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# Pan Am's Historic Contribution to Aircraft Cabin Design

## **Matthias C. Hühne**, B.A., Author/Publisher

**Lecture followed by discussion**

**No registration required ! Entry free !**

**Date: Thursday, 18.05.2017, 18:00 Uhr**

**Location: HAW Hamburg**

**Berliner Tor 5 (Neubau)**

**Hörsaal 01.12**

Hochschule für Angewandte Wissenschaften Hamburg
Hamburg University of Applied Sciences

**Praxis Seminar Luftfahrt**

Passenger comfort in air travel is taken for granted today, indeed, in modern times it has often been the subject of criticism. The search to provide an optimum of comfort taking into account economic and technical as well as safety considerations has been a part of the airline business from its inception. Many of the key advances in cabin design were initiated by Pan Am, the world's first truly global airline. Looking back at these pioneering achievements provides insights into a discipline that shapes the air travel experience.

Matthias C. Hühne graduated from Harvard University with a Bachelor of Arts. In addition to Hühne Development Services GmbH, he founded Callisto Publishers which is producing design books of the highest standards. Hühne authored and published the book "Pan Am: History, Design & Identity". In the book and in our lecture the author tries to answers the question: "Why have the brand name and blue globe symbol become cult and continue to be recognized around the world a quarter of a century after Pan Am's shattering bankruptcy?"

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