

Frontiers

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LETTERS /

“The Payload Studio concept is a significant step forward in emphasizing and providing for the needs of the passenger.”

—Harvey Bjornlie, Pacific Palisades, Calif.

WHAT A CONCEPT!

Regarding your article on the Payload Studio Concept Center, in your November 2007 issue: The Payload Studio concept is a significant step forward in emphasizing and providing for the needs of the passenger.

It was also of interest to me that the “integrated passenger seat” concept is being revived, 50 years after it was first developed and put into production by Douglas Aircraft.

In the 1950s, I worked in the Interiors Design Group of Douglas Aircraft in Santa Monica, Calif. The group consisted of engineers, industrial designers, architects and human-factors specialists under the direction of Jack Graves. In the late 1950s, I was fortunate to work on interior design concepts for the DC-8, the first jet-powered Douglas commercial airplane. Our first customers included United Airlines, Eastern Airlines and Pan American World Airways. One of the prime interests of these customers was seat spacing flexibility. This required the ability to easily change the seat and class partition locations to accommodate a change in size of each class of seating, with the minimum of down time.

In previous aircraft, all of the passenger utilities were placed in fixed positions on the underside of the overhead baggage rack, directly above each seat. Since the seat positions were now to be easily moved, the passenger utilities must also be easily moved to match the seat position.

We considered a variety of options. Among them were movable utilities in the baggage rack; movable overhead baggage pods, with utilities, above each seat row; and a conventional overhead baggage rack with utilities located in the seats. The final decision was to develop a seat that

contained utilities: the cold air outlet, flight attendant call button, reading light, food tray light and emergency oxygen masks. The electrical cables and the cold air and oxygen lines were distributed throughout the airplane in a continuous sidewall duct, which also served as an armrest. Feeder lines ran from connectors on the underside of the duct to each seat row.

I was assigned the design responsibility for the seat and armrest. The development of the DC-8 interior architecture and seat took place in the factory mockup department, without the benefit of a design studio environment. The seat was called the “Palomar Unitized Seat.” It received the Industrial Designers Institute’s Ninth Annual Design Award in 1959.

—Harvey Bjornlie
Pacific Palisades, Calif.

Editor’s note: For more about the DC-8, see Page 8 of the June 2008 Boeing Frontiers. This article is available online at www.boeing.com/news/frontiers/archive/2008/june/i_history.pdf.

CORRECTIONS

Due to a production error, several words were omitted from a headline on Page 13 of the September 2008 edition. The headline at the bottom of the page should read “It all starts with GDP.” To read this article, visit www.boeing.com/news/frontiers/archive/2008/september/cover.pdf.

ABOUT THIS EDITION

In this edition, *Boeing Frontiers* introduces new design elements, including a new front cover banner and a new body-copy font. These changes help align the magazine with Boeing’s brand standards.

LETTER GUIDELINES

Boeing Frontiers provides its letters page for readers to state their opinions. The page is intended to encourage an exchange of ideas and information that stimulates dialogue on issues or events in the company or the aerospace industry.

The opinions may not necessarily reflect those of The Boeing Company. Letters must include name, organization and a telephone number for verification purposes. Letters may be edited for grammar, syntax and size.