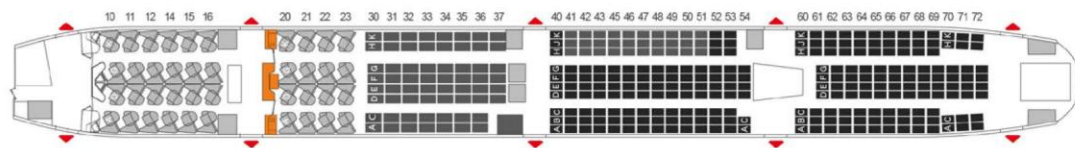
設計概念 | Concept

飛行再也不是以往單純的移動方式，不僅帶領了文化的東西方交流，更引領了旅人前往夢想的彼端。我們發現到美好的飛行體驗是人們最期待的想像；於是乎我們有了想法，在台灣航空業中打開先例，在空中最大的移動載具內，打造一個乘載於飛機上的 Sky Lounge，透過不斷移動到世界各地，讓台灣與國際的不同飲食與旅遊文化，在此進行交流對話。

The defining feature of China Airlines' next generation 777-300ER aircraft lies in its poetic beauty, inspired by Song Dynasty poet Lu You. The industry's first high-ceiling Sky Lounge in Premium Business Class thoughtfully integrates Eastern and Western culture.



主座	Main Bar
高 82.29 英吋	Height 82.29 inch
寬 83.98 英吋	Width 83.98 inch
左右兩座	Side Bar
高 82.29 英吋	Height 82.29 inch
寬 42.56 英吋	Width 42.56 inch



SKY LOUNGE

空中的文人書齋 | Sky Lounge

以靜謐、簡約、人文的設計為基調，我們驕傲地呈現台灣在地最豐富的飲食文化，精選了台灣高山最道地的茶葉、優雅韻味的西方咖啡、櫻托茶、咖啡的糕點，並於餐盒上說明製作背後的故事，讓世界各地華航貴賓可以一邊品嚐台灣味道，一邊了解台灣故事。我們也精選心靈食糧，透過每月精選不同主題書本，以及航班所來往目的地之旅遊介紹，讓乘客能夠更了解台灣在地的文化和故事。Sky Lounge 在華航新機隊所賦予的重責大任為，愉快地傳達出「慢首輕裝萬里行，水郵山驛不論程」的意境，讓忙碌奔波的旅人，於此的空間內得到心靈的休憩，透過移動的交通工具，承載著東西方文化、文創概念於空中交會。

It serves as a relaxing space for passengers and a platform for showcasing Taiwanese culture. The Eastern "Literary Tea-tasting Area" on the left offers six selected teas from Taiwan: Charcoal Tung Ting Oolong Tea, Alishan Oolong Tea, Shan Lin Xi Tea, Lishan Oolong Tea, Oriental Beauty Tea, and Sun Moon Lake Black Tea. The Western "Fashionable Coffee Area" on the right provides aromatic coffee in coffee capsules and locally grown coffee that go well with Western pastry. The bar in the middle offers cocktails, tapas and cup noodles. Sky Lounge represents Taiwan's impressive cultural and creative experience and the Oriental tranquility found in the food culture of the literati. The bookshelf-like space on the two sides of Sky Lounge provides a selection of Chinese and English books of the month, which immerses busy passengers in a relaxing setting of literature and taste.



Sky Lounge 左右兩側，保留了兩個休憩的小吧檯，玻璃的灰黑牆面上有兩盞掛燈，供乘客舒適地在此區停留休憩、閱讀。右邊牆面上「坐看雲起時」王維詩句，意指只要心靈能感悟自然的美妙變化，雲起便將再度幻化為雨，體會寬廣深遠的人生境界。左邊牆面上另提有 "The real voyage of discovery consists not in seeking new landscapes, but in having new eyes." 源自法國文學作家 Marcel Proust 作品《追憶逝水年華》。承如 Sky Lounge 在華航新機隊所賦予的重責大任，是旅人的心，是旅人的眼，給乘客另外一種不同的視野和全然的旅遊體驗。

The premium business class section is beautifully designed in the Sky Lounge style, full of sophistication and fun. The Song Dynasty poet, Lu You, put it best when he wrote a poem about resting places of ancient travelers, which is what China Airlines is doing for modern travelers today. There are also two other poems that embodies how modern travelers search for a new perspectives: Wang Wei's poem named "Sitting While Looking at Clouds," and a poem from Marcel Proust, a French poet who says that "The voyage of discovery is not in seeking new landscapes but in having new eyes."

設計概念 | Concept

專為 Sky Lounge 量身打造的咖啡架及茶架兼具美觀及可固定的實用性，利用巧妙特殊卡榫設計，將所有的機關巧妙藏於架內，此項特殊設計須通過美國聯邦航空總署 (FAA) 靜態防撞測試和防火認證，目前也申請兩岸三地專利中。

在乘客的取用上，只須簡單取出即可享用飲品或是點心小食；此設計對於空服人員於補充內容物時也非常便利，毋須拆裝茶架或咖啡架，僅需開啟前方小門便能立即補充，更能保護內容物於運送途中不易受到擠壓變形。

The contents are store in the capsule-like packages in which to prevent the deformation during transportation and preserve the integrity of the contents as a whole. The container can be top-up by simply refilling the capsules through the dedicated door in the front without the hassle of having to remove the whole container from the main frame.



使用方式 | How to use it

抽取單品後，上方內容物會往下補充供給給下一位乘客使用。
After each extraction, the content capsule will naturally slide down for the next passenger to enjoy.

