

Watermark and Air Astana launch Economy Class amenity kits featuring Kazakh artists



The kits showcase Kazakh artists and sustainable materials

[Watermark](#) has announced a collaboration with [Air Astana](#) for the launch of the airline's latest Economy Class amenity kits, featuring bespoke artwork by both established and emerging Kazakh artists.

The kits are designed to deliver a more meaningful onboard experience, celebrating Kazakhstan's cultural heritage through artwork inspired by the country's landscapes, traditions and storytelling. Sustainability also plays a central role, with the kits incorporating responsibly sourced contents and sustainably minded materials.

"We are proud to support Air Astana in elevating the passenger experience while celebrating Kazakhstan's artistic identity," Watermark said in a LinkedIn post.

Air Astana also highlighted the artistic and environmental focus of the collection in its own announcement.

"We are pleased to present our new Economy Class amenity kit collection, 'Art Above the Clouds.' The designs feature 14 paintings by five Kazakhstani artists, celebrating the nature, culture and traditions of our country. The kits are made from eco-friendly recycled and biodegradable materials," the airline said in a LinkedIn post.