



REDEFINING HIGH-END INTERIORS

INTERVIEW WITH MICHAEL REICHENECKER

AIRCRAFT INTERIOR DESIGNER

Interview by Litalia Yoakum
Text by Grisella Luivindy

In this interview prolific Aircraft Interior Designer Michael Reichenecker discusses how his experience in real estate project development can be beneficial when planning to outfit a Private VIP Jet. Michael Reichenecker spoke to Jeff Lowe, MD of Asian Sky Group in a conversation that spanned real estate, and love of aviation.



Tell us about your background

In 2004 I co-founded Berlin based real estate development and advisory firm MRAG with the aim of developing and building high-end residential and hospitality projects, a commission for a Aviation crew hotel eventually opened the door to the largest VIP completion facility in Germany a few years later.

My mixed background of high-end interiors and real estate project development has been beneficial in regard to taking on demanding projects in many ways.

Are there similarities between real estate project development and VIP cabins?

VIP customers very often are real estate developers and investors. When it comes to outfitting an aircraft, creating a custom VIP cabin is really more alike to property development than not.

A green aircraft is similar to an empty lot. The procedure of describing a design similar to real estate projects can be an excellent way to achieve comparable answers from outfitters. But it helps to be aware of the peculiarities in aviation.

What would you see as advisable steps?

The first step could be to hire a firm experienced in aviation firm such as Asian Sky Group that can advise in regard to the design and completion process.

What would we need to look for in a designer?

It should be made sure the designer has been in the aviation business for a while and is also experienced with the aircraft model in question. Experience in the field is immensely important, since everything in aviation revolves around certification.

Can you specify that?

It means a design done by an architect less experienced with airworthiness requirements may very well end up as being not certifiable and thus not buildable. This can make additional efforts necessary and thus cause loss in time due to mandatory redesign at a later stage.

What to tell the designer?

The designer should be given instructions on the required interior

design style or asked to come up with suggestions. Not every floorplan or layout is advisable for every aircraft model, but aviation experts will advise on how to best accomplish all requirements.

Although this process may involve a little time, thoroughness here can very likely speed things up at a later stage in the project.

What can we expect from the designer?

Photorealistic 3D renderings, drawings, material boards and even 3D movie clips will give a very clear idea of how the finalized aircraft interior will look and feel.

Based on the "design package" consisting of renderings, drawings and material definitions, specification, comparable to a construction description in real estate, will complete the information package with relevant technical information.

Design package and specification together can form a tender and will give completion centers a clear idea of the requirements.

What makes a suitable tender?

Design package and specification together can form a tender and will give completion centers a clear idea of the requirements.

What can be the benefits of tendering?

Utilizing a tendering procedure can benefit customers and outfitters alike in important ways:

- Both, client and customer gain from a clear understanding of what the requirements are and thus quotes can be targeted to that with lower risk surcharge.



- A professional procedure can simplify the project for everybody and thus lead to higher design quality and a completed cabin faster and at lower costs.

What about used aircraft?

Basically the same procedure can be applied there too. Either the buyer will initiate a redesign as described, or even the seller can do that. A used aircraft up for sale presented with an attractive redesign including a confirmed price tag is likely to find a new owner more easily.

About Michael Reinchenecker

Michael "Skyboek" Reichenecker is one of the industry's most prolific and innovative interior architects. For global market leader in completion centers, he has created interior designs for wide-body and narrow-body aircraft, including BBJs 1-3, including MAX 7 and 8, B747-8, B787, Airbus ACJs including NEOs, A330, A340, A350, and A380.

MSR is co-owner and Head of Development and Design at real estate investment and advisory firm

MRAG since 2004. MRAG is offering architecture and interior design services through SKYBOEK DESIGN STUDIO, Berlin.

www.skyboek.com, mik@skyboek.com