補充方式 | Top-up method

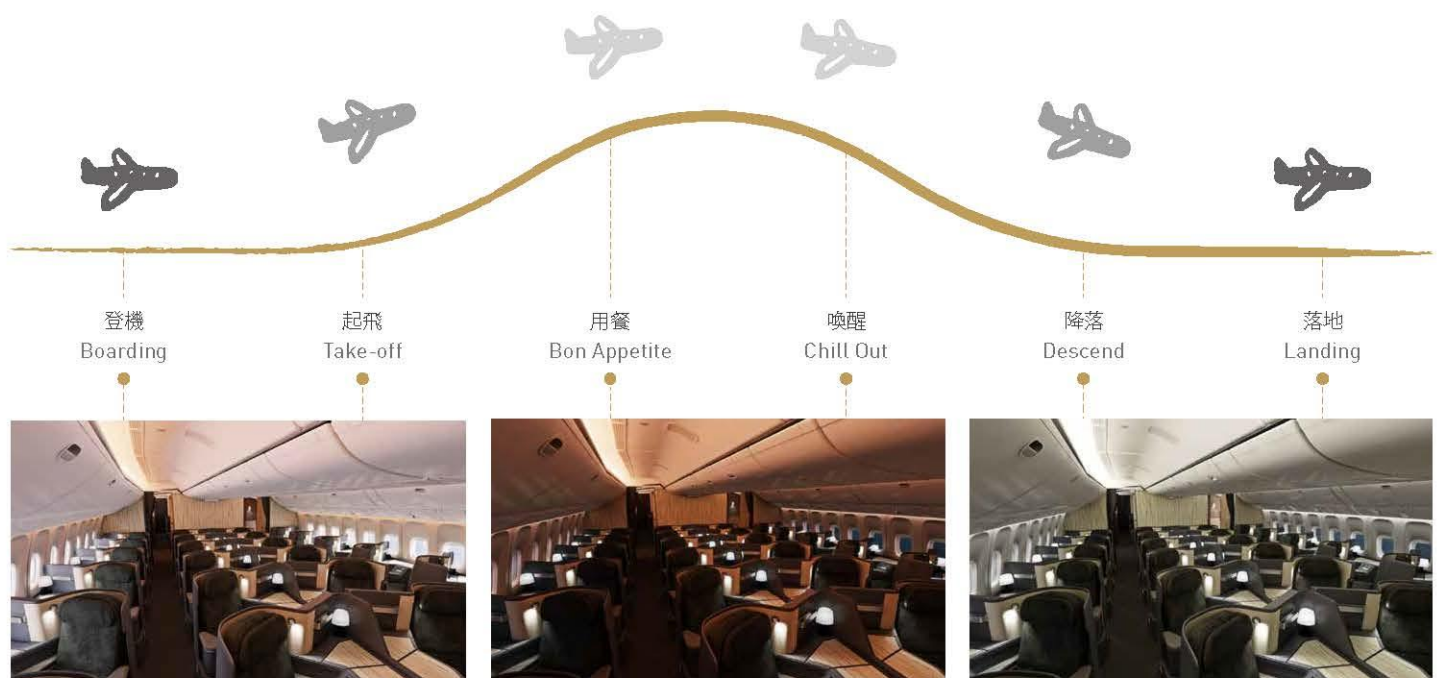
以紙盒盛載商品，打開獨立小門推入補充紙盒關閉即可。
When container is empty, simply hold open the dedicated front door, and refill the container with a carton of content capsules, then push closed the front door and ready to serve.

商品包裝 | Package

運用宋代冰裂紋作為主要視覺包裝設計，透過古字設計呈現低調內斂的設計感。在茶點、西點精選照片搭配文字說明，包裝上運用古文字、印章呈現東方感，讓 Sky Lounge 裝載了滿滿的故事和濃厚的情感。

The famous ice-cracking pattern from the Song Dynasty is taken as the main visual aesthetics of the packaging designs, the essence of sophistication and humbleness is convey through ancient Chinese writings. The desert and pastries are presented with content photos as well as origin descriptions; the Oriental beauty is established with Seal-like Ancient Chinese Character, in which emotionally attached Sky Lounge with numerous touching stories.

客艙情境燈光 | Mood Lighting Design



客艙情境燈光 | Mood Lighting Design

我們運用專業技術營造客艙不同氛圍的情境燈光和亮度變化。用燈光貼近乘客的作息節奏，內艙投射出最合宜且寫意的客艙環境，多樣的燈光設定和舒適的座椅，幾乎忘記身處於密閉的客艙內；我們更是全世界第二家在客艙內設有挑高弧形天花板的航空公司，進入到客艙視野變大，流動的弧形光線映襯著蘊含文人氣息的Sky Lounge，更顯得品味的獨特和優雅的氛圍。

The cabin lighting is no longer limited to just on and off for dining and taking a nap. With tailor-made lighting scenarios, we can create and imitate the most comfortable ambience within the cabin that make passengers feel right at home.

特殊節日 | Special Holidays



Chinese New Year



Valentine's Day



Moon Festival



Christmas

洗手間首見宋代山水畫意境 | Lavatory Design

洗手間首見宋代山水畫意境，部分洗手間搭配窗戶設計，讓旅人更有空間舒適感；還有尋找畫中人物的小趣味。簡約直線條紋，一如客艙的柿木紋裝飾，來自傳統書法洗練的線條美感，如同開闊視野般，讓旅人時刻都享有空間的舒適感。

The bathroom walls are decorated with sketches of mountain and river landscapes. The minimalist vertical lines of the sketches complement the persimmon wood grain in the cabin and originate from the succinct lines of traditional Chinese calligraphy. Broadening the visual horizon, the new cabin design allows passengers to enjoy the comforts of space.

