

PriestmanGoode showcases Thai Airways A321neo cabin interiors



PriestmanGoode continues its collaboration with Thai Airways for A321neo interiors

[PriestmanGoode](#) is continuing its long-standing collaboration with [Thai Airways](#) to shape the cabin interiors for the airline's first A321neo, introducing a new expression of design, connectivity and sustainability. Named Bowonrangsi, and inspired by a historic Bangkok community associated with Wat Bowonniwet Vihara, the aircraft embodies a sense of radiance, auspiciousness and enduring heritage.

Developed as an evolution of the "Thai Touch," the cabin vision is designed to immerse passengers in a memorable journey that touches all six senses.

"The innate Thai heritage is preserved through carefully considered details, including the airline's rich purple palette, the symbolic use of Thai traditional motifs, and tactile materials such as silk curtains, seen in business class. Alongside this, a contemporary design language reflects the airline's move towards a more global outlook," the company said.

The dialogue between heritage and modernity brings a sense of balance to the cabin, where traditional Thai visual cues are reinterpreted through a refined, contemporary lens. This balanced harmony is further explored through pattern displays, where symmetry and asymmetry work together to create both familiarity and sophistication

Symmetry is expressed through the iconic signature emblem, referencing organic forms found in Thai florals and silk, as well as the structural peaks of local temples. In contrast, asymmetrical elements introduce a sense of modernity and international appeal. Together, these qualities create a cabin that feels uniquely Thai while being suited to a global audience, combining cultural authenticity with a quietly modern sensibility.

