

BUSINESS AVIATION | WINCH DESIGN BRINGING BACK THE GOLDEN AGE OF TRAVEL

ANDREW WINCH IS ONE OF THE MOST PROLIFIC SUPERYACHT DESIGNERS IN THE WORLD. EXPANDING THE LONDON YACHT DESIGN STUDIO TO ACCOMMODATE TWO OTHER DIVISIONS SINCE THEIR DOORS OPENED 30 YEARS AGO, WINCH DESIGN IS NOW ONE OF THE WORLD'S LEADING DESIGNERS OF LUXURY YACHTS, RESIDENCES AND PRIVATE JETS. WHAT IS THE RESULT OF THIS HIGH-LEVEL OF DESIGN SPREADING ACROSS THREE DIFFERENT PRODUCTS? THE GOLDEN AGE OF TRAVEL FOR THE WORLD'S ELITE.



Most people will know the Winch Design Studio for their impressive portfolio of superyacht projects. Since the 1980s, Winch has consistently delivered unique design after unique design for ultra high-profile clients, with projects ranging from the interiors on board the world's most exclusive palaces on the sea such as the 156-metre Lürssen-built Dilbar, to super sailing yachts like the 33-metre Inoui built by Dutch shipyard Vitters.

But over the past 17 years, the Winch Design team has been working hard on some of the most exciting aviation projects around. Despite no formal aviation design experience, when Winch was offered the opportunity by a yacht client to design the interior of his private business jet in the early 2000s, he was inspired. Running Winch Design with a guiding philosophy to always strive beyond design boundaries, the team jumped into the project and soon started designing their very first custom jet interior.

The first tangible example of their aviation handiwork came in 2002 when Winch Design's bespoke business jet,

the Boeing Business Jet 2 (BBJ2), was delivered to her happy owner. The Winch Design team delivered beyond expectations, and since their inaugural venture into luxury business aviation, the studio has undertaken many projects that can be described as nothing less than spectacular.

Alongside collaborations with some of the largest private jet brands in the business, more of Winch Design's clients have seized the opportunity to extend their collection of Winch-designed interiors over the years. It's not hard to see why. Winch's residential and yachting clients are now able to take advantage of a complete design set from their yacht and residential design studio, ensuring that no matter how they spend their time, it is in a meticulously-designed, familiar interior created to fit their tastes perfectly. With innovative thinkers behind the Aviation Division of Winch Design, headed today by designer Jim Dixon, this is now an attractive possibility. For those discerning clients looking for the very best design from land to sea to air, Winch is providing something quite special.



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ULTIMATE LUXURY IN THE SKY

Just some of the details on board a Winch Aviation-designed interior include luxurious lounges with reclining leather seats and walls lined with books, lavish materials such as hand-carved mother of pearl and saddle-hide, and always - always - the highest level of comfort imaginable.

