

EXPERIENCE

Bombardier's Luxury Magazine for Private Aviation • Issue 42 • 2024



Living Ahead of the Curve



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Charu Suri

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Born in India and based in New Jersey, Charu Suri is multitalented: Since graduating from Princeton University, she has written about her travels for *The New York Times*, *Architectural Digest* and *The Washington Post*. She is also an accomplished musician and is the first Indian-American to premiere original work at New York City's Carnegie Hall. In this issue, she explores Nepal's Mustang region.



Dominique Cristall

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A bi-coastal multihyphenate, Dominique Cristall is a writer, communications marketer, real estate expert and DJ living in Los Angeles. Her writing has appeared in publications such as the Montreal *Gazette* and *Dress to Kill* magazine. Originally from Montreal, Dominique studied Commerce and Italian at McGill University. She writes about the impact of and influences behind Bombardier's exciting new EcoJet Research Project in this issue.



Violaine Charest-Sigouin

Finishing Touches /page 52

Violaine Charest-Sigouin is a journalist and novelist based in Montreal who writes about Bombardier's Center of Excellence for this issue's Wingspan feature. She has been writing for magazines for nearly 20 years and has also been an editor for *Elle Québec* and *Châtelaine*. In 2019, she published her first novel, *La brûlure*, and in the spring of 2020 her dystopian short story, "Le Nord," appeared in the collection *D'autres mondes*. Her second novel, *Les inconnus*, is to be published in spring 2025.



Guillaume Plisson

Mighty Wings /page 48 and **Finishing Touches** /page 52

French-born photographer Guillaume Plisson grew up in the town of La Trinité sur Mer, spending a lot of time on sailing boats with a camera in his hands. His photographic career started at age 12, when he snapped his first double page spread for the magazine *Paris Match*. His main subjects are the sea, landscapes, extreme weather conditions and sailing boats and planes. All his clients share one thing in common: a demand for excellence. Plisson's mission is to capture the excellence he sees through his camera lens.

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WINDS of CHANGE

Welcome to a very special edition of *Experience* that marks a historic moment for Bombardier: the unveiling of our new, bold identity. Bombardier has a new brand that reflects our company's successful shift to focus solely on business aviation. It's anchored by a new logo that celebrates our people, our passion and our customers. The symbol itself, the Bombardier Mach, features the silhouette of an aircraft breaking the sound barrier and the strokes of wind over a wing as a reference to the company's heritage and innovation. Further into this magazine, we delve into the creative process behind the birth of our logo, as explained by Michael Guerin of our wonderful New York-based collaborators, Lippincott.

PHOTO: CARLESSARD

Our new brand marks an evolution, rather than a revolution. Bombardier is a family company that has been around for over 80 years, with a tremendous legacy of innovation, entrepreneurship, vision and passion that has always been part of its fabric. From the visionary snowmobiles invented by our legendary founder, Joseph-Armand Bombardier, to our most recent refocusing on business jets that happened under the watchful eye of Pierre Beaudoin, our founder's grandson and Chairman, and under the leadership of our President and CEO Éric Martel, this company has always evolved to remain ahead of the curve.

During this transition, we did a lot of listening. We wanted to understand how the company is perceived by our customers and our employees. What emerged was a realization that our visual identity needed uplifting to better represent what we heard.

When we committed to our rebranding journey, many—and I mean *many*—more conversations followed that informed the way we now present ourselves to the world. The notion of "like family" came back time and again as a true differentiator of our relationships. Emmanuel Bornand, our vice president of international sales, and his team weren't surprised: "We are Bombardier's ambassadors with our clients, but also our clients' ambassadors within Bombardier. The way we see it, there really is no strict separation between us and our clients," he told me when I asked him what our rebranding is telling our clients. "Our rebranding journey emphasizes that we speak the same language. We are elevating how we address our clients, the market and the world in general."



Emmanuel Bornand (LEFT); Frank Vento (RIGHT).

