

Geven unveils premium seat



Geven and PriestmanGoode continue to work together, unveiling the premium seat, Materia

[Geven](#) and [PriestmanGoode](#) have unveiled Materia, a premium seat providing passengers with different levels of privacy, storage room, and directional lighting.

The two companies worked together previously on the [Elemento Economy Class seat](#), which launched in August. Materia was designed to be used on both narrow- and wide-body aircrafts giving airlines the same level on short- and long-haul flights.

“Materia is the second seat model of the next-generation platform which embodies our passenger-centric philosophy,” says Pasquale Rapullini RD Manager at Geven.

A November 10 press release said the new seat feature a base color palette inspired by Geven’s brand colors and the Italian coastline at sunset. The different classes include greys, deep blues with splashes of warmth.

“As you go from Economy to Business Class, more details employing some of the latest developments in materials and finishes such as faux suede, metallic effect foils and translucent plastics, have been added,” said the release.

Materia has been designed for short-haul Business Class or long-haul Premium Economy Class and features details such as wood inlays, leather and infused plastics.

“The seat features an integrated class-leading monitor for inflight entertainment, with an additional storage shelf beneath. End bays feature detailing that wraps around the back shell to give the feeling of a fully connected seat,” said the release.