

# Business Jet *interiors* INTERNATIONAL

WWW.BUSINESSJETINTERIORSINTERNATIONAL.COM

OCTOBER 2018

## NBAA-BACE PREVIEW

The innovations  
not to miss,  
from page 72

# Honda Jet ELITE

**MICHIMASA FUJINO** SHARES THE THINKING BEHIND  
HIS LATEST WORK – AND WHAT HE'S TARGETING NEXT



### GREEN MATERIALS

How environmental considerations are influencing the industry's materials offering

### CITATION LONGITUDE

Textron Aviation debuts in the super-midsize category, promising swift turnaround time

### CABIN AUDIO

The latest technologies and strategies to ensure amazing sound quality on board

# RECIPE FOR SUCCESS

The devil is in the details when creating a divine experience, explains Dahlgren Duck & Associates

The company supplies china, crystal, flatware, linens and other cabin amenities

**R**egardless of how the interior finishes reflect an owner's personality and needs, every private aviation project shares one common denominator: details. As fashion designer Giorgio Armani has said, "To create something exceptional, your mindset must be relentlessly focused on the smallest detail."

Dahlgren Duck & Associates has built its reputation by focusing relentlessly on the smallest of details, to deliver an experience exceeding client expectations. That can involve sourcing custom fabrics and leathers for seating, finding just the right linens for the sleeping experience, and seeking the single source trusted to engrave a client's corporate logo on bespoke crystal.

## UNDERSTANDING CLIENTS

Each aviation project is as unique as the passion and personality of the client. It takes a talented design team to extract what is unique about a family, individual or corporate team's needs and translate that into the creature comforts that will enhance their luxury travel experience.

"You may think that each interior design project begins with sketches, pencil and paper, or even heading straight for the computer, but in reality, every project starts with listening and truly understanding the client's needs," comments Scott Ritter, CEO of Dahlgren Duck & Associates. "We work to capture



the soul of each project and bring that alive in the sky."

Ritter says that understanding is critical to getting the details right. "Knowing which type of crystal will meet the demands of a single-malt aficionado and understanding the request for durability from a fleet manager helps shape the experience from the very first client engagement," he adds.

The designer's job then becomes finding the right blend of artisans, brands, products and passions to create an exquisite inflight experience.

## FLATWARE FLAVOR AND FEEL

A surprising amount of scientific research has gone into the relationship between flatware materials and food flavor. Other research strongly suggests altitude affects taste and texture. Therefore, cuisine preferences, favorite flavors and frequent destinations can all affect the flatware chosen for each aircraft.

"For example, sterling silver may not provide the perfect tug at the lip when taking a bite from the tines," says Ritter. "Then, there's the weight in the hand, and the balance of each piece. Every detail affects the feeling. Tying all of these

insights and preferences, scientific and personal, creates the ideal dining conditions while cruising at 45,000ft."

## DEVILISH DETAILS

"We have appointed aircraft that essentially served as backstage parties, as well as those that set the stage to ink business and political agreements," says Ritter. "Every project is unique. Achieving success hinges upon nailing the details – color, weight, fabric, optics, scent and experience. Accounting for and stimulating all of the senses in every request becomes the goal."

Understanding the questions to ask means clients have confidence their vision will come to life as expressed. "We pride ourselves on instilling confidence in our clients," says Ritter. "It's imperative they understand we know exactly how important it is that we define the devil in each individual detail, and use that to create a truly unique expression of each client's divine experience." ❁



## FREE READER INQUIRY SERVICE

To request more details from Dahlgren Duck & Associates, visit [www.ukimediaevents.com/info/aimbj](http://www.ukimediaevents.com/info/aimbj)