“Our new brand reflects what has always set Bombardier apart: our people, our family-like relationships with our customers, and a no-compromise approach in developing their aircraft.”

Frank Vento

Vice President of Sales, US

What has also emerged from our discussions is a celebration of the crucial characteristic that everyone we spoke with saw in Bombardier: we meet you *at your altitude*. Frank Vento, our vice president of US sales, enthusiastically agreed: “This is our secret sauce. There are no compromises when it comes to our aircraft. What we do differently from the competition is that we flex for our customers, from corporate fleets to the most discerning individual owners, in a way that caters to their specific needs. We take the time to understand what they need, and then provide it, even if that means developing a completely new solution to fit their purpose.”

It’s not a transaction—it’s a relationship, and it extends way beyond the aircraft purchase. Anthony Cox, our vice president for customer support, and his teams work extremely hard to make sure that the complete ownership journey is at our clients’ altitude. “It’s simple: We value our customers and we strive to go above and beyond. We use every opportunity to build trust and delight by providing world-class factory support, aircraft maintenance, modifications and spare parts wherever and whenever they need us – often even before they need us,” he told me. “This requires constant innovation and utilization of our cutting-edge Connected Aircraft technology, but most importantly it’s ensuring that our customers feel heard and understood.”

Whether you are flying our jet while solving political or business challenges, saving and protecting lives, using it as an extension of your home or office while you’re on the move, or using it to provide an impeccable experience to your own clients: Bombardier enables leaders, like you, who shape the world.

Besides the past and the present, we made sure that the new expression of Bombardier also represents our future, especially as it relates to our sustainability efforts and our state-of-the-art engineering. And it represents the passionate, talented employees from all spheres of Bombardier’s activities, who exceed expectations by prioritizing quality and craftsmanship in everything they do—people like the artisans of our Center of Excellence that you will meet on the following pages.

As we highlight this transformation, we extend our deepest thanks to our readers, clients, partners and the many team members who have contributed their passion and creativity to bringing this new beginning for Bombardier to life. Their talent and skill have been instrumental in shaping this historic moment for Bombardier.

We are filled with pride, gratitude and purpose as we embrace this new chapter. Let us continue to soar to new heights together! 

Eve Laurier
VICE PRESIDENT, COMMUNICATIONS,
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RADAR

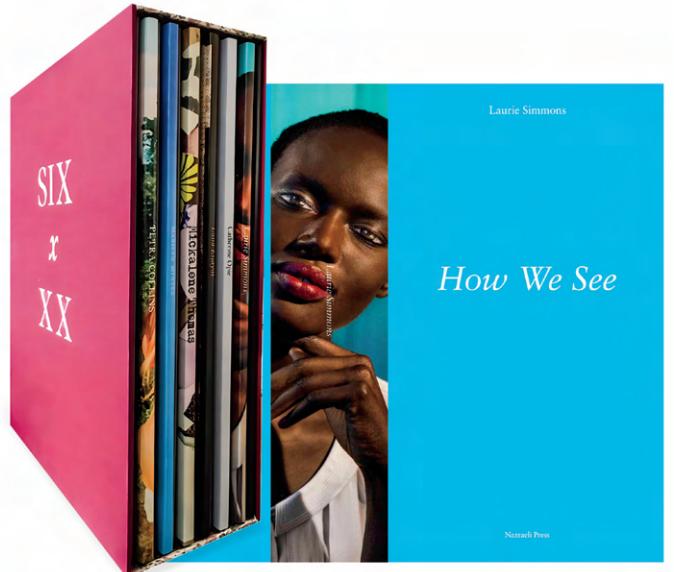
Goods • Design • Inspiration



PHOTO: COURTESY OF PENDRY HOTEL CHICAGO

▲ Suite Dreams

Few views of Chicago can compete with the **Pendry Hotel**'s Carbon Suite. Glorious vistas from its 34th floor stretch across the city's Magnificent Mile, river and harbor, capturing architectural icons such as the Marina City corncob towers. Originally built in 1929, the Pendry's art deco structure is clad in black granite and green and gold terra cotta, with gold leaf and bronze trim. Its 364 rooms include local art and furnishings by award-winning interior designer Alessandro Munge as well as beds fitted with Fili D'Oro linens. Steps away from the Riverwalk, the Millennium Park and the Art Institute of Chicago, the property's centrally situated rooftop bar, Château Carbide, is the only place in the windy city to find more than a dozen vintage absinthes. ■



