

East Meets West: ANA Launches New Luxury Cabins in Collaboration with Famed Japanese Architect and British Designers



First Class



Business Class

- The new cabin products “THE Suite” and “THE Room” inspired by Japanese heritage and Western design principles will be featured in First Class and Business Class for the first time on the Tokyo – London route.
- The new products were born out of five years of design development and collaboration between famed Japanese architect Kengo Kuma and leading British designers Acumen.
- New cabin designs include the world’s largest 4K resolution monitor in First Class and an innovative new Business Class seat with private door and multifunctional lounging and dining capabilities.

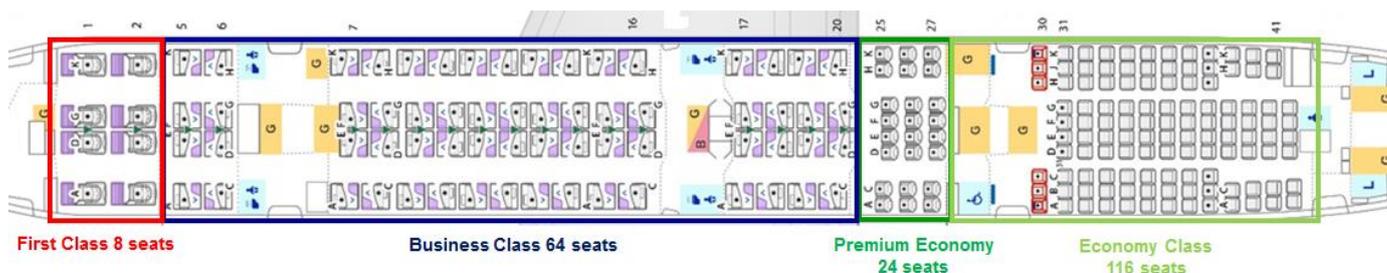
TOKYO, July 11, 2019 – All Nippon Airways (ANA), Japan’s largest and 5-Star airline for seven consecutive years, has collaborated with famed architect [Kengo Kuma](#) and leading British designers [Acumen](#) to roll out a total of twelve completely redesigned Boeing 777-300ER aircraft. The first redesigned aircraft will serve the Tokyo/Haneda-London route (NH211/NH212)^{*1} from August 2. Featuring the latest technology and design principles, these upgraded aircraft boast interiors that offer first rate comfort and convenience to all passengers and showcase the true inspiration of Japan.

^{*1} Daily operation of the redesigned aircraft will start from the end of August or beginning of September.

Until then, the aircraft will be operated on the even number dates in August and odd number dates in September. The schedules are subject to change.

Overview video of the new product:

<https://youtu.be/QXGRW2oyl7Y>



Seat map of redesigned Boeing 777-300ER

“Our partnerships with Mr. Kuma and Acumen illustrate that ANA has sought out the input of the most influential voices in the design community for these innovative new cabin designs,” said Hideki Kunugi, Executive Vice President of ANA. “In 2010, we were the first in Japan to introduce the full flat seat with all aisle access and in order for ANA to continue to lead and set the global standard for comfort and convenience, we knew that it would be necessary to integrate the latest insights from design professionals as we sought to redesign the flight experience and elevate every aspect of travel for our passengers.”

“The design process is just as much about what we decided to include as what we decided to omit,” said architect Kengo Kuma of his involvement in the project. “My work is about understanding how space is used and creating the most comfortable conditions in any environment. I enjoyed working with ANA and Acumen to combine the best of Eastern and Western design traditions and create a finished product that sets a global standard by embracing Japanese heritage and international outlook.”

“Our work focused on transforming the cabin experience by fusing the rich history and culture of Japan with modern design principles and technologies,” said Ian Dryburgh, Founder and CEO of Acumen. “Combining our expertise in aviation interior design with the renowned visionary approach of Kengo Kuma, together we have created a striking cabin that has elevated the ANA customer experience to its highest level across all classes.”

New First Class Seat – “THE Suite”

Among the most noticeable changes to the remodeled aircraft are the all-new First Class seats. Designed with impeccable attention to detail, THE Suite is inspired by luxury Japanese hotels and is the most spacious fully enclosed seating ever seen on an ANA aircraft. New features include the addition of privacy-enhancing doors as well as a crystal-clear 43 inch monitor that is the world’s first 4K personal monitor on a commercial airliner. THE Suite also boasts a movable partition which can be adjusted upon request to pair seats as well as a universal PC and USB port. For the ultimate grandeur, a luxury dark wood finish features throughout the cabin.



New Business Class Seat – “THE Room”

At the heart of ANA’s new product investment is a brand new seat design for Business Class called THE Room. Inspired by modern, multifunctional Japanese living spaces, THE Room offers for the first time flexible doors for personal privacy that can also be adjusted to share the space with fellow travel companions – from dining together with the family to conducting meetings with colleagues. With its bold forward and rearward seat layout, THE Room offers a revolutionary change in space and comfort for ANA Business Class customers, offering one of the largest Business Class seating environments in the world – with a wide sofa which is double the width to previous Business Class seating. With a design focus on minimization and de-cluttering, the Business Class seat offers a ‘place for everything’ including discreet areas for all personal belongings, with deep blue accent hues precisely placed inside each compartment.

To bring warmth and a 'home away from home' feel to the cabin, Kengo Kuma finished the seats with three different wood finishes inspired by modern Japanese homes – Rosewood, Light Japanese Ash and Dark Japanese Ash.



