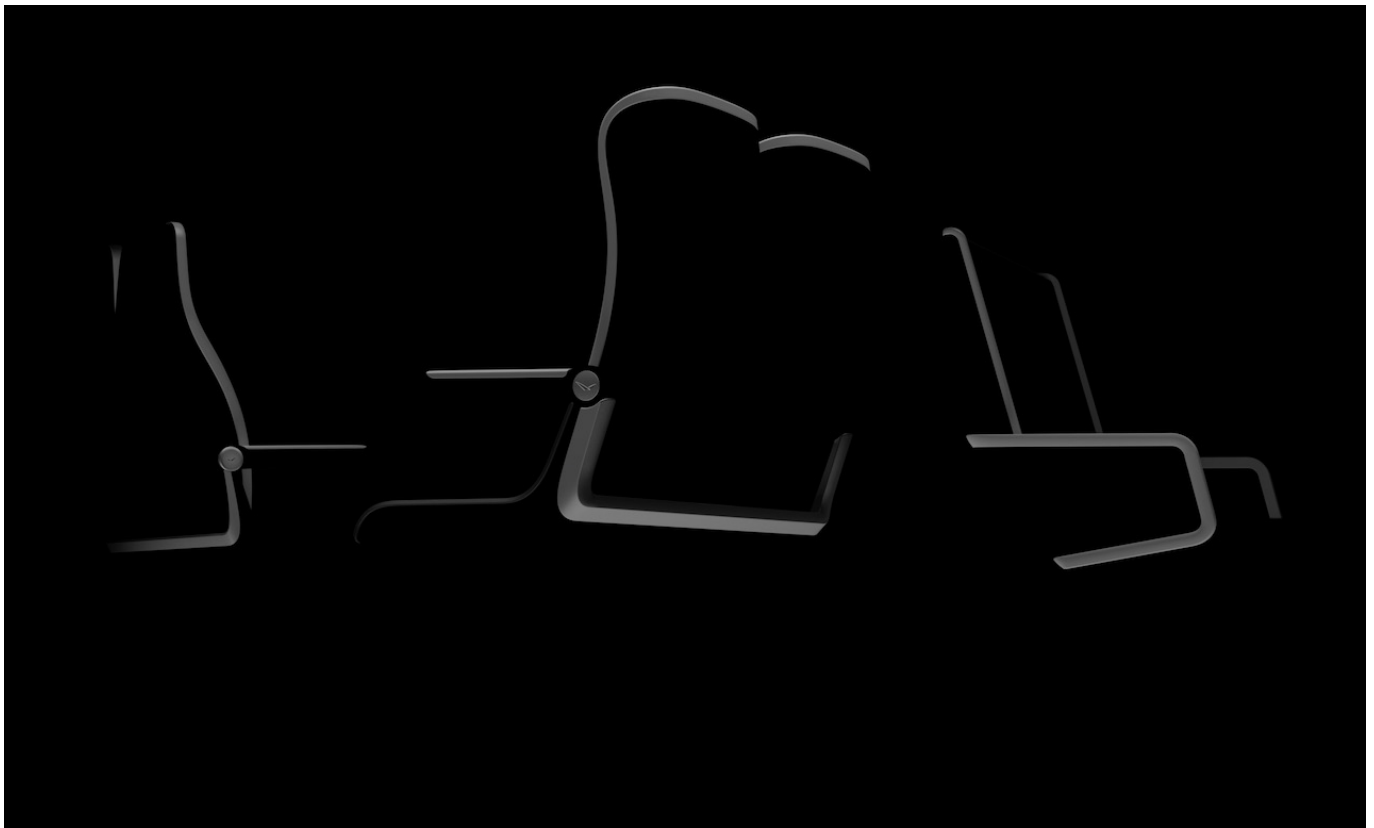


Geven and PriestmanGoode partner on next-gen seats



Visitors to the Geven stand at Hamburg will get the first looks at Geven's new designs

[Geven](#) is working with UK design agency [PriestmanGoode](#) on a new family of next-generation aircraft seats.

The project includes a complete overhaul of Geven's catalog products and aims to provide the manufacturer with a distinct design language driven by key attributes: functionality, timelessness, cleanliness and sculptural.

"The new seats will provide Geven with a versatile offer that will enhance the passenger experience, is easily configurable for different aircraft platforms and allows for airline customization," said a release from Geven.

"We have invested in Research & Development. We have identified the next-generation aircraft seats, says Alberto Veneruso, Managing Director at Geven. "PriestmanGoode has precisely and skillfully designed Geven's response to forward thinking customer needs. Our new family line products, which embody the partnership between Geven and PriestmanGoode will certainly stand out as a made in Italy concept with innovative features."

Daniel MacInnes, Design Director at PriestmanGoode added: "We're delighted to be working with Geven on this project. It's very much a collaborative partnership, with our team of designers working closely with Geven's engineers to develop this next generation of seats. The designs we're working on build upon the brand's strong history, as well as Italy's outstanding heritage of exquisite craftsmanship and timeless design."