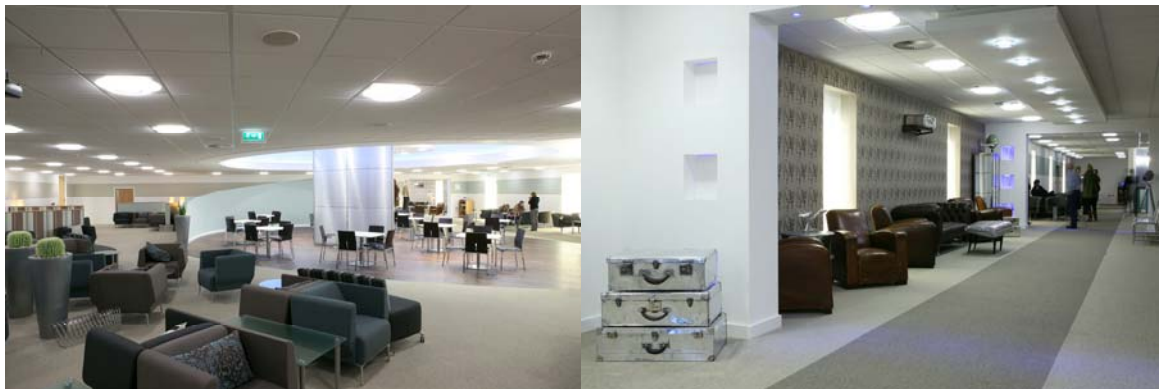




For immediate release  
Wednesday, 14 March 2007

## Area Sq design airport Terminal for Silverjet's Business Customers



Area Sq, the design and fit-out specialists have completed Silverjet's new departure terminal at Luton Airport in a record 7 weeks.

Silverjet is the first British airline to offer a low fare, exclusively business class service. The company has been awarded 'Environmentally Aware Airline 2007' by the Institute of Transport Management for being the world's first carbon neutral airline.

The new 9000 sq ft lounge in Luton is modelled on a private jet facility, which takes all 100 passengers from arrival to aircraft within 30 minutes.

The existing space - previously the original main departure terminal at Luton Airport - needed complete refurbishment, and Area Sq managed the entire process including demolition and installation of new Mechanical & Electrical systems.

Silverjet's brief to Area Sq was to design and build an elegant restful space for their terminal as well as the infrastructure for passenger checking and baggage search.

James Cornwell, Design Director at Area Sq comments 'in the lounge, we created a focal point with the self service bar and feature ceiling. We split the lounge into snug areas to provide comfort and privacy and carefully selected wall coverings and ambient lighting to create a cosy luxurious experience for passengers.'

The terminal also comprises shower, catering facilities and interview rooms as well as all the key security features expected of a modern airport facility.

The main challenges for Area Sq was the time constraints and safety implications of working airside, which meant coordinating a strict selection process of contractors and partnering with Luton Airport Authorities, Department for Transport and the Police.

Lawrence Hunt, CEO Silverjet enthuses 'Area Sq have done an amazing job for us in incredibly tight time scales and I hope they feel as proud as we all do about what they have achieved.'

-ends-

#### **Contacts:**

Guenaelle Watson, PR Manager, Area Sq. Tel: 01784 274 021, Mobile: 0798 346 8569. Email: [gwatson@areasq.co.uk](mailto:gwatson@areasq.co.uk)

Oliver Hammond, Managing Director, Area Sq London. Tel: 0207 647 5206, Mobile: 07787 500294. Email: [oliverhammond@areasq.co.uk](mailto:oliverhammond@areasq.co.uk)

Anthony Arthur, Hogarth PR. Tel: 020 7357 9477, Email: [aarthur@hogarthpr.co.uk](mailto:aarthur@hogarthpr.co.uk)

#### **Notes to editors**

##### **About Area Sq**

Part of the Fourfront Group, Area Sq are one of the leading UK office interior design and fit-out specialists. Our team of 50 operate from our Egham (Surrey) and London Mayfair Offices.

We undertake office relocation and refurbishment projects of 5000 sq ft up to 100,000 sq ft throughout the UK.

Area Sq clients include Reed Elsevier, BAA, easyJet, Sungard, Travelport, Microsoft, Thomson Wealth Management, Epson, Budgens, Mitsubishi, TATA, Pharmion, Infosys and Capita.

For more information, please visit our website [www.areasq.co.uk](http://www.areasq.co.uk)

Fourfront [www.fourfrontgroup.co.uk](http://www.fourfrontgroup.co.uk)

##### **About Silverjet**

- Silverjet is the only British exclusively business class airline, comprising 6'3" long inclined flat beds, high quality catering, personalised entertainment and reduced check-in times (30 minutes with only carry-on baggage) from private terminal and security facilities between London and New York
- Flat bed (6'3" pitch) at one third of the market price - £999 standard return fare compared with over £3,000 from competitors.
- Flights from London Luton Airport depart at 10am UK time and arrive at 13.00 US time. Flights from New York Newark Airport depart at 19.30 US time and arrive at 07.10 UK time
- Silver Lounge is a private jet facility at London Luton Airport, opposite the main terminal building, with dedicated security enabling customers with only carry-on baggage to arrive 30 minutes before departure. At New York Newark Airport, our unique Silver Lounge is separate from the main terminal areas.
- The Silverjet pre-flight experience will include:
  - Seat selection – the ability to choose your seat online
  - Specials – pre-ordered and special menu available on the [flysilverjet.com](http://flysilverjet.com) website
  - All customers transportation needs to get them to Silverjet's private terminal facility including chauffeur driven luxury cars, valet parking or station pick up (costs available on request)
  - The Silver Lounge – at both London Luton Airport and New York Newark Airport where customers check in and/or use on arrival

- Mobile Check In – the ability for customers to check in by web or mobile phone 24hrs ahead of their flight
- The Silverjet in-flight experience will include:
  - Only 100 award-winning flat beds on an aircraft that normally carries 300 seats
  - Quiet Zone – on night flights the plane is a designated Quiet Zone to maximise sleep time. No serving trolleys, no frustrating and unnecessary announcements during the flight, removal of all overhead reading lights and call bells, all food and beverages individually served, a late breakfast to eat on board or take away
  - Ladies Toilet – a unique ladies only toilet
  - Silver Diner – a wide range of freshly prepared individually served gourmet meals
  - Silver Screen – The IFE system with noise reduction headsets
  - Seat power for using laptops throughout the flight
  - Spacious stowage for carry on baggage and hanging wardrobes
- Silverjet’s standard London New York return fare is £999.
- Silverjet intends to develop further low fare, all business class services operating on additional long haul routes once existing routes have become established and profitable.
- Silverjet is the World’s first airline to become **carbon neutral** on all flights. Included within ticket prices is a mandatory carbon offset contribution, giving customers the opportunity to reinvest “Carbon Points” into a number of climate friendly projects around the world. The scheme is being set up in partnership with leading climate change consultants The CarbonNeutral Company and it has been developed in accordance with the CarbonNeutral protocol, the leading standard and quality mark for action on climate change.