

## **Designhouse and Tangerine work on Heathrow Express overhaul**

*Tom Banks*

*Designhouse has created a new identity for Heathrow Express as part of a £15 million investment in the service, which includes new seats and interiors designs by Tangerine.*



# **Heathrow Express**

The new identity, by Designhouse

Heathrow Express is the rail link between Heathrow Airport and Paddington Station in London and carries 16,000 passengers a day.

Designhouse was asked to bring 'premium, confident and contemporary' values to all customer touchpoints, according to Heathrow Express.

A primary purple colour, green accent and neutral palette, combine with wood and brushed metal finishes to make up the new look.

New carriages, which have been redesigned by specialists Interfleet comprise a seat and interiors designed by Tangerine.

The first-class area comprises a row of four seats, facing one way separated by an aisle.

Martin Darbyshire, managing director of Tangerine says 'Primarily we worked on the first-class carriage environment and improved comfort with a single seat, and removed tables from the old design.'

Anti-slip flooring, door pillars, step lighting, grab handle shape, and contrasting door surrounds and carpet thresholds have all been designed with safety in mind.

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