
KLM entertains passengers in a new way

By **Maryann Simson** on February, 28 2013 | Inflight Entertainment



KLM Royal Dutch Airlines became the first airline to surprise its passengers with a photo exhibition at an altitude of 33,000 feet this week. The exhibition was created to display KLM's revamped range of products for sale on board under the name of the KLM Sky High Collection, and was shot by leading Dutch photographer Carli Hermès.

Passengers traveling internationally with KLM already have access, via its embedded AVOD IFE system, to a total of more than 1000 hours of interactive including more than 80 films TV programs weekly Euronew reports, music, audio books and games. To further entertain its guests, emphasize its Dutch roots and promote its inflight retail offering, the airline organized the live photo exhibit at 30,000 on a Feb 27 flight to New York City.

Flight attendants gathered anxiously in the back galley area of the plane while the show was announced to passengers. They then walked one by one down the twin aisles to music, displaying blown-up images from the Hermès series showcasing a number of products from the KLM Sky High Collection retail assortment. Hermès himself made a brief appearance in the cabin after the show where he was applauded by passengers.

The photographs and video of the Sky High Exhibition can be viewed [here](#). The KLM Sky High Collection includes products created by Dutch designers such as the Buddha to Buddha bracelet and Omar Munie suitcase labels.

Carli Hermès studied photography at the Royal Academy of Art in The Hague and the Bournemouth School of Art in the United Kingdom. He is known for his iconic and often provocative advertising

campaigns for leading international brands including BMW, Mercedes Benz, Nike, G-Star, Martini and Suitsupply. With his sharp and stylish images, Hermès always pushes the limits to convey his energy-packed message.

Watch a video of inflight exhibit and view the photo collection [HERE](#)