



Creating the Privium Experience
 – By Drs. Conny Lanza the General Manager of
 Amsterdam Schiphol Airport



Enlightening experiences: A good brand reaches both instrumental and emotional values and shows itself to be consistent in all its different manifestations: the product, the service rendered, the corresponding room, the building.

It is important that everything tallies. In short, the different shapes in which a brand manifests itself, need to be consistent and need to reinforce each other. The introduction of the Privium ClubLounge, designed by M+R, is a milestone in the development of Privium, the service programme with the revolutionary iris scan, which offers a range of privileges for frequent fliers at Schiphol Airport. The lounge touches the deeper needs of customers and is an interpretation of the Privium brand values.

Products and Services must be authentic and sincere and in line with the brand values. Only then will the customer actually appreciate them.

If a brand does not respond to any deeper needs and if the product, the service or relevant area or building does not touch any deeper values, then everything remains very superficial.

An unusual dream: In the briefing that accompanied the assignment for the design of the ClubLounge, not only the background, aims of the project and a description of the functional and qualitative requirements were included, but also a lot of attention was paid to the emotional state of frequent fliers, their personal characteristics and the Privium brand values. M+R was explicitly asked to offer added value, to add an additional dimension to the design.

Travelling by plane is a form of expansion: a broadening of your experiences, broadening your horizon. Within the travel process, the airport is the springboard to another world, culture, climate, time zone. There is

no final destination, only a halfway station, a "pit stop", a "nowhere town". In the course of their travel process the frequent fliers experiences tension between positive feelings of excitement, of exploring the world and negative feeling of loss of control, insecurity, tiredness and restriction of their freedom. Frequent fliers are people who are used to being in control, taking control.

The central theme is that in the "theatre" of the Privium ClubLounge the Privium members play the leading part. They are the centre of attention. They are "on stage". Then there were also the following points listed in the briefing:

- Because of the stressed state travellers are in when they travel, it is a requirement that the Privium ClubLounge be spatial, light and uncluttered. Only then can frequent fliers relax and find their equilibrium.

- Privium members are part of a select group. Privium offers a visible distinction. The Privium ClubLounge offers privileges that are only accessible for Privium members. They can recognise themselves in the Privium ClubLounge, which will make them feel special and they will be given the recognition they deserve.

- Travelling is often a lonely phenomenon and international travel is often accompanied by a faint feeling of being uprooted. Privium offers an international platform where different nationalities, residents of different countries and different cultures can meet. In the ClubLounge a frequent fliers feels connected, and is prepared to be more open to others.

- The Privium ClubLounge must have sufficient stimuli to compensate for the missing display of platforms, views and light. So it must be special, spectacular, and varied in shape and light. This will allow a frequent fliers to feel more



impulses and thus "alive" and "part of the global world".

The requirements for and expectations of the Privium ClubLounge design commission were high. M+R won the pitch from five other renowned agencies, but it not just met the expectations, it exceeded them. Not only did M+R meet the broad range of needs and requirements, they actually added an extra dimension, thus enhancing and reinforcing the concept.

Peace, contact and a change: As a Privium member, this gives you the feeling you are special. This feeling of exclusivity is emphasised by using top design furniture, with designs of the famous Egg Chair, Swan Chair, Bubble Chair, Solitaire and Le Corbusier's chaise longue, each one a design classic from the twenties, fifties and sixties. Even when it is busy the lounge emanates tranquility. M+R achieved this by creating space and orderliness

and by using thick carpets and pale shades. Already members call it the "white lounge". This gives it an almost serene atmosphere. The lounge invites you to take it easy.

The configuration of the linked working and seating areas allows you to withdraw should you want to. At the same time it offers even the most solitary traveller the opportunity to meet others. From any sitting area you can oversee the other areas. From any position you have a view of other Privium members, or your co-travellers. This gives a sense of contact with other travellers, without the need to interact. It makes the act of travelling and in particular your stay in the lounge less lonely, so travellers will not feel terribly uprooted.

Even the fixed Internet areas have been deliberately positioned so that they are not facing away from other Club members. And naturally, as a metaphor for the "connecting

statement", there is the long centrally positioned bar. This is a location that is especially ideal for making contact with or feeling you are connected to others also sitting at the bar. Variety is achieved through the different sitting areas, each with its own function, atmosphere and design. There is an area with a reading table, a thick-carpeted relaxing sitting area with a fire, the "hanging bubble chair" section and the fixed Internet places. The extra dimension contributed by M+R is the organic character of the lounge. Nothing, absolutely nothing in this room is straight. Outdoor elements have been brought inside, such as the enormous bamboo stalks that seem even longer because of the mirror positioned above them, the fire in the fireplace and a stone wall that simulates outside light shining in. All this makes up the water, fire, air and earth elements that are an important part of the design.

