

KLM is implementing its new World Business Class in all major airplanes. As the previous Business Class is being entirely replaced, a chance presented itself: why not create new products out of the previous interior's materials? Seats, carpets, seat belts, TV screens, everything was used to create new travel-related products.

01/08

The Get Up! Kit

By [Love Ohlin Stokmans](#)

If you are on a long-haul flight, it can be hard to act upon your doctor's advice to stand up and have a little walk every hour. Maybe your neighbour is sleeping or eating, or simply blocking your way. The fact is, we walk and move around less than we actually need to during long haul flights.

Get up! is a collection of exercise tools designed to stimulate activity and movement when space for stretching your limbs is limited. The kit can be offered to passengers to help them have a vitalised overall flight experience.



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The Sheet Series

By [Fabian Briels](#)

This series consists of practical lightweight products, created entirely from recycled materials of previous World Business Class displays: they contain four layers of plastic sheets with their own peculiar effects, giving each product its own character. The products are an analogue speaker for mobile phones and a tablet/phone stand. Both the speaker and stand can be unfolded into a flat sheet, making them easy to take along while traveling, for instance in a magazine.

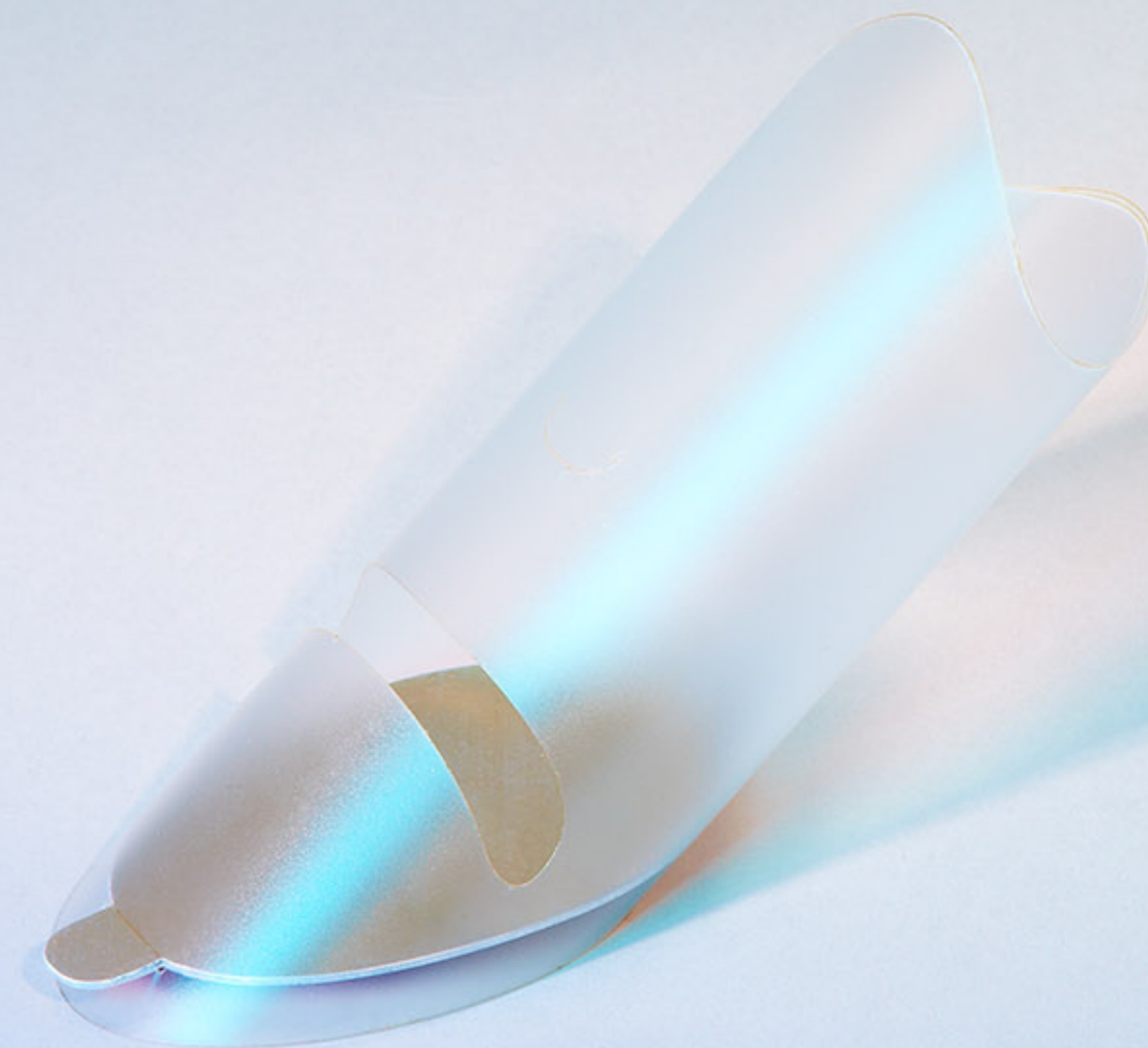


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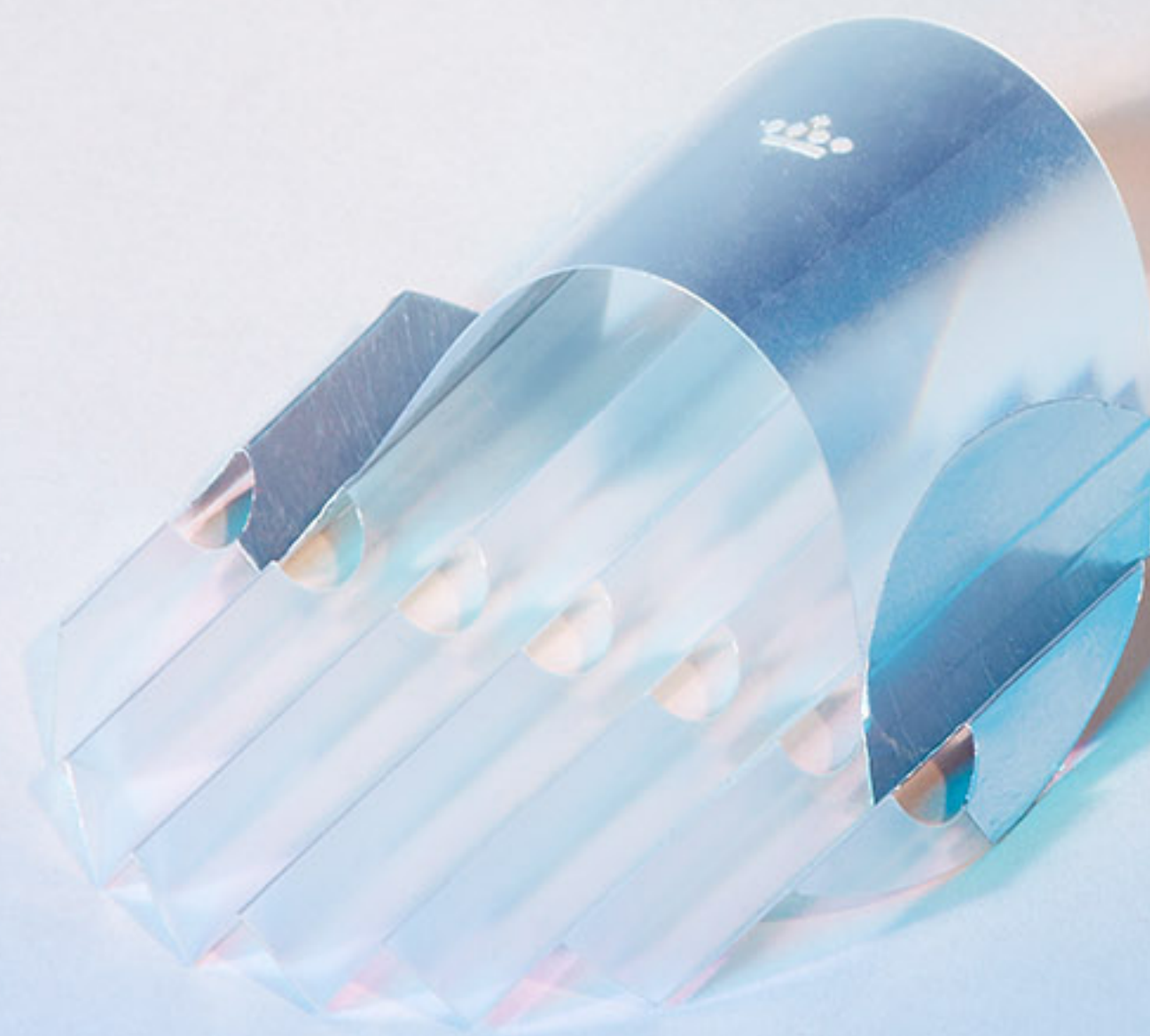


