

Austrian Airlines and Spafax debut safety video highlighting Austrian culture

Austrian Airlines' new safety video

[Austrian Airlines](#) and [Spafax](#) have launched a new safety video debuting on Austrian's 787 Dreamliner ahead of the carrier's first long-haul service. The service begins on June 15 on routes to New York ([JFK](#)) from Vienna ([VIE](#)).

The production uses 3D animation to reveal a miniature Austrian world hidden inside the aircraft's cabin. Throughout the video, essential safety instructions are incorporated to deliver critical information to passengers in an engaging format.

The safety film stars miniature figures and features details that reflect both the airline and its home country. Each scene features an element of Austrian culture, such as a yodeler, coffeehouse pastries, and Vienna's famous landmarks. The film also highlights the passenger experience onboard while integrating a taste of Austria for travellers.

"Our new safety video delivers critical safety information in an engaging and fun narrative that captures the essence of Austrian's hospitality and character," said David Kondo, Senior Director, Brand Experience at Austrian Airlines. "The benchmark for innovative safety videos is high, but I couldn't be prouder of the team and our partner Spafax in creating something truly fresh and unique that transports our customers to Austria from the very start of their journey."

"Working with Austrian Airlines on this project has been an engaging experience that pushed the boundaries of what is possible in inflight safety videos. We wanted to bring to life the unique and light-hearted style of the airline in a manner that celebrated Austria while communicating safety effectively through an entertaining, immersive format. We were inspired by model making, a mix of modern and retro styles, and combining real world and miniature themes," said Jonathan Gilbert, Creative Director at Spafax.

The safety video is currently available on select Austrian Airlines flights with a roll-out scheduled for August 1 on the carrier's long-haul flights.