

American Airlines kicks off Admirals Club redesigns



DMAC Architecture and Interiors is working on the Admirals Club redesign

[American Airlines](#) is going through the redesign of its Admirals Club lounges across the United States with the first at [Ronald Reagan Washington National Airport](#) (DCA) this fall.

“The new Admirals Club interior design is inspired by our customers, who tell us that their favorite aspect of visiting our lounges is feeling like they’re ‘coming home,’” said Clarissa Sebastian, Managing Director of Premium Customer Experience & Onboard Products in a release last week. “This design is the culmination of a partnership between American and an award-winning architectural firm well known for their designs in the hospitality space. Each element was thoughtfully developed to create an environment of calm, with natural woods and open spaces, so our customers can relax and feel their best as they prepare for their flight.”

Chicago-based [DMAC Architecture & Interiors](#) created the design for American. When passengers visit, signature brand elements and references from local landscapes and landmarks that tell the story of each city and create a sense of place. Design elements will set a tone of calm and familiarity. Sustainability is also built into the new design in intentional ways, such as branded elements made of renewable American walnut in every lounge.

“Our focus in working with American is to create a meaningful environment for guests to experience the airline’s inspirational brand and airport lounge in a fresh, new way,” comments Dwayne MacEwen, Founder and Principal of DMAC Architecture & Interiors. “Lounges will include a collection of thoughtfully designed memorable spaces, with opportunities for guests to engage, retreat and rejuvenate. The new design of the Admirals Club lounges offers a bespoke hospitality experience in which every detail is curated for guests to feel cared for at each touch point during their visit.”

Admirals Club lounges currently in the works include Newark Liberty International Airport (EWR),

Austin-Bergstrom International Airport (AUS) and Denver International Airport (DEN).