



Deutsche Gesellschaft
für Luft- und Raumfahrt
Lilienthal-Oberth e.V.



ROYAL AERONAUTICAL SOCIETY
HAMBURG BRANCH E.V.

VDI

Verein Deutscher Ingenieure
Hamburger Bezirksverein
Arbeitskreis Luft- und Raumfahrt



**The Royal Aeronautical Society Hamburg Branch
invites to a Lecture**

Praxis-Seminar Luftfahrt

The Future of Aircraft Interiors Bob Lange FRAeS, Head of Aircraft Interiors Marketing, Airbus

This presentation begins by examining the drivers for change in aircraft interiors and the way they have shaped the long-range cabins we know today. These are structured under the themes of Comfort, Services and Efficiency which underpin the Airbus cabin design philosophy of Passenger at Heart, Airline in Mind.

The author describes key trends that are likely to influence the future evolution of aircraft interiors and highlights some of the technical and regulatory hurdles that stand between the most attractive cabin concepts and the successful, innovative cabin product that the passenger will finally experience.

Bob Lange completed an Undergraduate Apprenticeship at British Aerospace and an honours degree in Aeronautical Engineering at the University of Bath, working on a variety of military transport projects before moving to Airbus in 1987.

In 1995 he was appointed A330/A340 Product Manager and in 1996 became A3XX Marketing Director with responsibilities for liaison with major airlines involved in the aircraft definition with particular regard to the cabin interior.



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Following successful launch of the A380 he held a staff function in charge of New Product Communications within the Brand & Image team. In 2003 he was appointed Director Long Range Product Policy and in 2005 Director of Cabin Strategy where he led the project to develop a new cabin vision for A350. He has just been appointed to his current position, in charge of the Aircraft Interiors Marketing team. Bob is a Fellow of the Royal Aeronautical Society. He is married with two sons and enjoys rugby and swimming.

When: Thursday, 25th September 2008, 18:00 h (!Note new time!)
Where: Hochschule für Angewandte Wissenschaften (HAW), Berliner Tor 5 (Neubau), Hörsaal 01.11, 20099 Hamburg

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