New Premium Economy and Economy Class Seat

To celebrate the rich and magnificent history of Japan, the new Premium Economy and Economy Class upholstery has been redesigned with Japanese patterns which tell a story known as 'The Journey,' reflecting guests' in-flight experience from departure to landing. Traditional prints include tatami mat pattern which represents a Japanese welcome, and an arrow design taken from the Yagasuri pattern to suggest movement and direction. These non-repeating patterns mean each seat cover, across the Premium Economy and Economy seats will be completely unique. Passengers traveling in Premium Economy and Economy Class will also enjoy an enhanced flight experience thanks to improved touch screen monitors and headrests that are adjustable along six distinct axes. These are the same upgrades [recently installed](#) on ANA's Boeing 787-10 aircraft.



New Premium Economy



New Economy Class

Enhancement of In-flight Entertainment System

ANA is first in the world to introduce 4K resolution personal monitor on commercial aircraft, which is featured in First Class and Business Class. On this screen, not only can passengers enjoy the 4K visuals, but also adjust the lighting and the reclining angle.

Personal seat monitors in all classes are powered by ANA's advanced MY SKY CHANNEL application to create a fully customizable entertainment experience. The Android and iOS app allows all customers to browse in-flight entertainment programs before the flight and create a favorite list that can be accessed through a paired seat monitor. Passengers can also use their personal mobile devices to control the programs playing on the seat monitor as well as using their devices as second screens for entertainment content.

New Technology and Equipment for Quality Sleeping, Reading and Dining

Both First Class and Business Class seats will feature new lights made by [Panasonic](#) which have been custom-designed specifically for ANA. Inspired by natural sunrise, the lights have been crafted to improve comfort and convenience during sleeping, reading and dining.

Additionally, in First Class and Business Class, ANA will be providing bespoke seat mattress and bedding in partnership with [Nishikawa](#). The unique product is tailor-made to the seat cushion for the most comfortable seating and quality sleep experience for customers in the sky.

New Interior Cabin Design

Complementing these comfort-boosting upgrades to seating areas, ANA has also completely revamped the entrance area of the aircraft to create a hotel like reception complete with welcome monitors. ANA has also designed a new food service area to embody the Japanese 'Omotenashi' philosophy of hospitality. With customers wanting more space and freedom to move around whilst onboard, ANA have redesigned the self-service bar area, which now boast mini-fridges stocked with beverages and snacks for customers to enjoy at any time. The contemporary design of the galleys integrates a back light panel which incorporates patterns inspired by traditional Japanese hand-made paper (known as 'washi').



Redesigned entrance area including new welcome monitors



New self-service bar counter with monitor and mini-fridge

Renew of In-flight Meal Menu, Cutlery and Amenities Kits



First Class Cuisine



Business Class Cuisine

Following the the recent win of 'Best Business Class Onboard Catering' at the prestigious 2019 SKYTRAX Awards, ANA has made even further upgrades to its dining service, including new premium International cuisine tableware that will showcase on flights in autumn. All Business Class passengers will also have the opportunity to pre-order their meals on the ANA website up to 24 hours before departure and can choose from menus from other routes ensuring the passengers are given the best service possible. This summer, starting from July 2019 on North America and Europe routes, ANA will provide six different menu choices, including the collaboration cuisine with restaurant [Yonemura](#), currently available for passengers on the Asian routes.

With demand for Japan tourism increasingly on the rise, these new cabin transformations are a true testament to ANA's continued efforts to improve every aspect of the in-flight experience to satisfy the dynamic needs of modern travelers.



Contact: ANA Corporate Communications, TEL +81-3-6735-1111, publicrelations@ana.co.jp

About ANA

Following the “Inspiration of Japan” high quality of service, ANA has been awarded the respected 5-Star rating every year since 2013 from SKYTRAX. ANA is the only Japanese airline to win this prestigious designation seven years in a row. Additionally, ANA has been recognized by *Air Transport World* as “Airline of the Year” three times in the past 10 years - 2007, 2013 and 2018, becoming one of the few airlines winning this prestigious award for multiple times.

ANA was founded in 1952 with two helicopters and has become the largest airline in Japan, as well as one of the most significant airlines in Asia, operating 81 international routes and 119 domestic routes. ANA offers a unique dual hub model which enables passengers to travel to Tokyo and connect through the two airports in the metropolitan Tokyo, NARITA and HANEDA, to various destinations throughout Japan, and also offers same day connections between various North American, Asian and Chinese cities.

ANA has been a member of Star Alliance since 1999 and has joint venture partnerships with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines.

Besides the full service and award winner carrier ANA, the ANA Group has two LCCs as consolidated subsidiaries, Vanilla Air Inc. and Peach Aviation Limited. The ANA Group carried 53.8 million passengers in FY2017, has approximately 39,000 employees and a fleet of 260 aircraft. ANA is a proud launch customer and the biggest operator of the Boeing 787 Dreamliner.

For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>

About Acumen

Acumen Design Associates is a multi-award winning design consultancy based in London, United Kingdom. Acumen has enjoyed nearly forty years of international success, creating market-leading products and remarkable customer experiences for many of its 'blue-chip clients.

Acumen is a team of creative thinkers, designers and brand specialists, passionate about improving the way people live and move. The company's most high-profile success and expertise lies within the aviation and transport sectors, and over the years has acquired specialist expertise in designing aircraft interiors. However, Acumen's entrepreneurial spirit and venture partnership business model, enables them to work within diverse sectors such as life sciences and FMCG.

The company's inventive and disruptive approach is constantly challenging the status quo resulting in a wide portfolio of international patents, particularly in the aviation sector where they have led the innovation agenda. For example, Acumen invented the iconic 'Bed in the Sky' for British Airways in 1996 and more recently the world's first three-room VIP suite, The Residence, for Etihad Airways. Acumen's airline experience spans more than 45 projects for a diverse range of international airlines around the globe which has given them a rare insight into premium passenger's future needs and expectations.

For more information, please visit: www.acumen-da.com