◀ Photo Op

Six limited edition books—appropriately titled ***Six by XX***—compiling the works of Petra Collins, Lalla Essaydi, Marilyn Minter, Catherine Opie, Laurie Simmons and Mickalene Thomas are essential for photography enthusiasts interested in next-gen talents reshaping the art world. The compilation includes an exhibition-quality, numbered and signed print from each innovator. ■

▼ Lines of Desire

Emerging illustrator-artist-designer **Pepe Muñoz**'s evocative and painterly fashion images have captured the attention of *Vogue* magazine and designers including Carolina Herrera. His beautifully inked works of art, inspired by European runway legends ranging from Yves Saint Laurent to Schiaparelli, are now available exclusively upon request. ■

▼ Antique Chic

As anyone with a penchant for antique furniture with name recognition will tell you, the market for such archival-quality artifacts is highly competitive. Luckily, Los Angeles-based **Galerie Provenance** has extraordinary access to storied pieces dating back decades and spanning multiple decor movements. Their highly curated current collection includes the Perfecto chair from France's Pierre Guariche and the coveted Uto table by Sweden's Axel Einar Hjorth. ■



PHOTOS COURTESY OF GALERIE PROVENANCE
COURTESY OF PEPE MUÑOZ • COURTESY OF MAZELLE PRESS



▲ Relaxed Modern

Architect and designer Emmanuelle Simon—2017 winner of the Prix Spécial du Public at France's Design Parade and one of *Architectural Digest*'s 100 Designers of the Year—has constructed a bar cabinet worthy of the most extraordinary collection. The crackled ceramic exterior is created through the ancient Japanese technique of *raku* and conceals a glittering interior of mirrored brass. The numbered edition piece is found only at New York's **StudioTwentyseven**. ■

► Aural Fixation

Audiophiles covet the meticulous craftsmanship and exceptional performance of **Avantgarde Acoustic**'s innovative horn loudspeakers. With their newest generation speaker system, the Trio G3, they have surpassed themselves once again. The customizable system, widely considered to be the world's finest, took its design cues from the race car, resulting in an immersive, emotional and exhilarating listener experience. ■





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▲ Car Couture

Anyone who has had the opportunity to drive the **Cadillac CELESTIQ** understands why it required \$81 million in research, development, craftsmanship and tech ingenuity to make. The souped up, luxury electric sedan is a prime example of what an investment in innovation can do: The 2024 model includes a dashboard-width touchscreen, headlamps with 1.3 million pixels, all-wheel drive *and* four-wheel steering, and more than 100 3-D printed design cues. The vehicle also includes the Super Cruise drive system, the first true hands-free driving-assistance technology for compatible roads. Even more impressive are the customization possibilities. Buyers can work directly with a Cadillac team to outfit interiors with luxury designer leathers, fabrics and a spectrum of sustainably sourced materials which reflect any palette, taste or POV. ■

◀ Crystal Visions

The renowned artisans at Daum, one of France's finest crystal glass makers since its inception in 1892, have brought their expert craftsmanship to bear on the limited edition **Fleur de Paon Gilded Vase**. Taking inspiration from the atelier's centuries-old Plume de Paon collection, this colorful Art Nouveau piece is finished with hand-applied gold leaf accents. ■



PHOTOS COURTESY OF CADILLAC
COURTESY OF DAUM'S BEVERLY HILLS



PHOTO: COURTESY OF DANIEL FARIA GALLERY/LE DOCUMENTATION

Emotional Landscapes

DOUGLAS COUPLAND'S recent works focus on the beauty and the reality of *The New Ice Age*.

