

AIX issue: Seatback and relax with Geven

This is a special feature from *PAX Tech's* [May 2024 AIX issue](#), on [page 24](#).



Geven's Essenza seat featuring the integrated AERENA IFE system from AERQ

Geven SpA has revealed several exciting partnerships and products so far this year, and it is not finished just yet. *PAX Tech* spoke with Gianluigi Mormile, Sales Manager at Geven, about the company's partnership with Icelandair, the integration of AERQ's AERENA system in the Essenza seat and what to expect from Geven's booth at Aircraft Interiors Expo (AIX) this month. Mormile was happy to hint at the innovative and sustainable solutions that attendees can expect to see more of from Geven, this year and beyond.

Integration, innovation

So far this year, Geven has unveiled the delivery of its seating solutions with integrated IFE systems for Icelandair and Discover Airlines. The lightweight Essenza seat is now flying on Discover Airlines with AERQ's AERENA IFE system.

Following the Essenza's successful integration across Lufthansa Group's A320 fleet, on airlines such as Eurowings, Lufthansa, Brussels Airlines and SWISS, Essenza is set to take the travel experience to new heights on Discover Airlines.



Gianluigi Mormile, Sales Manager, Geven

“We are revolutionizing the flying experience by bringing luxury to every seat, even in Economy Class,” explains Mormile. “That is precisely what is happening as Essenza takes flight with Discover Airlines.”

Mormile says the airline is breaking new ground by introducing 14-inch screens in Economy Class for medium-haul flights.

“This game-changing decision required dedicated design efforts to seamlessly integrate the larger screens while preserving Essenza’s iconic style,” he reveals.

Icelandair will be receiving its first batch of new A320 aircraft, outfitted with seating from Geven by June of this year. Geven and Icelandair are collaborating to create a refreshed look and style for the cabin. Both the Business and Economy Class seats will be equipped with the Astrova IFE system from Panasonic Avionics, offering a range of entertainment options inflight.

“These aircraft feature a fresh seat concept and style, designed to enhance your flying experience,” Mormile says.

“We will be revealing more details in the upcoming months, so stay tuned. Prepare yourself for an amazing journey with Icelandair and Geven.”

Sustainability at the forefront for AIX

“We will bring our product range, spanning from regional to wide-body aircraft, covering Economy,

Premium and Business Class,” Mormile says of Geven attending AIX in Hamburg this May.

The company will feature its latest innovations at the event, along with the theme of sustainability, with recyclable and lighter sustainable materials in its products.

Alongside the sustainability theme, Geven will be highlighting its Forma and ELEMENTO seats, now in the process of being delivered to numerous airlines on A320, A330, A350 and 777 aircraft.

The Forma is part of Geven’s next-generation seating family, the “big sister” to the MATERIA seat. A fixed-shell Premium Plus Economy Class seat for wide-body aircraft, it doubles as a Business Class seat on narrow bodies. The ELEMENTO is an enhanced comfort long-haul Economy Class seat, featuring the patented Wave system cradle.

“We will showcase the results of our ongoing research and development efforts focused on sustainability, comfort, and weight reduction. These are innovations that airlines will discover by visiting our booth,” Mormile concludes. “We look forward to seeing you at AIX 2024.”