

The image shows the interior of a futuristic vehicle. The dashboard is a large, curved, perforated structure that glows with a warm, orange light. Below it, a blue ambient light strip runs along the side of the car. The seats are upholstered in a light-colored, textured material. The overall design is sleek and modern, with a focus on ambient lighting and a curved, ergonomic layout.

# On Air

ON AIR

# *Maverick: Future in flight*

Maverick is a project that breaks with existing paradigms, demonstrating new possibilities in the interpretation of aviation cabin interiors and the application of emerging technologies.

*With the courtesy of © Rosen Aviation, Sky-Style, KiPcreating*









Flying over:  
Bergamo, Italy

WELCOME ABOARD  
Enjoy your flight

WELCOME ABOARD  
Enjoy your flight

2 3 4 5 6 7 8 9 10 11 12





## Maverick: Future in flight

In the dawning era of space tourism, new-generation competitors forge ahead, offering an adventurous few the first chance to participate in cosmic conquests of a new sort, and in this way strive to build niche markets. Competitors in private jet aviation, however, are also striving to launch new ways of travelling: applying new on-board technologies worthy of science fiction and in extreme comfort, all contextualised with modern design.

This is how Maverick was born: a project applying avant-garde design, and extremely rapid “turn-around” in the application of new technological knowledge, to the functional aims of higher quality flying and greater safety, at the same time advancing extreme comfort at high altitudes. Maverick breaks with existing paradigms, demonstrating new possibilities in the interpretation of aviation cabin interiors and the application of emerging technologies.

Maverick disrupts the future of the sector, with its unexpected debut of a technological layout, and this disturbance has in fact earned some appreciation – the project has reached the

finalist stage for the “Cabin Design - Concept” category of the 2021 International Yacht & Aviation Design Awards. One of the key members of the tight collaboration responsible for this project is archistar Lucas Colombo, of the Argentinean design studio Sky-Style, already an interpreter of great successes and for this a well-known protagonist in the world of executive aviation. Focusing on advanced conceptual design, he reinterprets the interior of the executive aircraft cabin with innovative vision, pushing the boundaries of the possible. In this current “rebellious” project, his collaborative partner is Maximilian Pardo of the KiPcreating, the high-end 3D and virtual-reality experience studio based in Miami, well-known for their advanced creativeness and near-unbelievable interactive content.

The lead for this frontier project, bringing near-future technology to reality for passengers of today and tomorrow, lies with Rosen Aviation, specialist in technological solutions of strategic value in the cabin electronic field. Operating from its global headquarters in Oregon and drawing on state-of-the art technological

















Welcome aboard  
Mr. Smith

Flight	Destination	Time	Status
101	New York	10:00	On Time
102	Los Angeles	11:00	Delayed
103	London	12:00	On Time
104	Paris	13:00	On Time
105	Tokyo	14:00	On Time
106	Sydney	15:00	On Time
107	Auckland	16:00	On Time
108	Melbourne	17:00	On Time
109	Perth	18:00	On Time
110	Brisbane	19:00	On Time



suppliers, Rosen brings transcendent futuristic visions to reality, in this case creating a conceptual environment that shatters expectations in the design of the biz-jet cabin.

Rosen, with its two design and technological partners, gathers all the aspects of the cabin interior and transports them to the future, organising them in minimalist lines, embedding them discretely with advanced technologies and finishing the assembly in organic materials, such as grey olive-wood, only 1.2 mm thick. These organic choices, combined with virtual reality, creating experiences at the limits of fantasy on walls and ceilings, result in an overall incredible experience. The extraordinarily functional furnishings, designed with great attention to detail, incorporate artificial intelligence. The lighting systems, for example, combine natural sources with precision LED, adding virtual windows, skylights and interactive transparent partitions ... to create an overall augmented-reality environment of totally open space. The ergonomic seats impart the feeling of travelling inside a cosy cloud. The base form, already futuristic, acti-

vates still further with the rotational emergence of displays and a virtual keyboard, holographically projected onto a roll-out table, emerging from the cabin wall, in itself a project of true mechanical engineering. The entire system – hardware, holographic and software activation – integrates further with the passenger's personal devices, achieving the ultimate in functionality. Functionality not just for professional operations of any kind, but also for enjoyment, since the systems are also capable of suggesting films, videos and music based on the passenger's perceived preferences, and the integrated audio system delivers pure, individual sound.

Touch-screen panels at the passenger stations provide on-board interactivity and access to the crew for every need. In general, the interior controls operate through holographic interfaces and micro-perforated icons, precisely situated on surfaces in consideration of passenger placement and movement. The overall design achieves both more intuitive operation and much lighter interior appearance than previously known in the sector. A key contribution comes from the













thousands of next-generation sensors, incorporated in intelligent surfaces. Based on the data sensed and processed, these haptic surfaces learn the different users' individual characteristics, and then adapt the responses of devices to their reasoned predictions of user intentions.

Smoked-glass panels establish privacy zones for individuals and small groups, but their transparent surfaces also transform as info-points, communicating real-time flight data and messages. Even the common area becomes interactive, in a design view that looks forward to space applications. Among the facilities here are large screens, available for co-working, entertainment and communications applications in general.

The service area incorporates top-class appliances for food and beverage service, and an exclusively tasteful wine cellar. On this flight-ship, bubbles will emerge discreetly, and always at the perfect temperature. The design concept produced by the Maverick project holds true to one of the core initial criteria, which was that any incorporated technologies should be immediately developable in

the manufacturing phases. In a sign of its true feasibility, the project has in fact already garnered considerable interest from original equipment manufacturers operating in the sector. Lee Clark, senior vice-president for strategy at Rosen Aviation sums up the project direction clearly and precisely: "It is essential that our patent-pending technologies add value and perform better than traditional methodologies. This is the next step in what is an exciting journey that is reshaping the business aviation industry. The Maverick project is the culmination of visionary insight and expertise".

Max Pardo, founder and CEO of KiPcreating, instead comments on the working strategy: "The Maverick Project shows how teamwork can drive success: innovative technology meets great design, with stunning visuals."

Pardo is confident that the considerable work invested in the project has achieved highly expressive results. In fact with this project and others still to come, driven by the growing demand for productive time on board, the nexus of design, technology





and excellence in production stand to open new aviation routes, achieving “higher altitudes” of functionality and comfort.

Lucas Colombo, co-founder of Sky-Style offers a concluding comment: “Technologies like this, currently under development, not only leapfrog contemporary expectations, but also go a generation beyond, disrupting what passengers imagine for their flight experience.”

Until recently, these kinds of fittings and functionalities could only be seen in space-fiction films, but today we realise they are ready for reality, requiring only the ambition, demand and financing of just one proponent. Maverick is the future, already in arrival.

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For more details, please contact:  
concierge@superyachtone.com  
0044 34 34534556

rosenaviation.com  
skystyle-design.com  
kipcreating.com