Global-C presents Vista Verve tableware for Air India

The Vista tableware collection for Air India from Global-C

Global-C has announced its contribution to Air India's onboard transformation with its updated First and Business Class tableware. The collection aligns with Air India's recently refreshed brand identity, The Vista. The press release said the products for the collection were developed on a constrained timeline to be ready for the airline's A350 aircraft launch.

The ceramics in the collection use a hybrid formula of porcelain material to enhance the witness and translucency of the ceramics while making the products lightweight. Overall, this helps support Air India's sustainability with less fuel burn and fewer emissions. The chinaware is adorned with brand elements including the Mandala pattern and the Maharaja in semi-matte gold and silver.

Other signature pieces in the Global-C collection for Air India include the aubergine glass dessert and canape plates and nut bowl. There is a marble-aesthetic cheese plate that is designed to add luxury to the dining experience in First and Business Class.

The tiffin box-shaped salt and pepper metal cruet set was inspired by traditional Indian design, embodying Air India's updated brand identity. It demonstrates a connection to the Indian heart and roots of the airline. The collection is set to elevate the passenger dining experience while demonstrating the warmth of Indian hospitality.

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