

Four decades and beyond with Geven

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Geven is celebrating its 40th anniversary this year

[Geven SpA](#) celebrates its 40th anniversary this year, reflecting on its remarkable journey from a family dream to becoming one of the top global players in the aviation interiors and seating industry. From local reality to a global presence, Geven looks back on its decades of industry growth and shares insight into its market focus moving forward.

Looking back on 40 years



The Geven team celebrates 40 years in business

Geven first entered the aircraft seating market in the 1990s with retrofit projects, which were instrumental in establishing its reputation for quality and reliability. This milestone paved the way for Geven to become an approved vendor for major airframe manufacturers. Over the years, Geven expanded significantly, including the addition of a new production facility, bringing its total operational area to 110,000 square meters.

Today, the company's expertise and dedication are recognized on a global scale, with its products flying on major airlines around the world.

When asked what the company is most proud of in its decades-long history, Geven tells *PAX Tech* it takes pride in the prominent position it has achieved globally in the aircraft interiors industry.

"The unwavering quality and the cutting-edge innovation of our products have earned us the trust of our customers, and this has been possible also thanks to the strong commitment and dedication of our high-skilled employees and our passenger-centric approach," the company says of its tenure.

Geven's 40-year anniversary marks not only a celebration of past achievements but also a commitment to continue this legacy of excellence in the future.

Looking ahead



A rendering of the ATR HighLine collection

Marking 40-years in the industry, Geven exhibited at the Aircraft Interiors Expo (AIX) 2024 in Hamburg to much success. Among the highlights of the week was [ATR](#) unveiling the ETEREA Business Class seat, designed by Geven.

The ETEREA seat is equipped with USB A+C charging ports, a Personal Electronic Device (PED) holder, a large tray table and an individual side console with a built-in stowage compartment that doubles as a tabletop. It also offers passengers space to stow a carry-on bag under the seat during flight.



Danilo Malacaria, Deputy Head of Programs, Geven

Danilo Malacaria, Deputy Head of Programs, Geven SpA, tells *PAX Tech* that this phase of partnership with ATR has been ongoing for three years.

During this time, ATR introduced the “ATR HighLine” collection, with premium cabin interiors available for ATR aircraft featuring an exclusive all-Business Class configuration.

“For this specific interior, Geven and ATR collaborated on designing the clean-sheet ETEREA seat design, which has been in the customization phase for the launch customer for about a year,” Malacaria explains. “The aim of the ETEREA seat is to provide an extra-large individual seat focusing on private space and with a dedicated side console for personal storage, representing a new generation of luxury regional business seating.”

Malacaria also notes that the materials used to craft the ETEREA seat differentiate it from other Business Class options on the market. He explains that the balance of high comfort of the seat and its reduced weight is achieved through the use of composite materials for the seat’s backrest and stowage.

The collaboration with ETEREA is one of the many ways Geven is making its mark on the future of Business Class. In addition to furthering its contributions to the industry in this area, the Italian seating supplier has defined goals for its fifth decade in business.

“Looking ahead, we aim to further reinforce our presence in the market, increase our market share and expand more significantly into the wide-body aircraft segment.”