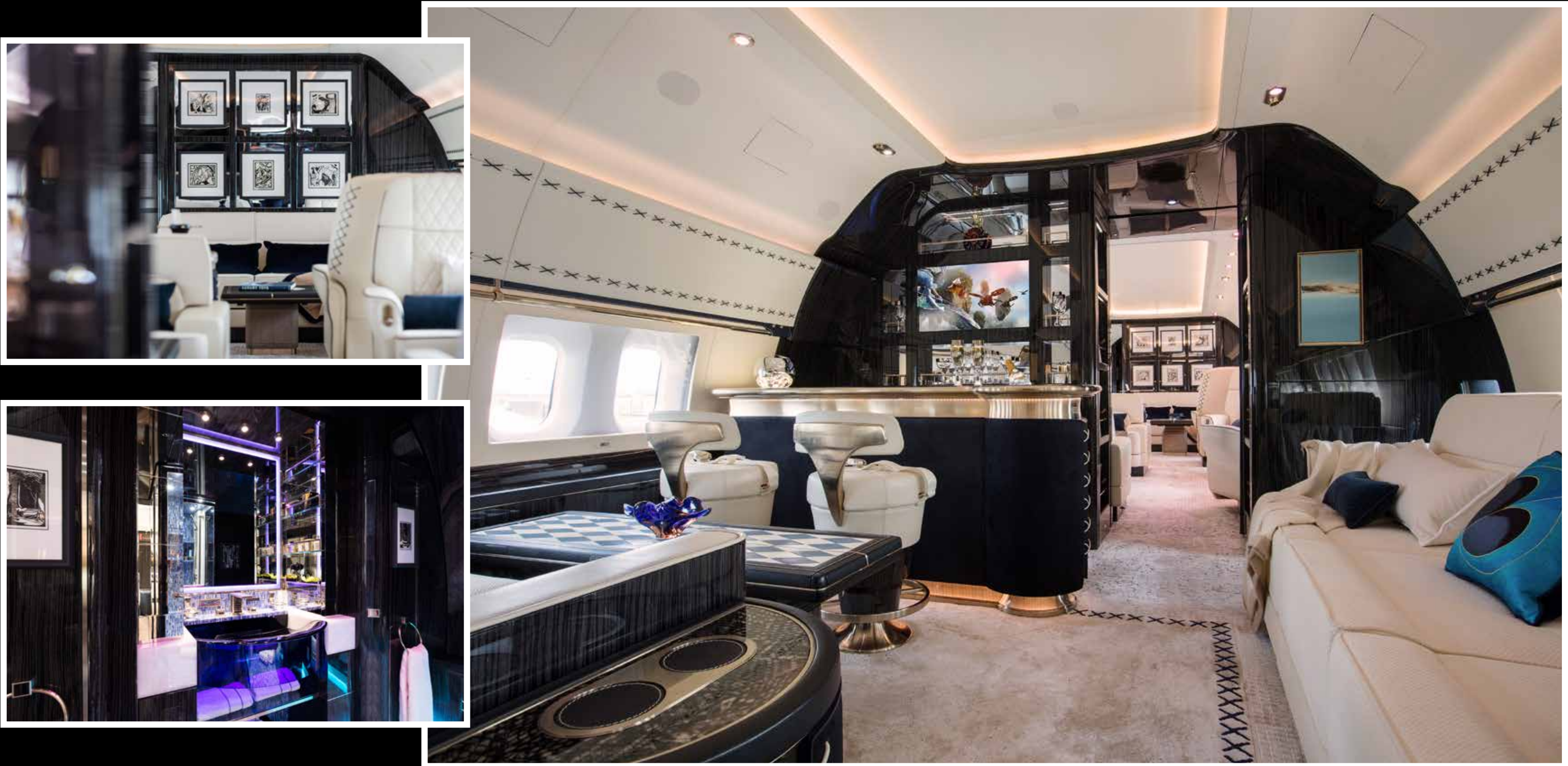
Projects such as the Airbus ACJ319 and the *Mayfair* Project certainly demonstrate that. The latter is a bespoke concept designed to fit a BBJ or ACJ (Airbus Corporate Jet) configuration with styling based on London's famous luxury hotels. Using rich materials and featuring a classic design inspired by the gentleman's clubs of the 19th century, Winch Design not only offers the opportunity to fly in the utmost style but to hark back to an age of sophisticated - and thoroughly exciting - travel.

THE NEW GOLDEN AGE OF AIR TRAVEL

Shifting from reminiscent to futuristic design, project *Halo* is one of Winch's most unique aviation concepts. The giant, futuristic aircraft flies below 12,000 feet. Unpressurised, passengers can wander around the open-air viewing decks - completely transforming the idea of air travel as we know it. Guests are accommodated across 20 suites, with the aircraft also featuring conference and workspaces, a spa, a cinema and a nightclub, as well as a cargo deck that can - amazingly - carry a yacht of up to 180-feet.

Winch has previously stated that although the design looks radical - and radical, it certainly looks - *Halo* is entirely feasible. With exciting concepts rethinking air travel as we know it, time will tell if Winch Design will be the studio behind the new golden age of air travel.





A CLOSER LOOK

**PEACOCK,
BOEING BUSINESS JET 1 (BBJ1)**

"With 800 square feet of cabin, the owner of our latest aviation project wanted to create a 'flying home' for himself and his family, with spacious private areas as well as plenty of options to entertain business guests while travelling to destinations around the world. The design accommodates up to 19 passengers. A long, elegantly detailed shagreen table unfolds and extends to comfortably dine five guests, while a second table caters for another group of four in front of the stunning under-lit bar

with its ingenious high-low bar stools and hidden champagne cooler.

