

# public property



The primary objective of good seating design is the recognition of customer needs without stylistic excesses

Vitra is a Swiss company dedicated to improving the quality of homes, offices and public spaces through the power of design. The company's products and concepts are developed in an intensive design process, which brings together Swiss engineering excellence with the creative genius of leading international designers. It is Vitra's goal to create interiors, furniture and accessories that are functional and inspiring. Longevity of materials, construction and aesthetics is the company's leading principle, as demonstrated by its classics – many of which have been in continuous production since the 1950s

In 2013/14, one of these classics, the Eames Tandem Seating, originally designed for the Chicago O'Hare International Airport in 1962, was installed at the new Hamad International Airport (HIA) in Doha. HIA awarded Vitra the contract to supply and install more than 24,000 seats.

HIA's project team contacted Vitra's public spaces team, which focuses on clients in a variety of public use segments including transportation, education, healthcare and hospitality.

In airport projects, the passionate public spaces team concentrates on giving the right support and solutions to those faced with selecting and installing furniture for the various environments – waiting areas, gates, holdrooms, lounges, restaurants, shops, bars, business and conference centers, relaxation rooms and others. The team supports airport executives, consultants, contractors, purchasing managers and architects in their planning and coordination work, helping to keep track of important issues and helping stakeholders come to a well-considered purchasing decision.



ABOVE: Meda Gate has been installed at Molde Airport  
 FAR LEFT: Vitra supplied 24,000 seats to Hamad International Airport  
 LEFT: Pulkovo Airport's VIP lounge

Such intense collaboration with all project stakeholders has not only led to outstanding projects in airports around the world; the experience and lessons from all these projects are part of a continuous improvement process in which the company focuses on all types of airport requirements and challenges.

According to Vitra, a primary objective of design is finding the best solution for the specific needs of its users, without being focused on stylistic excesses. Designers should practice restraint and devote themselves to the

complexity of the problem solving process – while still expressing individual authorship.

A product developed in this spirit is Vitra's latest beam seating product, Meda Gate, designed by Alberto Meda. At first glance its technical sophistication is not obvious because Meda Gate captivates users with its elegant and restrained appearance. Only a closer look reveals how the product

takes two key considerations into account – the airport's need for efficiency and the passenger's demand for well being. Meda Gate solves these sometimes conflicting requirements while having a positive impact on operations in terms of wayfinding, airport security and maintenance.

To find out more visit the Vitra stand 5040 at Passenger Terminal Expo in Paris on March 10-12.

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