Authenticity and consistency: Other decisive elements for the lounge experience are the smell, the food & beverages concept, the lighting, the staff and the service. A subtle aroma was chosen for the lounge. In the Light Energy Cabin there is a wellness scent. Even the Food & Beverage concept links up with the brand values. For example, the ever-popular Chardonnay wine is not served, only more special wines such as a Gruner Veltliner and a Sotoverde, which are greatly appreciated by connoisseurs. There are authentic French specialities such as Lenotre croissants and macarons.

A daring transparent light blue, almost silver, shiny colour was picked for the uniform, which matches the concept.

In short, everything is right. This is the power of the Privium ClubLounge. With gratitude to M+R.



Amsterdam Schiphol Airport Privium ClubLounge

Location:
Amsterdam, the Netherlands

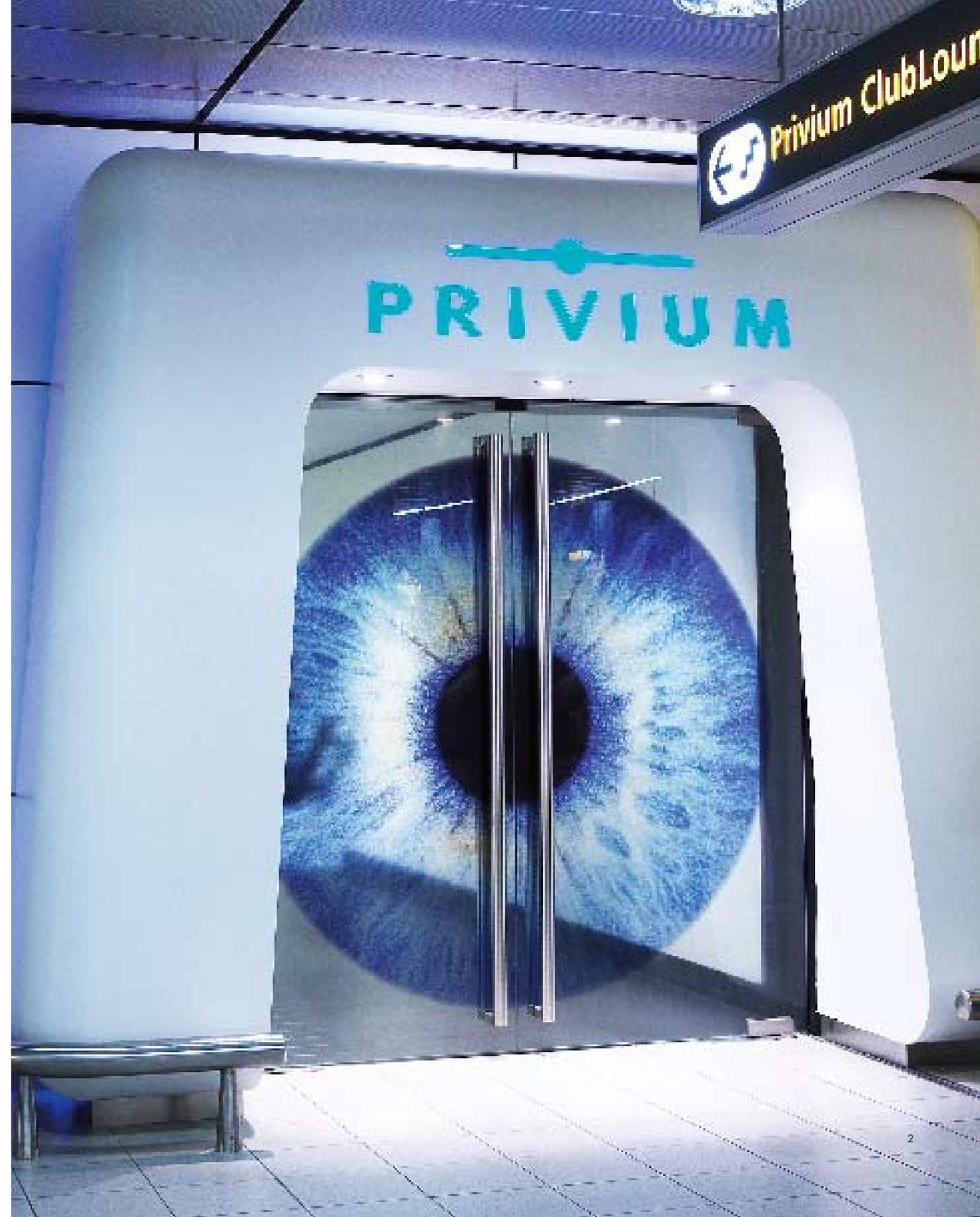
Designer:
M+R interior architects

Photographer:
STUDIODEWINTER B.V., Herman de Winter

Area:
635 m²

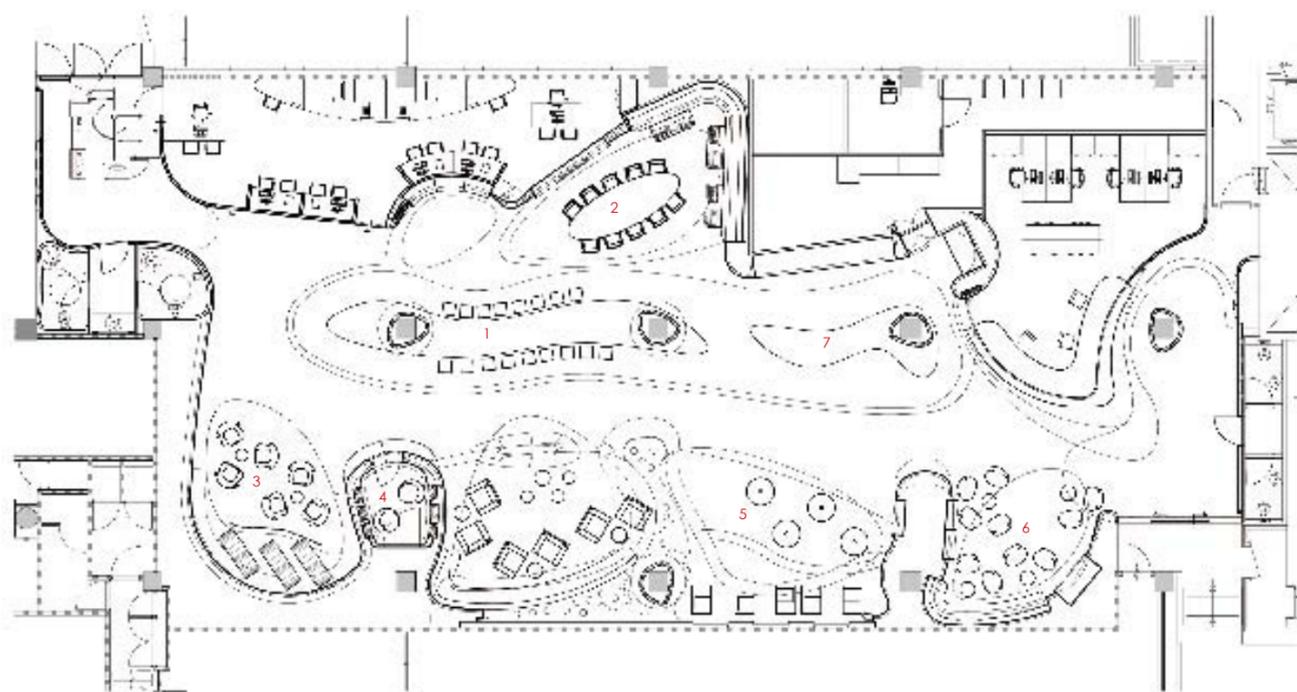
Completion date:
2008

Frequent fliers to Amsterdam Schiphol Airport might already be familiar with the name of Privium and the benefits of membership, for the rest it can be defined as a "select way to travel" based on priority airport services, such as preferential parking, discounted valet parking, business class check-in, the preferential Privium-only route to a secure area beyond the customs checkpoint via a quick iris scan and now the much-awaited members-only lounge. Following an international competition, Privium Schiphol appointed the young design bureau at M+R interior architects from Eindhoven to design their highly exclusive Club Lounge located between Departure Halls 1 and 2. Once passengers have reached the "eye", which is literally a door shaped like a pupil that opens to provide access, they