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The Comfort Cocoon

By [Fransje Gimbrère](#)

This headpiece gives travellers an opportunity to disconnect from the unavoidable cabin environment.

The headpiece is inspired by historical Dutch dress headwear and is almost entirely (97%) made of KLM's World Business Class seat materials. It contains a privacy mask, noise cancellation, neck-support pillow and built-in headphones, to comfort passengers during their flight.



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04 / 08

In- & Off-Flight Footwear Collection

By [Jullian Chien-Yi Lim](#)

This collection of three was made from a deconstructed perspective. Guided by the shape and functionality of the recycled KLM fabric, the focus draws your attention to the cover construction and hidden details.

The Slip-In Moccasin is a quick and easy option that can be handed out exclusively to passengers in World Business Class.

The Hermes - Kid's Toy for the Foot turns running into an experience of soaring through the skies. Its wings can be personalised with fun elements, like a toy pilot.

The Jet-setter is extravagant adult travel footwear, which, when held by the lanyard, becomes a fashionable accessory for frequent flyers and seasoned travellers.



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The Carry-On Bag

By
Robln Maas

This bag gives the possibility to sleep in the airplane and have all your personal valuables under your head: no more worries about luggage theft. The bag transforms into a cushion by folding the construction. It is made of 70% recycled of the former KLM World Business Class interior. Seat covers are used as outer material and a chair control panel frame is used as handle.



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The Minimalist

By [Theresa Mendler](#)

To make a KLM flight as comfortable and efficient as possible, it is important to have an overview of the things you need during your stay on board. I detected two types of passengers and developed a concept for each group, adjusted to their personal needs.

These items are designed for the holiday traveller: here you have the option to choose items which can be added to a folder that acts as an organiser for travelling materials such as a passport, phone and more.



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The Kid's Backpack

By [Océane Algaron](#)

When I was small I used to travel all alone by plane. I will always remember how I wandered around the airport, with my big backpack. I created a KLM kids' backpack, which can help kids to be organized while travelling. It looks like a real backpack, and you can open the front pocket entirely to reveal different compartments. You can hang the bag in front of you on the plane, to have easy access to it during your flight.



