Leading design company, Designale, has joined forces with seat cover manufacturer, Bedrock Ltd, plastic injection moulding company, ICS Mouldings, and the foremost magnesium manufacturer, Magnesium Dibester. The collaboration demonstrates what is possible when companies use their respective skills to work together.

The design process of a seat can take years from the sketches to the final product. However, it took them only eight weeks to deliver a concept seat named PASSENGER-1. The concept demonstrates the value and of a single material supplier to their core customers, seat manufacturers.

The biggest accomplishment of this collaboration was to show not only the capabilities of each company, but the value of working together towards the same goal. Besides the record time that PASSENGER-1 took to be produced, it also introduced that innovative features such as coating extra-bright mirror to the magnesium seating. The seating has a built-in integral headrest, a 360° swivel, magnetic seat tray, and the use of lighter materials with no damage to the performance or safety and without the need for new production technologies.

Dr. Fastman, design lead at Designale said: "PASSENGER-1 redefines the structure of the economy class seat to enhance the passenger experience. Creating the seat design around delivering this small innovation will have a significant impact on the level of comfort enjoyed by the passenger."