
AIM Altitude elevates EVA Air's Business Class

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EVA Air's new FRMs reflect the cabin design created by BMW's Designworks (Image courtesy of EVA Air)

[AIM Altitude](#) has announced delivery on a series of front-row monuments (FRMs) to reflect [EVA Air's](#) Business Class environment. Over the next four years, the aircraft interiors company will provide 24 ship-sets of the FRMs to the airline.

The monuments were created by AIM Altitude to follow the Business Class concept and design intent conceived by BMW's Designworks. AIM Altitude's FRMs contain three furniture units, each with its own worktop space and provision for IFE monitors. The centre unit carries an illuminated branding panel.

The FRMs transition smoothly with the Business class seats, with lighting in all compartments and footwells. The outboard monuments each include a full-height closet for stowage of safety and crew items.

Soft grey finishes and a brushed-aluminium feature panel give a contemporary and upscale look and feel. The EVA Air panel has an illuminated airline logo and wash-out lighting that subtly reinforces the brand.

"EVA Air wanted a modern and elegant Business Class cabin with this new seat and FRM design,

putting them in line with the design of the top-tier airlines. It is a bold and maybe even somewhat masculine design. We worked hard to fulfill the design concept, with large machined and molded parts, making sure the FRMs are a perfect extension to the Business Class seats,” Helena Teichrib, Industrial Designer for AIM Altitude in New Zealand, stated in the release.

The quality of the build ensured every last detail, such as a flush light lens for the lit EVA Air logo, which required the lens to be machined to fit into the metal cutout like a puzzle piece.

“This has been a truly global project, with the initial Business Class design concept by Designworks in California, the industrial design and engineering work for the FRMs carried out by AIM Altitude in New Zealand, and the manufacture undertaken by AIM Altitude Cabin Interiors in Bournemouth, UK,” said Dominic Norian, Project Manager for AIM Altitude, in the press release. “The final result is a perfect translation of the character and quality of the Business Class environment, in line with the customer’s vision.”