

# Spafax and Mcqueen Films produce SWISS inflight safety video



A still from SWISS' new safety video produced by Mcqueen films in collaboration with Spafax

With its upcoming safety video, Swiss International Air Lines ([SWISS](#)) is introducing a new audiovisual approach to storytelling. The film was produced by [Mcqueen Films](#), while [Spafax Studio](#) developed the concept, served as executive producer and managed post-production.

The SWISS safety video replaces the previous animated version, which had been in use for more than 10 years. At its center are real people, emotional stories and striking Swiss landscapes. This marks a new chapter in which safety instructions are presented not only informatively but also in an emotionally engaging way, the September 25 press release said.

“The safety of our guests is our top priority. With the new SWISS Safety Video, we want to deliver these important instructions as clearly and understandably as possible, while also creating a contemporary visual experience that captures attention and leaves a lasting impression. Working closely together, Spafax and Mcqueen Films have successfully combined information, emotions, and our signature SWISS aesthetic into a memorable piece that will accompany our guests for many years to come,” said Stefan Vasic, Head of Marketing, Swiss International Air Lines.

Spafax Studio was responsible for ideation, concept development, storyboarding, overall production management and post-production. In close collaboration with SWISS, Spafax ensured that the video met aviation safety standards while remaining true to the airline’s brand identity. The partnership between Spafax and Mcqueen Films brought the creative vision to life.

Jonathan Gilbert, Creative Director, Spafax Studio, added, “Impressions, scents, sounds, and colors have the power to transport us to another place and time. We wanted to create a film that conveys a sense of longing for Switzerland – sparked by memories our protagonist shares with family, friends, cities, and landscapes.”

## **Production across Switzerland**

Filming took place throughout Switzerland, from the Engstlenalp in the canton of Bern, to the Comédie de Genève in Geneva, and urban settings in Zurich. In addition to co-developing the creative concept with Spafax, Mcqueen Films managed on-the-ground production, coordinated the shoots with local expertise and ensured that complex logistics ran smoothly while maintaining close collaboration between director, cinematographer and crew.

“For us, it was a special privilege to realize this iconic production. Together with the teams from Spafax and SWISS, we succeeded in combining safety and visual storytelling into a unique viewing experience,” said Clemens Petersson, Executive Producer and Partner at Mcqueen Films.

The safety video will premiere on the delivery flight of SWISS’ first A350 from Toulouse to Zurich. Over the course of the winter season, it will be rolled out across the entire SWISS fleet.