



This airline was reaching high to reclaim its place in the market with a new brand that centers around a better experience for all of its customers.

Rebranding was the ticket that brought this airline out of bankruptcy. A fresh look and an improved customer experience played a key role in the success of this venture. One element of the customer experience improvements was creating a fun environment for unaccompanied minors.

The invention of the Kid Zone incorporated video games, lounge areas and refreshments. The design firm hired by the airline struggled to find a trash and recycling center that blended into the exciting surroundings. They also need a place for guests to temporarily store their coats and personal items. This is when they turned to Vanerum•Stelter Studio to work through their user based design process. The result was a beverage cooler with a recycling and trash counter in specific dimensions and special finishes. Studio also created a cubby coat rack that complimented the room's furnishings without taking up floor space.

