

# TRANSPARENT STORYTELLING

A design guide for communicating sustainable innovation through aircraft cabin design

## CONTEXT

### Environmental concerns

Growing global environmental concerns are pushing the aviation industry to develop sustainable solutions, including aircraft interiors. This shift increasingly influences how aircraft interiors are designed and developed.

## PROBLEM

### Recognizing sustainability

Many sustainable innovations remain hidden within the technical construction of cabin components. Since these technical details are confidential and not visible to passengers, their perceived value is rarely recognized, understood or trusted.

## OPPORTUNITY

### Communicating through design

The aircraft cabin offers a unique opportunity to communicate sustainability innovations directly to passengers.

Cabin design can implicitly reveal otherwise invisible technical improvements through visible cues. When these technical details can't be told, the right design strategy can show it.

## RESULTS

### Design guide

The project resulted in a design guide for designers at Collins Aerospace that translates sustainable innovations into visible design expressions.

It provides designers with strategies and methods to reveal technical improvements, while creating an improved cabin experience.

Sustainable communication in the cabin cannot rely solely on explicit information. Instead, design should act as a meaningful reminder of sustainability, balancing implicit and explicit cues.



STORYTELLING: Connecting visible design cues into a narrative



TRANSPARENCY: Using translucency as evidence of sustainability

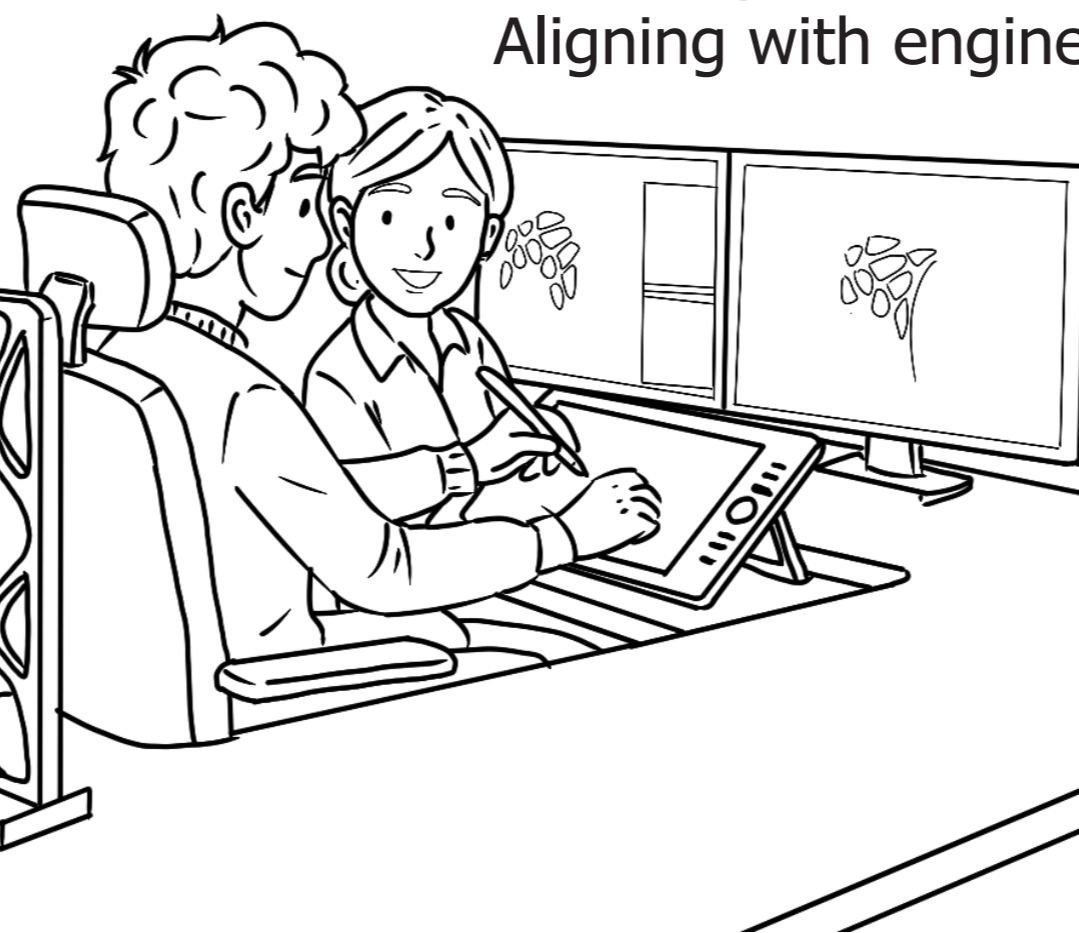


AESTHETICS: Using cues to create an intuitive sustainable perception

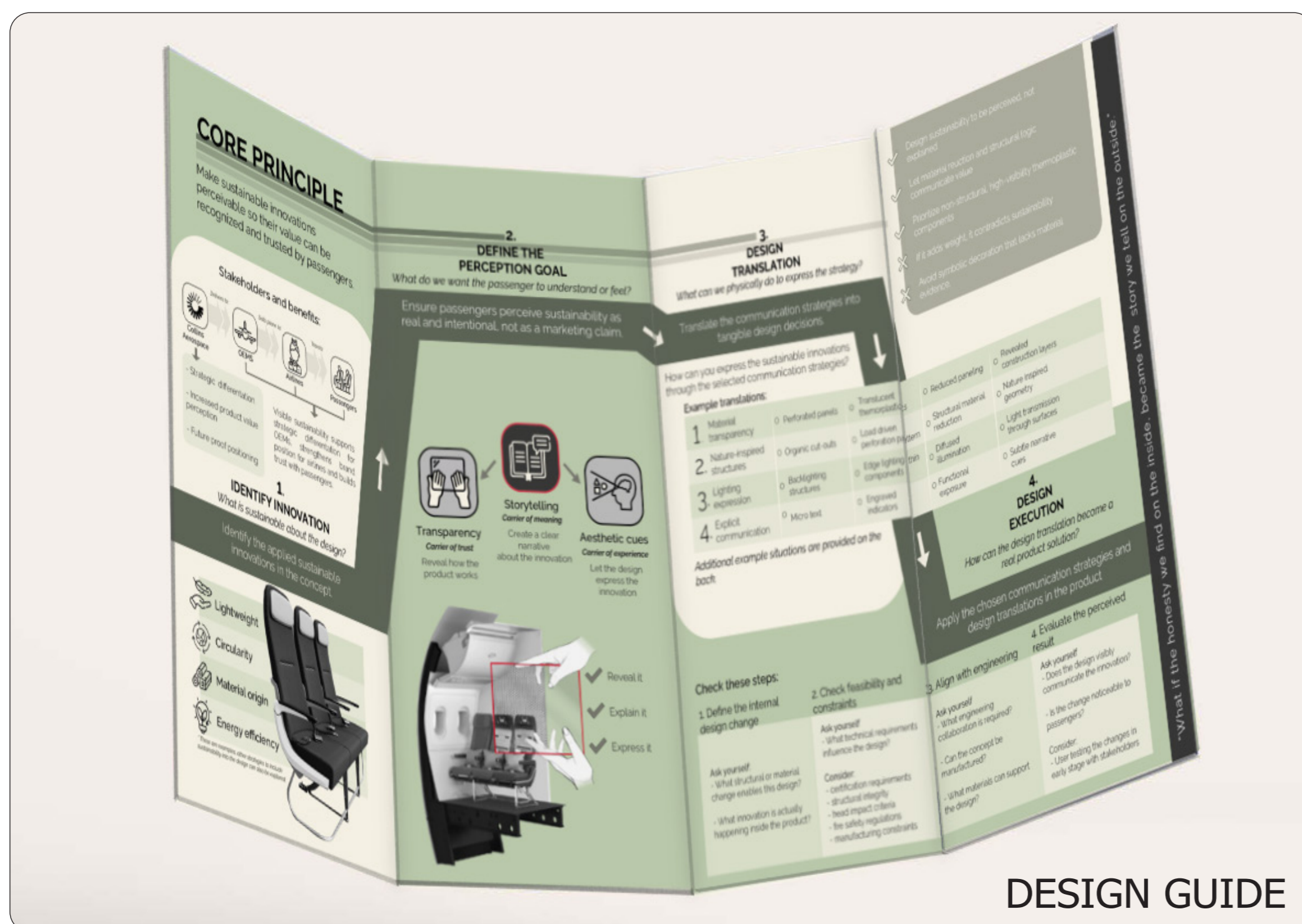
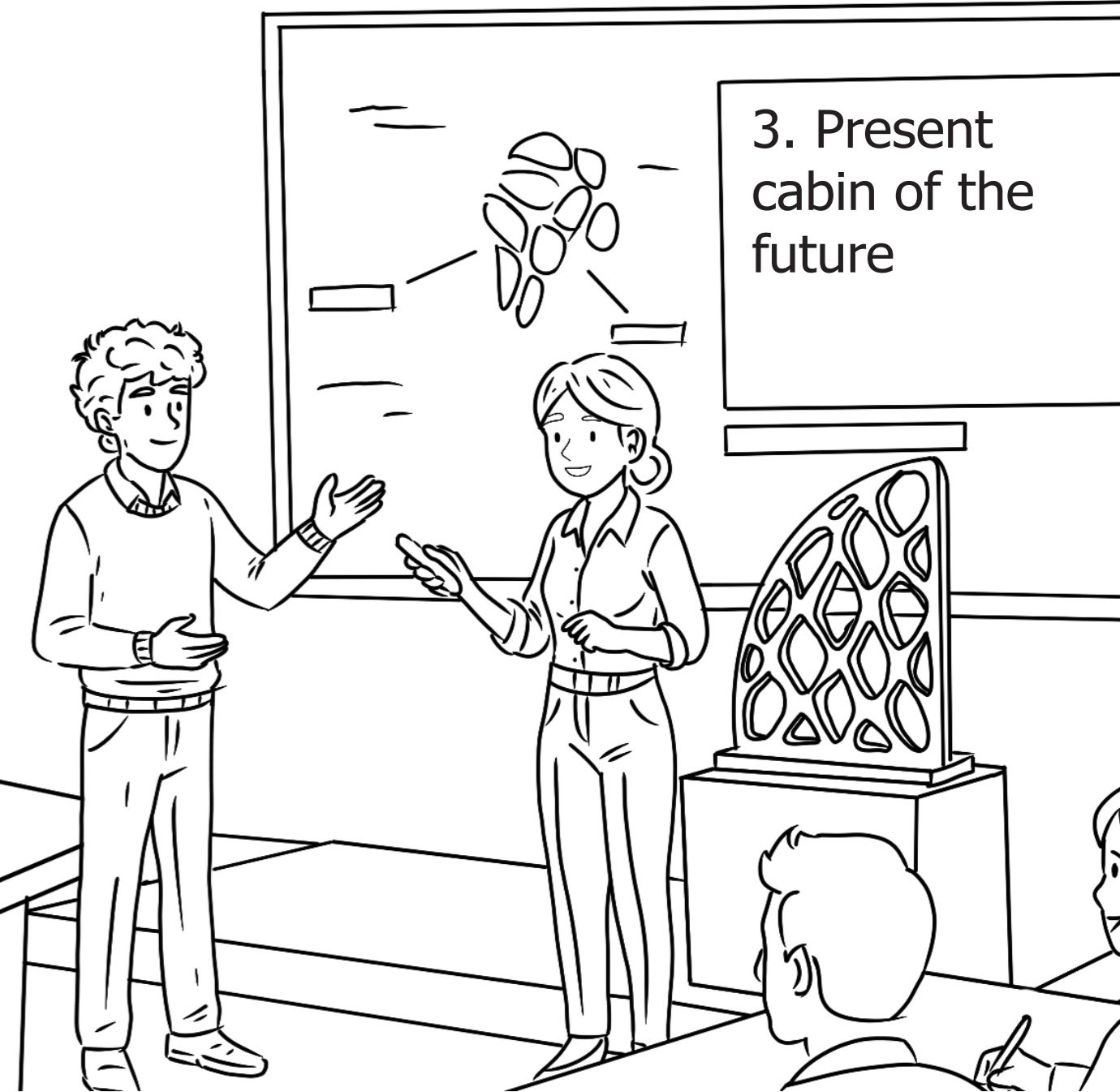
1. Identify, Define & Translate the design



2. Execute considering feasibility, constraints. Aligning with engineers



3. Present cabin of the future



DESIGN GUIDE



EXAMPLE TRANSLATION

Daphne Entken  
Transparent storytelling: Communicating sustainable innovation through aircraft cabin  
26-03-2026  
Integrated Product Design

**Committee** Jelle Joustra  
Maurizio Filippi  
Arnau Castillo  
**Company** Collins Aerospace

