

The International Yacht and Aviation design Awards to the brand new business class seat CAMBIANO conceived by Iacobucci and Pininfarina

The new solution to build an unforgettable in flight experience awarded in the category "Cabin Design"

Turin, May 23rd, 2018 – **CAMBIANO**, a business class seat for midrange in commercial aviation, won the **International Yacht and Aviation design Award** in the **category Cabin Design**. The project was conceived by Iacobucci and Pininfarina to offer to customers a solution **focused on design, elegance and quality** creating **a new way of living the business class**, surrounding passengers and ensuring an **unforgettable experience on board**.



The **International Yacht & Aviation Awards** are hosted by Luxe et al, a leading yacht and aviation magazine published by design et al. Shortlisted entries are presented online, and voting is open to industry professionals as well as Luxe et al readers, clients and customers.

CAMBIANO is a vivid example of **bespoke design** unveiling attention to details, innovation and technology, in a challenge between present and future. Furthermore, the innovative design allows the client to **customize some elements** according to **preferences and needs**. In this project, inspired innovation and technological research have led to a new concept where **space is reorganized** and **optimized** through new solutions to guarantee an unparalleled in flight experience.

*"Receiving an international award among other prestigious companies made us very proud - comments **Lucio Iacobucci, President and CEO of Iacobucci HF Aerospace** - and confirmed our vision of a bespoke business class seat in a competitive market race where airlines need to differentiate and offer more quality, service, comfort and elegance in the premium cabins".*

*"CAMBIANO is more than an innovative business class seat. We designed it with the goal to improve the in-flight experience, reconceiving the space taking care of the needs of the travelers. We are proud that the award recognized the innovative vision of our project." comments **Paolo Pininfarina, Chairman of the Group**.*

The seat in fact features high quality upholstery design details that give the Iacobucci HF Aerospace brand its reputation. The hand-crafted seat, realized by the Italian seat manufacturer, combines a contemporary design with luxurious finishes ensuring the highest level of comfort on board. The seat can stretch in a full flat position to ensure maximum space and superior comfort with the 67" installing pitch providing more length in bed position. The seat is equipped with an innovative screen, electrical PC power outlets and 3 USB chargers for each pax. In front of the seat, passengers can enjoy a private and convenient drawer, lined with Alcantara, for their personal belongings. The one leaf meal tray is lightweight and comfortable to use and during the flight, privacy is ensured thanks to the innovative shell's design.

<https://www.youtube.com/watch?v=G10lvfU4lbA>

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