





DESIGN

# M&R Associates Design step into a new era

By Sylvie Peron  
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**D**ream, inspire us and we'll make it happen. Everything begins with you,» says the duo of designers in one voice. Florent Magnin and Vincent Rey (hence M&R) created the Geneva, Switzerland-headquartered design studio in 2006. Both are wildly experienced in the aviation industry, having spent years working for companies the like of Airbus, Bombardier and Jet Aviation.

Rich of their past experience, the designers are keen to approach the future with the evolution of the studio's identity, embodied by a new logo even more representative of their common vision of design.

*«For each project and every client, we guarantee a comprehensive understanding of the industry's stringent demands. We are able to turn every constraint into a springboard, passionately pushing design to new heights and unleashing the full power of our creativity.»*

Two of their latest projects are of particular interest. The first one, the full refurbishment and livery of a Gulfstream G450 will be unveiled at EBACE while the other is a green Bombardier Global 7500 set for delivery early next year (Q12024)

## Ramp appeal

The G450 aircraft is set to be delivered from its Swiss completion center just in time to be showcased on Static display during EBACE. For this project, the two designers collaborated closely with the owners of SCK AVIATION to propose a unique design that could be completed within the lead-time of just three and a half months.

The team's dedication to their craft ensured that both the interior and exterior were completed to the highest standard, delivering an exceptional result for the client.

The extreme and radical design of this G450, sleek, sophisticated and one-of-a-kind, gives the aircraft a strong identity, emblematic of the private aviation full-service offered by SCK AVIATION.

With its unique matte black paint and glossy black lines, the aircraft creates a dynamic appearance that reflects the surrounding environment.

The structured seats with geometric lines are upholstered in flannel and black nubuck. The entire cabin features a dark anthracite grey tone with matte and glossy materials. This special matte paint matches the effect of zinc oxide. It complements the glossy black paint of the aft bulkhead, which reflects the whole perspective of the cabin thus amplifying the feeling of visual space.

The ultra-soft anthracite look of the window panels and ceiling creates a sharp contrast with the shiny effect of the valence.

The galley and entrance area are finished with a wood grain pattern and satin matte look, while the 'portoro' silver marble used for the countertops in the galley and AFT lavatory adds a touch of elegance. The owners selected a stunning carpet with silk highlights.

M&R Associates Design managed the completion of the G450, ensuring that the project was completed in the record time of 15 weeks and with exceptional quality. The expertise of Jet Aviation in Basel, F/List, and General Atomic were instrumental in bringing the studio design vision.

This unique G450 aircraft redefines the standards of luxury private aviation, offering an experience unlike any other.



## Serene environment

This opulent Bombardier Global 7500 features a fluid and ample exterior design with carefully curated colors and materials within the cabin.

Inside the spacious cabin Sycamore Ondé Grey dyed wood creates a pearlescent effect on the walls and furniture, well complemented by light leathers that brighten the space with their radiance. The iridescent leather bulkhead aft of the bedroom matches the wood's texture, offering a peaceful, serene atmosphere with minimal noise.

A combination of glossy, iridescent, and pearlescent materials creates a lavish and elegant ambience where no detail has been overlooked. The contemporary and uncluttered environment exudes serenity - a perfect haven for passengers' relaxation traveling aboard this G750. ■