By Elio Iannacci

For those who were coming of age in the 1990s, writer, designer and visual artist Douglas Coupland was considered a cultural prophet following the release of his debut novel, *Generation X: Tales for an Accelerated Culture*. It was then that the German-born, Vancouver-raised multi-hyphenate popularized the now-iconic nomenclature for the cohort of people born between the mid-1960s and 1980. Over the next three decades, Coupland went on to publish 14 novels alongside collections of short fiction and non-fiction, and has manifested his signature wit and boyish wonder in more than 20 exhibitions of visual art worldwide. His diverse works in public spaces have broken all kinds of records—his 2009 aluminum and stainless steel sculpture titled *Digital Orca*, which sits beside the Vancouver Convention Centre, is one of the most photographed works of art in Canadian history. Honors such as being made a member of France's Ordre des Arts et des Lettres and an Officer of the Order of Canada have followed but they have not slowed him down. For his most recent exhibit at the Daniel Faria Gallery in Toronto, Coupland—who's known for bringing technology into his canvases and installations—did something he had never done before: He created a group of paintings on canvas, all done entirely by hand. The result is *The New Ice Age*, a series which references works from the Group of Seven—a revered community of 20th-century Canadian landscape painters—while exploring issues of climate change, retro pop culture and mortality. During a quick break from painting his next collection, Coupland spoke to *Experience* about his current artistic motivations.

What was the impetus for *The New Ice Age*?

Sadly, my mom died, and I took stock of life and realized that there's no real work I've released out into the world that came directly from my brain through my central nervous system. This means no work which was made from my hand with a paintbrush onto a surface. If someone important in your life is gone, you're obviously going to change, and you just don't know what that change is going to be. I was 60 and instead of traveling as much as I did—I used to do around 10,000 miles a month—I stayed put and worked in the studio and painted.

Like this show, so much of your past work also references icebergs. Why have they been such a longtime fascination of yours?

They're attached to parental memories. I've been doing these tessellated Group of Seven pieces for a long time but never like this or with this kind of intimacy. I returned to them after I was flying back from Munich and saw icebergs as I was going over Greenland. My dad was a fighter-jet pilot in the Air Force and when he went to civilian, he had a few float planes, which he leased out to local port-based airlines. We'd go up the coast and get to Alaska and we'd see glaciers calving and leave big icebergs. Seeing them up close feels like nothing else. Doing this series also made me think of working with Lawren Harris's work too.

In your artist's statement, you mention that you feel the world's icebergs are all under a spell. Are these new paintings a way to understand, reverse or broadcast the spell?



PHOTOS: COURTESY OF DANIEL FARIA
GALLERY OF DOCUMENTATION

PAGE 16: *Lavender Peace*, 2023. Oil on canvas, 12 x 16 inches.
 PAGE 18: *Tobacco Iceberg*, 2023. Oil on canvas, 60 x 84 inches.
 PAGE 19: *French's Mustard with Strawberry Sauce*, 2023. Oil and enamel paint on canvas, 47 x 60 inches.
 PAGE 20: *Digital Orca*, 2009.
 PAGE 21: *Longest Day of the Year*, 2023. Oil on canvas, 18 x 24 inches.



All three. I always like to say, there are a lot of pieces I create which represent a kind of toxic beauty in them. They are like poison candy. I think that the ones that were in the show bring that spell to the surface and make people acknowledge what's going on with climate issues. Instead of talking about the elephant in the room, you can look at the painting and see the elephant in the room.

Let's talk about the names of these paintings. *Lavender Peace* and *French's Mustard with Strawberry Sauce* are two knockout titles. What inspired the humorous designations for pieces that reference canonical artists like the Group of Seven?

