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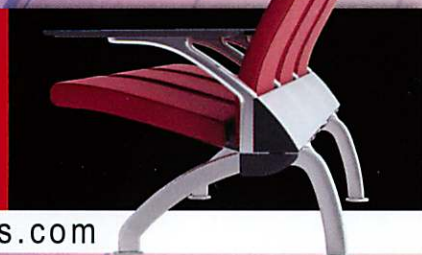
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# POWER SEATING



**NEW SEATING AT THE DENVER AIRPORT  
IMPROVES THE PASSENGER EXPERIENCE.**  
CARROLL MCCORMICK REPORTS

Spacious new seating, with wider arms, cup holders and power, makes it easy for passengers to manage their food, drinks and on-the-road office equipment. (Photographs provided courtesy of Denver International Airport)

**I**t is a fitting complement to new concessions, including bar service, at five new Southwest Airlines gates at the Denver International Airport (DIA), that the airport has purchased new seating with tablet armrests, integrated cup holders, USB ports and power, and more space between seats.

The tandem seats, model name Place, are manufactured by Canadian seating specialist Arconas.

Architect Curt Fentress, who, incidentally, designed the Denver airport and those famous peaked roofs, collaborated with well-known industrial designer Michael McCoy on the quality of the new seats. They then approached Arconas with their prototype. "We liked it right away," says Lynn Gordon, Vice President - Airport Solutions, Arconas.

## Layout

After two years of engineering and fine-tuning, Arconas brought Place to market in the autumn of 2014. The seat design and accessories are meant to transform a mere airport seat into compact, tidy office, or, as Arconas puts it, "Place makes every seat the best seat in the house."

For example, there is an additional 3in (7.6cm) between each seat. This additional personal space, along with the individual tablet armrest, lends a greater sense of privacy and increased utilisation. "Passengers will feel less of a need to put their bags on the seat next to them. There is also room under the seat for bags," says Julian Fentress, Director of Public Relations and Director of Product Design, Fentress Architects.

Because the seats are attached individually to the beams, and

not attached to each other where the passengers' bottoms rest, less vibration is transmitted to adjacent seats. "Our main goal was to improve the passenger experience not only by providing people with the latest technology but also by making the seat more comfortable," Julian Fentress notes.

The airport purchased 705 seats, with 894 tablet arms, 894 cup holders and 894 power modules which includes a number of spares.

A seven-seat row of Place, with individual tablet arms, occupies approximately the same footprint as a seven-seat row with one table between two seats. The tablet arm surface measures 6.5 x 20in (16.5 x 50.8cm). This is more than double the size of the standard arm pads, which measure 2.75in x 9.25in (7 x 23.5cm).



*The potential revenue opportunities for airports are significant.*

*- Lynn Gordon, Vice President -  
Airport Solutions, Arconas.*



An extra 3in (7.6cm) between each seat gives additional personal space which, along with the tablet armrest on each seat, lends a greater sense of privacy and increased utilisation.

### **Power option**

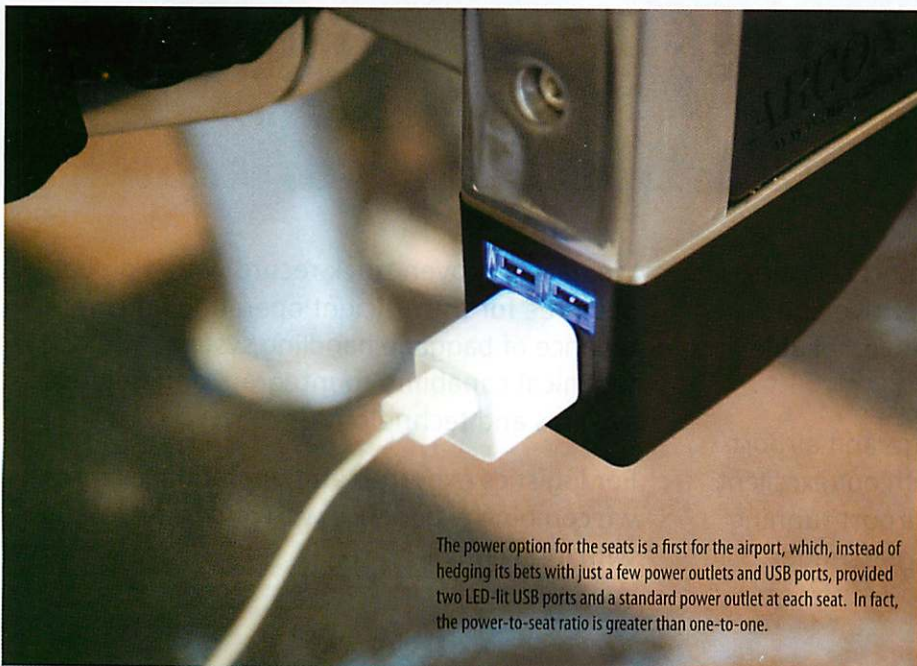
The power option for the seats is a first for the airport, which, instead of hedging its bets with just a few power outlets and USB ports, provided two LED-lit USB ports and a standard power outlet at each seat. In fact, the power-to-seat ratio is greater than one-to-one.

Paradies – Taste 5280 is the new concessionaire for the five gates, which are contained in a US\$46-million, 39,000sq ft (3,623m<sup>2</sup>) extension of the C Concourse. Construction started in August 2013 and was completed in October 2014. Southwest Airlines granted Paradies the right to serve alcohol in the gate

hold rooms; the entire expansion area is an alcohol-licensed area. The next-generation seating and this service, which blurs the line between concession and gate areas, come together as Ms Gordon explains. “The idea is that you can go up to a bar, get a beer, and go back to your seat. It is a nice concept for Southwest Airlines. You can enjoy your drink and sandwich, and you are right there at the gate within earshot of your flight boarding call. The seats don’t take up extra space, but everyone has a ‘Place’ to enjoy their purchases. The potential revenue opportunities for airports are significant.”

“The Place seats were selected by Southwest Airlines and Paradies, and reviewed [by Denver airport] for durability and maintenance,” says Heath Montgomery, a spokesman for DIA.

Southwest Airlines chose black seat covers. The seats have been arranged in rows ranging from three to seven seats long, with some perpendicular rows, and some rows back-to-back, to create a more visually interesting tableau.



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