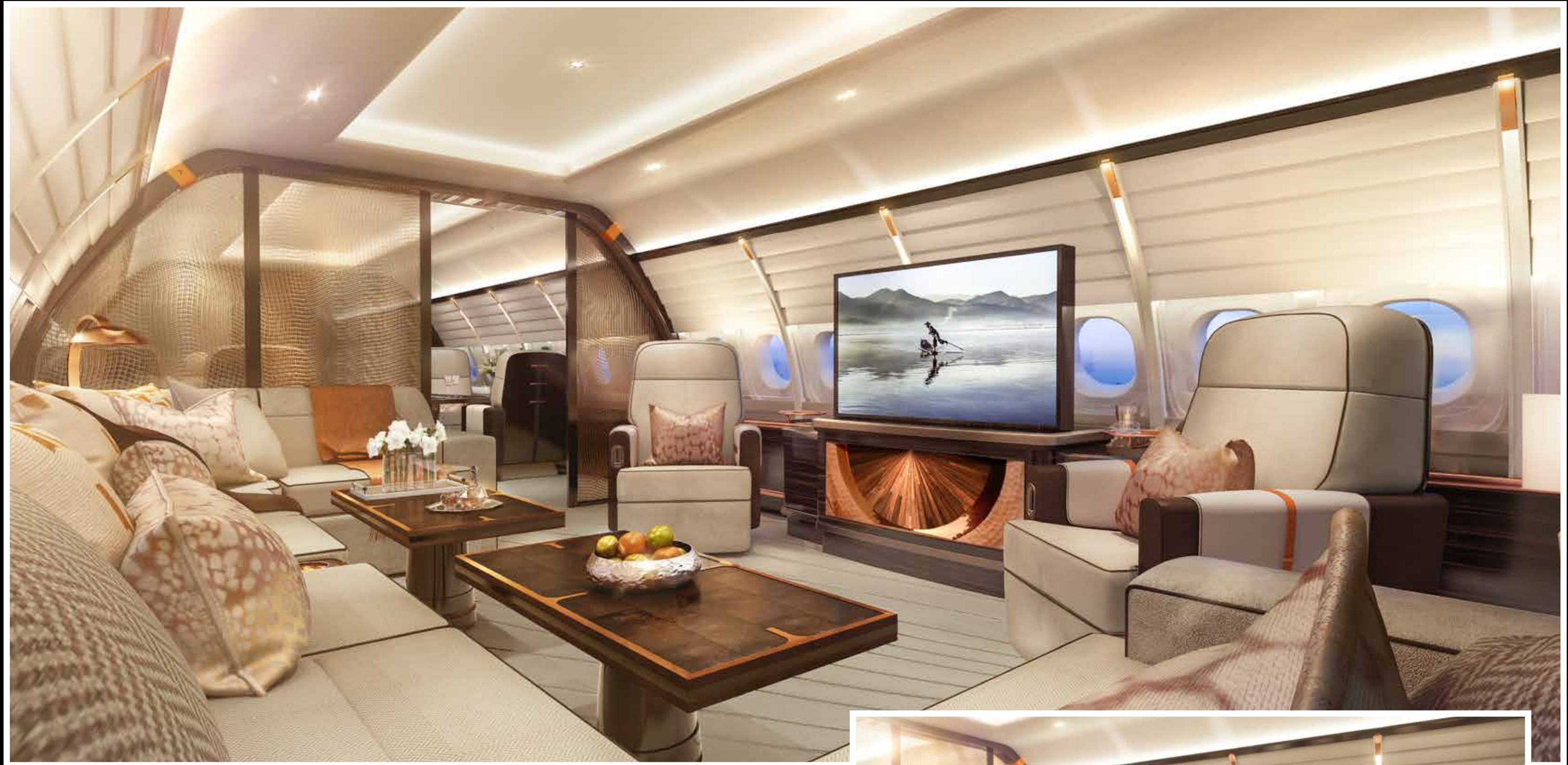
"The galley, cabin crew facilities and guest bathroom are all neatly integrated into the forward area, concealed behind sliding doors precision-engineered within the beautiful peacock-themed metalised artwork panelling which sweeps guests through into the main lounge area. Keep walking aft, and the luxury of a full master suite bedroom

and the bathroom is revealed. The owner's bathroom is pure drama: a custom-made blue glass washbasin is the centrepiece to a sanctuary of rich dark veneer, large shower, and a mirror-faced TV magically integrated into the marble vanity area. A carefully selected collection of artwork is the finishing touch to create a residential feel which goes miles beyond any typical private jet" - Jim Dixon, Director of Yachts and Aviation at Winch Design.



**ACJ320 NEO
PENTHOUSE IN THE SKY**

The studio shared one of their latest projects, the ACJ320 NEO *Penthouse in the Sky* on Instagram recently, describing the interior as fitted out using “clean white and cream upholstery, full-length cream silk carpets, high-gloss rosewood accents and delicately stitched leather seats”. The design, the studio continues, translates “into something bold, beautiful and completely new”.



**BOEING BUSINESS JET
MAX CONCEPT**

This BBJ Max concept has a dual-lounge which offers both privacy and plan space - achieved by introducing translucent electro dimmable bulkheads that can instantly transform the large cabin into smaller, more intimate areas. Rich wood veneers, elegant fabrics and copper plating add warmth to the interior as well as a stamp of authority.