

**PRESS RELEASE**  
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**HIRSCH BEDNER ASSOCIATES (HBA) AND AIR INDIA JOIN FORCES  
TO REDEFINE FIRST AND BUSINESS CLASS LOUNGE EXPERIENCE  
AT NEW DELHI AND NEW YORK (JFK) AIRPORTS**



*(left) Sabine Beck, Partner HBA*

*(right) Victoria Edwards, Principal HBA DNA*

**SINGAPORE** - Hirsch Bedner Associates (HBA), the world's leading hospitality design firm, is pleased to announce its collaboration with Air India, marking an exciting partnership between two renowned brand names in travel and hospitality.

Rajesh Dogra, Chief Customer Experience Officer at Air India, commented, "we are committed to offering the highest standards of service to our guests, and the association with Hirsch Bedner Associates (HBA) will help us design a lounge to offer a warm and welcoming lounge experience. We look forward to ensuring a memorable experience for our esteemed guests that embodies the essence of Air India's commitment to excellence and sets new benchmarks for customer satisfaction."

Ian Carr, Co-CEO at HBA, concurred, "We are honoured to partner with Air India and are dedicated to delivering an exceptional hospitality design experience. Our primary focus is to create a meaningful environment for Air India passengers allowing them to experience the airline's inspirational brand and lounges in a fresh and innovative way."

As part of a progressive luxury product upgrade worldwide, HBA has been entrusted with the design of Air India's first and business class lounges in the New Delhi and New York (JFK) Airports. Leveraging its award winning interior design capability, HBA also brings its renowned holistic design approach to the project, with its expertise in brand, art and lighting consultancy, as well as graphics and wayfinding.

"Lounges play a pivotal role in differentiating the travel experience, particularly for long-haul international travellers," said Victoria Edwards, Principal, HBA DNA. As a dedicated team we are committed to curating an impressive experience that enhances the Air India passenger journey, effectively communicating the brand's essence across all touchpoints".

HBA DNA's brand consultancy scope encompasses:

- Capturing the essence of the Air India brand and defining the branded experience and customer journey.
- Ideating the unique touchpoints that reflect the brand's identity and strategising memorable experiences within the new lounge space.
- Providing the platform for the HBA Interiors team to commence their design work, while ensuring the outcome aligns seamlessly with Air India's brand values and aspirations.

Drawing inspiration from the brand discovery phase and Air India's rich heritage, the HBA Interiors team will create a distinctive design that fulfils the passengers' every need within the lounge. Each space will offer its own distinct furnishings, acoustic properties, floor and ceiling materials, and light quality to create an elevated ambiance and travel experience for passengers.

Sabine Beck, Partner HBA and Creative Director shared. "As designers we are excited by the project and the opportunity to work alongside an innovative travel leader. When it comes to the shaping of public spaces, an airport lounge provides an opportunity to cater for a broad spectrum of tastes and preferences. The lounges in New Delhi and New York will set an international benchmark for Air India in design with the highest levels of comfort, service, and luxury. Passengers can relax and feel their best in the space as they prepare for their flight."

Renowned for delivering timeless hospitality spaces, Air India's appointment of HBA underscores its commitment to becoming a prominent international aviation player. Plans are in place by Air India to expand their portfolio of lounges, together with the refit of aircraft and the ordering of new planes. The collaboration between Air India and HBA's is an opportunity to together reimagine the traveller's experience.

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## **About HBA**

Hirsch Bedner Associates (HBA) is a renowned global hospitality design firm that has been leading the industry since 1965. With 1,200 designers in 23 offices across major global cities, the firm creates a unique sense of place for today's most anticipated hotels, luxury brands, and world-class residences, with 2,000+ completed projects in over 80 countries. Driven by a passion for storytelling through design, the inspired team creates holistic solutions tailored to client needs in a creative collective of designers, in-house specialists, and brand partners, including studio hba, HBA Residential, HBA architecture, HBA graphics, HBA DNA, HBA resort, HBA gaming, HBA Procurement, SOCIAL F+ B, Light Directions, and CANVAS Art Consultants. For more information, visit [hba.com](http://hba.com) and follow on [LinkedIn](#) and [Instagram](#).

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