

Reviewed by Ruth Maron

# ***Jetliner Cabins: Evolution & Innovation***

## **Fourth Edition: E-Book**

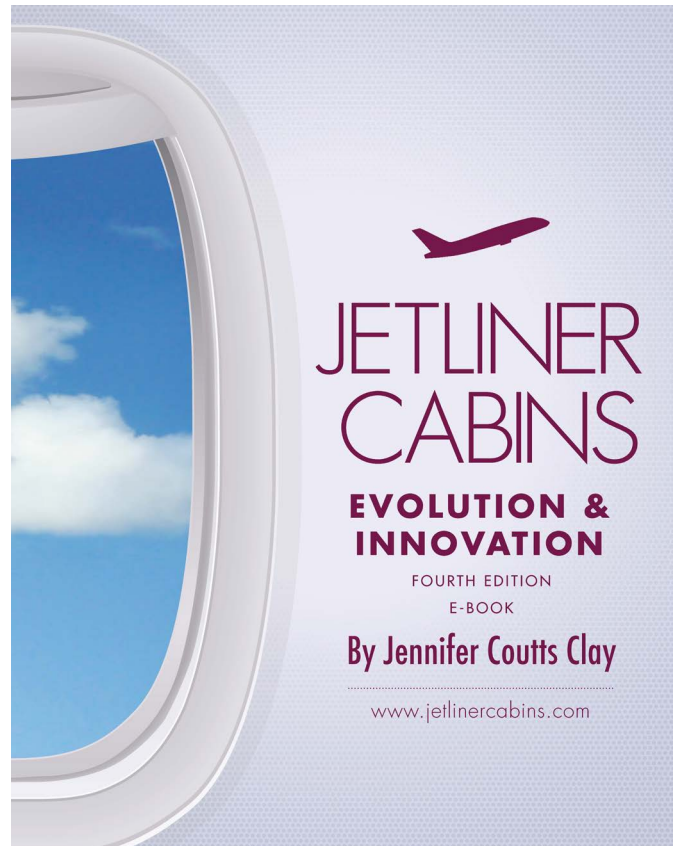
By Jennifer Coutts Clay

What is involved in creating the optimum jetliner cabin experience for passengers, as well as for flight crews? Jennifer Coutts Clay, the foremost authority on aircraft interiors, answers this question in her resource book, *Jetliner Cabins: Evolution and Innovation*. In her new released Fourth Edition E-Book with an interactive format, the book has been extensively updated featuring case studies, guest essays, video clips, and 20 picture galleries with more than 8,000 images.

As Principal, J. Clay Consulting, Jennifer provides technical advice and marketing support to the aviation industry, with a focus on interior design and corporate identity programs. Her extensive background in the airline industry includes a senior-level position with Pan Am during the 1980s as General Manager, Product Design and Development.

We asked Jennifer about her experience working with Pan Am. “During the late 1980s, Pan Am was the launch customer for the Airbus A310-300,” she said. “Working with aircraft manufacturers and the design studio, we launched ‘Pan Am Blue,’ our updated corporate identity program. Fleet-wide aircraft exteriors displayed the Pan Am logo in dramatic billboard-size letters. We then had to develop a fleet-wide cabin interior program to complement the visual drama of the exterior livery scheme.”

The updated fourth edition of *Jetliner Cabins: Evolution and Innovation* chronicles cabin design from the 1970s to the present and onward to the future. In the latest user-friendly edition combined with new Amazon Kindle technology, readers have expanded access to updated interactive content.



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