

# JETGALA

LIFE BEYOND FIRST CLASS



## EMBRAER'S LINEAGE 1000 LANDS IN ASIA

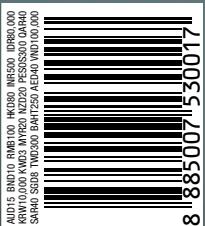
ASIAN AIR CHARTER CHOICES  
SUKHOI'S NEW BUSINESS JET  
INSPIRED JET INTERIORS  
JAMES BOND CONCEPT JET

## FRANCK MULLER'S MAGIC TOUCH

BEIJING'S TOP SUITES | A TASTE OF SYDNEY  
SAVILE ROW BESPOKE | DELAHAYE RETRO CARS  
TRACING THE MILLE MIGLIA | CUSTOM GOLF GEAR

# 10

January February 2012



# CRUISING ATTITUDE

A GERMAN YACHT DESIGNER TAKES  
FLIGHT WITH ORIGINALITY AND FINESSE





**OPPOSITE**

The comforting shelter of a tree is expressed in this interior design concept for a Bombardier Global Express

**FROM TOP**

Soothing earth tones are used to create a calm environment

The leaf motif runs throughout all areas of the aircraft, even in the washroom



or Newcruise, a prominent German design firm specialising in yacht interiors, branching out into aircraft interiors was a challenge the team was happy to take on. Yachts and jets offer very limited space, enveloped in a technologically demanding exterior. The project to outfit a Bombardier Global Express was therefore seen as an almost natural progression. Katharina Raczek, a partner and designer at Newcruise, says, “We had several discussions about jet interior design with various yacht clients, which brought us to the idea of developing our own styling. It was very exciting to explore what a Newcruise interpretation of this special field of interior design would be.”

The Newcruise view of contemporary jet interiors comes across as fresh and exciting, and

goes beyond a purely aesthetic appeal. Expanding on current trends in environmental living, it incorporates several metaphysical elements and projects an almost meditative aspect. Reconciling an unconventional approach to private jet interiors, limitations in allowed materials and the specialised workmanship required to bring it to life presented challenges. Raczek describes the attitude the team brought to the job: “It is our German precision, reliability, and loyalty, combined with our passion for design and originality as well as devotion to detail. This combination makes us an efficient partner.”

Newcruise adopted a natural motif as the overall design theme in the form of leaves blowing in the wind. “I always had this vision of blowing leaves in my head,” says Raczek. “In principle, we start with a philosophic concept which is continued >>

The designer's plans require various special skills, such as inlaying, embroidery and leather sculpting

THE INLAYS IN THE MACASSAR EBONY ARE EXECUTED IN FINE METAL AND LACQUER



Katharina Raczek, principal interior designer of Newcruise

SAILING WITH OSCARS

The trio leading Newcruise — Frank EH Neubelt, Roland Krueger and Katharina Raczek — have succeeded in creating a name well known in the yacht industry. Nearly all of its yacht designs have been nominated for major industry awards, and many have won. Its 34-metre *Xanadu II* and the 26-metre *Opium* have both garnered the International Superyacht Design Award, the Oscars of the yacht industry.

It was Raczek who, as the company's principal interior designer, spearheaded the Bombardier Global Express interiors concept. With many yacht interior designers slowly venturing into private jet interior design, Newcruise just might build a reputation as respected in the air as it is on water.



>> through the project; this is one of our biggest strengths. The image of a tree and its blowing leaves unifies the need of man to feel sheltered, especially in a transportation vehicle, which still makes some people feel uncomfortable, and shows a link to the surrounding element — air.”

She elaborates further: “Important to us in this first concept was that we achieve a symbiosis of the use of standard materials certified for aviation and something very artistic through our use of details.” The attention to detail is remarkable. Walls and overhead compartments are detailed in leather with the tree and leaves sculpted into it by hand with a knife. The technique allows for varying shades of the leather tone which creates the picture. The inlays in the Macassar ebony are executed in fine metal and lacquer. Embroidered leaves give even a standard chair its right place in this concept. Everything is done without reinventing the wheel but still results in a unique ambience.

But the balance of materials and detailing needs to be kept in proportion. The team believes that if there are outstanding visible details, no special materials are needed to

illustrate the concept. If the brief calls for a very calm design which demands extremely luxurious and outstanding materials, they need to speak for themselves.

Based in Hamburg, Newcruise can take advantage of a long-standing tradition of yachting, aviation and craftsmanship. The city is home to Germany's largest marina for pleasure craft, located in nearby Wedel, and the headquarters of Lufthansa Technik, itself a grand name in aircraft completions. Raczek realises the advantages: “Design, construction plans and problems can be discussed face to face. Furthermore, flight connections provide easy access to other completion centres all around the world.”

The fact that many yacht owners also own or aspire to have a private jet offers yacht designers and completion specialists a ready pool of prospective aviation clients. Combine that with contemporary interpretations of interior design and a heritage of precision and professionalism, and one can see why companies like Newcruise are bound to make a name for themselves in what is otherwise a highly exclusive and extremely discreet business field. 