

Geven reinforces position in European market ahead of AIX 2026

This is a special feature from the [April 2026 AIX Hamburg issue](#) of *PAX Tech*, on [page 48](#).



Geven's Elemento seat recently took to the skies in the Edelweiss A350 Economy Class cabin

In today's cabin environment, flexibility is currency. [Geven](#) is confident that modular platforms and disciplined weight management will define the next phase of premium and long-haul seating design. Its latest seating platforms for both narrow-body and wide-body applications place particular emphasis on premium narrow-body Business Class solutions and next-generation long-haul Economy and Premium Economy seating.

"Airlines today demand flexibility, faster time-to-market, weight optimization and simplified maintainability. Our seats are engineered with modular architectures, optimized kinematics and certified monument integration to support these priorities," Gianluigi Mormile, Sales Manager at Geven, tells *PAX Tech*.



Gianluigi Mormile, Sales Manager at Geven

He names maximized privacy within constrained footprints as one of the Business Class trends that Geven is currently seeing, as well as weight discipline without sacrificing perceived quality.

Mormile adds that integrated digital and power solutions are now a baseline in premium cabins.

“Airlines are demanding smarter use of volume—better living space, improved direct aisle access and premium finishes—while keeping weight and lifecycle cost under control,” he explains.

Geven stays ahead of these trends through continuous investment in R&D, advanced structural analysis and close alignment with certification requirements.

Adds Mormile, “Our strength lies in balancing engineering precision with passenger experience design.”

Reinforcing presence in the European market

In recent months, Geven’s Comoda seat took off on [Eurowings](#) while Elemento took to the skies in the [Edelweiss](#) A350 Economy Class cabin. For Mormile, sending seats into service is a clear endorsement of Geven’s design approach.

“These partnerships strengthen our footprint in the European market by demonstrating proven performance in high-use operations, trust from established European airlines and capability across both short- and long- haul segments,” he explains.

Mormile points to Geven’s proven in-service performance as its’ strongest credential and says this year will bring greater program visibility, with key updates coming in Hamburg.

“AIX remains the key global platform for meaningful industry dialogue. Last year, the most valuable aspect was the depth of technical engagement — not just visibility, but real engineering and program discussions with airlines, lessors and OEM stakeholders,” he says.

Geven’s booth strategy reflects that insight.

“We are designing the space as a functional environment for product immersion, rather than a purely

visual showcase. The focus will be on direct product interaction, engineering storytelling and dedicated meeting areas for program discussions,” Mormile says.