Safe and relaxed on board: two ideas take off

Safran scores a double victory at the Crystal Cabin Award 2021 // Digital awards ceremony as part of the virtual Aircraft Interiors Expo 2021

Hamburg, 15 September 2021: As part of the virtual Aircraft Interiors Expo 2021, the Crystal Cabin Awards in the special categories “Clean and Safe Air Travel” and “Judges’ Choice Award” have been presented for the first time. French cabin interiors specialist Safran won over the international expert jury in both categories. The two special categories were developed by a task force of jury members in response to the global coronavirus pandemic and its impact on aviation worldwide. 2022 is expected to see the leading international industry prize take place in person again as part of the key global trade show, the Aircraft Interiors Expo, drawing the who’s who of the commercial aviation industry to Hamburg as it regularly does.

“Clean & Safe Air Travel” is targeted at innovations for aircraft in the areas of health, hygiene, safety, and cleanliness. The “Judges’ Choice Award” has been designed for entries that would otherwise have been submitted in one of the eight regular categories, including Cabin Systems and In-Flight Entertainment and Connectivity. These two special categories were developed by a task force of the Crystal Cabin Award Association, which is led by Hamburg Aviation, in collaboration with members of the expert jury, spread over four continents. For the first time, five finalists were shortlisted per category, rather than three. The awards ceremony for the eight main categories of this globally recognised prize for cabin innovations and on-board products was also broadcast in TV format in March 2021. For the virtual presentation of awards in the two new special categories, the digital Aircraft Interiors Expo on 15 September represented the ideal setting.

Hygiene concepts for the aircraft cabin competed neck-and-neck in the “Clean and Safe Air Travel” category. In the end, Safran Cabin took the honours with its “Beacon Clean Lavatory”. This innovative bathroom concept represented the company’s response to increased passenger hygiene expectations, combining antibacterial surfaces with hands-free features. Speaking from Hamburg’s ZAL Center for Applied Aeronautical Research, Carsten Laufs, Vice President Product and Innovation Management of Crystal Cabin partner Diehl Aviation congratulated the winners.

Safran prevailed over the other four finalists in the “Judges’ Choice Award” category, too. The Safran Seats team’s winning entry in cooperation with Universal Movement is called “Interspace”. Wing-like cushions can be retrofitted, folding out of the backrest of the aircraft seat to enhance not only comfort but also privacy, functioning as a partition between seats. The innovation is targeted primarily at short and medium-haul economy and business class flights. Jury chairwoman Melissa Raudebaugh, General Manager Aircraft Experience at Delta Airlines, presented the winning team with the snow-white Crystal Cabin Award trophy via video link.
Presentation of the eight main categories for 2022

All ten finalists were required to present their entries to the international Crystal Cabin Award jury in a virtual final round. Submission for the main categories will open in October again. For more information, visit www.crystal-cabin-award.com.

The complete awards ceremony, including a panel discussion with representatives of the jury on “The End of the Class-based Society for Air Travel?” is available at https://youtu.be/rNttskh-Ph8

Notice for the media:

A selection of images of the winners along with English press statements and contact details for editorial use can be found here: https://seafile.hamburg-tourism.de/f/e6ba51b38eed4737b34f/?dl=1

A selection of photos of all finalists is available for editorial use here: https://seafile.hamburg-tourism.de/f/1237e1fd378e4df69fbc/?dl=1

Film material on all finalists has been compiled in a YouTube playlist: https://youtube.com/playlist?list=PLkDNq1YD4CFji7iAlD1zMhAbxxz-oDqyE

If you require further material, please contact Julia Grosser, julia.grosser@hamburg-aviation.com.

Acclaimed industry award – acclaimed industry support

The Crystal Cabin Award is supported by Airbus, Aircraft Cabin Management, Aircraft Interiors Expo (Reed Exhibitions), Aircraft Interiors International Magazine, Ameco, APEX, ATR, AVIC Cabin Systems, The Boeing Company, Collins Aerospace, Diehl Aviation, Etihad Aviation Group, Flightchic, Flightglobal, Future Travel Experience, Inflight Magazine, Jetliner Cabins, Runway Girl Network, SIMONA Boltaron and TSI Seats.

You too can join the list of sponsors and supporters of the Crystal Cabin Award. Information on sponsoring opportunities and packages is available from lukas.kaestner@hamburg-aviation.com.

About the Crystal Cabin Award

The Crystal Cabin Award is THE international prize for innovation in the aircraft cabin. 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. This unique honour has been presented at the Aircraft Interiors Expo in Hamburg every year since 2007. The trophies have become a seal of quality, known and coveted around the world.

Press contact:

Crystal Cabin Award e. V. | Hamburg Aviation
Julia Grosser
Telephone: +49 40 – 2270 1988
julia.grosser@hamburg-aviation.com
www.crystal-cabin-award.com

You can follow the Crystal Cabin Award on Hamburg Aviation’s social media channels:
twitter.com/HamburgAviation | www.instagram.com/hamburgaviation | https://www.linkedin.com/company/crystal-cabin-award-association