are invited to experience the comforts of every imaginable travel amenity from a fully stocked bar to a Light Energy Cabin intended for battery recharging, as well as complimentary food, computer workstations and business services. The ambiance is relaxing and aesthetically pleasing to the tired traveller's eye, no pun intended, with an all-white décor, colourful sitting areas and giant organic shapes mixed in with well-chosen design classic to set the mood. As Privium claims, "Life's not about the destination. It's about the journey." And this journey involves a stop at the lounge.



1. Information desk for Privium Members entrance of the ClubLounge
2. The Entrance is like an "eye"
3. Exquisite design of the buffet and bar
4. The neat Reading area
5. Lounge seating area with special hanging chairs and computer chairs
6. Comfortable lounge seating area
7. Comfortable chairs, fireplace, natural elements as bamboo and stone tiles in the lounge

M+R interior architects is an international operating office founded by Hans Marechal and Marie-Louise Rooijmans. Their fields of activity often involve complex assignments such as converting and designing offices, airports, libraries, restaurants, hotels, theatres and shops. Among their design skills and core activities for building and interior architecture they are also involved with revitalising existing buildings and monuments in particular. The architects from M+R determine the form and content of each design assignment on the basis of the programme requirements. Creativity, functionality, sustainability and ergonomics are translated in a well-thought-out manner into a unique final product with an identity of its own. The power of a strong design is vision, innovation and the quality of realisation.



1. Buffet
2. Reading area
3. Relaxing area
4. Light Energy Cabin
5. Lounge area
6. Waiting area
7. Bar



