

Boom Supersonic Partners with JPA Design to Develop Interior for Overture, its Revolutionary Mach-2.2 Airliner

Partnership aimed at reimagining the on-board passenger experience



Caption: Flying so high you can see the curvature of the earth, and all other planes are just slow-moving dots beneath you, Boom & JPA Design plan to maximize the passenger experience by capitalizing on the truly unique view.

DENVER, CO – June 14, 2019 – Boom Supersonic, the Colorado company building history's fastest supersonic airliner, today announced that it has partnered with JPA Design, a world-class aviation and hospitality design specialist, to develop the cabin interior for Overture, its Mach-2.2 commercial airliner. JPA Design has created interiors for the most prestigious airlines, trains and hotels in the world.

Working in collaboration with Boom's internal team, JPA Design will reimagine the onboard passenger experience and create a tranquil, stress-free journey from the moment a passenger steps aboard Overture. By overseeing the whole cabin interior, JPA Design will be able to tailor the best seating options on the market, maximise cabin flexibility, and collaborate closely with airlines to help create configurations that deliver on both passenger experience and commercial success.

“Our ambition is for travel on Overture to be exceptional in every way. Passengers will fly more than twice as fast as today’s subsonic flights, and they will witness the curvature of the Earth from large, personal windows at 60,000 feet. We are excited to partner with JPA Design to deliver a truly iconic interior design and passenger experience that goes beyond anything commercial aviation has ever seen,” said Blake Scholl, founder and CEO of Boom Supersonic.

“JPA shares our values of making travel a serene and delightful experience, and we couldn’t be more thrilled to collaborate with them.”

Overture offers airline passengers an option twice as fast as any other at today’s business-class fares which will bring families, businesses, and cultures closer together through supersonic travel and make the world dramatically more accessible.

“We have a long history of engagement with the world’s top airlines, along with strong relationships in the supply chain, and we’ll leverage these assets as we define the Overture experience with Boom,” said Ben Orson, JPA Design’s managing director. “We are deeply excited to partner with Boom, a company that shares our belief in the potential of design and technology to transform how we live and also, our desire to re-examine the entire passenger journey. We are keen to explore how this exceptional aircraft can change every aspect of how we fly.”

With over 25 years of experience, London-, Dubai-, and Singapore-based JPA Design has a solid track record of creating aircraft interiors for some of the world’s best-known airlines, strongly positioning Boom to accelerate the development of Overture’s passenger offering.

Boom is currently assembling XB-1, a Mach-2.2 demonstrator aircraft, to prove key technologies for safe, efficient supersonic travel. The data collected from XB-1 test flights will help refine the design of Overture.

To learn more about Boom, visit Chalet Row C, #24, at the International Paris Air Show, 2019, June 17th – 23rd, Paris, France.

About Boom

Boom Supersonic is redefining what it means to fly by building Overture, history’s fastest commercial airliner. Boom’s vision is to bring families, businesses, and cultures closer together through supersonic travel and make the world dramatically more accessible. The company is backed by world-class investors and has 30 aircraft on pre-order from Japan Airlines and Virgin Group. Founded in 2014, Boom has assembled a world-class team of over 130 full-time employees who have made contributions to over 130 air and spacecraft. For more information, please visit <https://boomsupersonic.com>.

About JPA Design

Award winning JPA Design specialises in creating premium environments for the hospitality and transportation sectors. Founded in 1982, JPA Design has an enviable reputation working with some of the world’s most prestigious brands on the design of aircraft, train, hotel, airport lounges and autonomous vehicle interiors. JPA Design has offices in London, Singapore and Dubai.

The team is made up of specialists across design, architecture, engineering, trends, colour and materials.

Clients/brands include: American Airlines, brussels airlines, Cathay Pacific, Changi Airport Group, Air China, flydubai, Garuda - Indonesia, Hawaiian Airlines, JAL, Libyan Wings, Singapore Airlines, Williams Advanced Engineering, Belmond Ltd - Venice Simplon-Orient-Express, Belmond Royal Scotsman, Belmond Grand Hibernian - IHG, Taj Hotels, The Pierre New York and Cape Weligama. JPA Design owns a number of patents and has received international acclaim and awards for their work.

For more information about JPA Design: www.jpadesign.com [@JPAdesignstudio](https://www.instagram.com/JPAdesignstudio)

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