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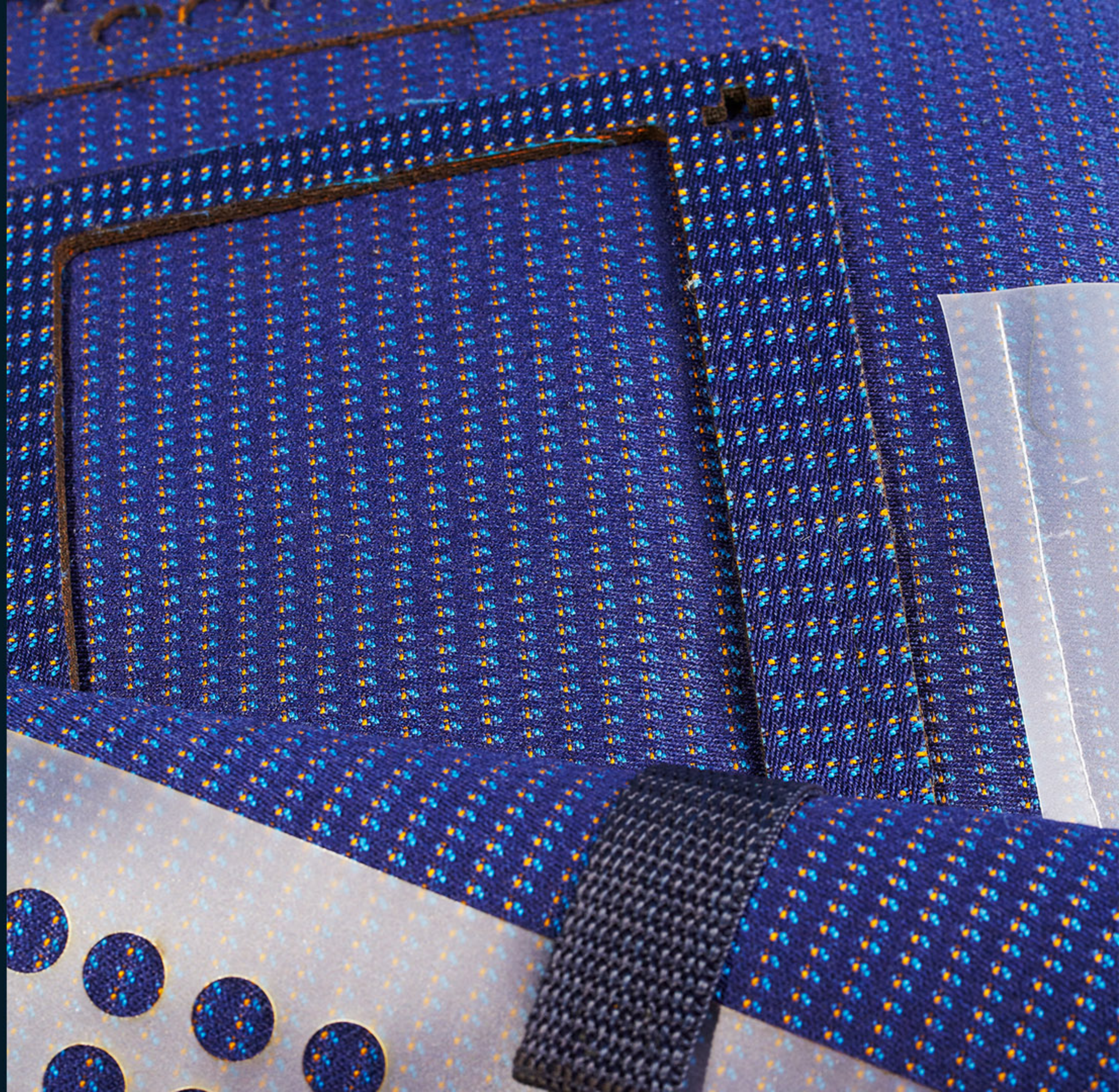


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Animals are often anxious when traveling, due to the change in their surroundings. However, KLM transports a certain amount of small pets in the cabin every day. This travel pet bag enhances a restful journey for the pet and its owner. The bag consists out of layers of KLM airplane carpeting, which can be used as a scratching post for cats as well. Inside the bag, a mat made from airplane seats covers the 'small accidents'.



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Take a Look Behind The Scenes

Of Plane to Product

Plane to Product started in February in a huge hangar at Schiphol Airport. 14 students from Design Academy Eindhoven were invited for a tour that ended in a big hall in which they found a complete previous KLM Business Class cabin, ready to be dismantled. Everything was up for the taking. When the students left the building, only skeletons of seats were left behind.

From that point on, the students had 12 weeks to craft new products using the materials they took from the previous Business Class interior. The assignment was to design products that are useful while travelling.

At the end of the design process, the prototype products that came out were widely diverse: practical, surprising, but all based on really strong thinking and good insights.

Plane to Product shows what design can do: material that was about to be turned into waste was transformed into products of high quality. All products have a recognizable KLM look and feel and perfectly match KLM's main brand values: being open, inspirational and reliable.



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