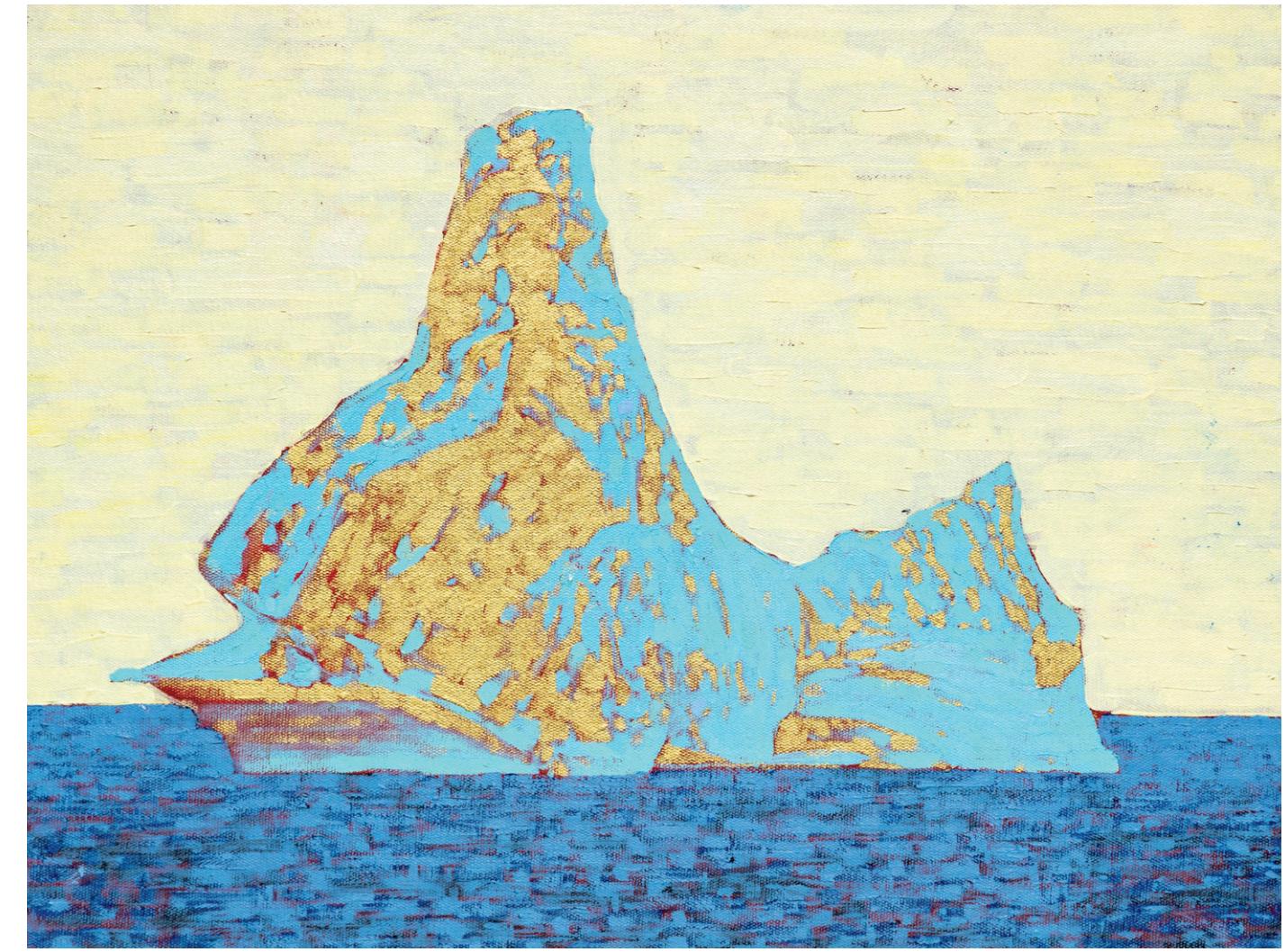
The Group of Seven was a long time ago—even though I'm almost amazed people talk about them as if they happened last week. But it all happened a hundred years ago. I think revisiting them in this way brings things into this century. *French's Mustard with Strawberry Sauce* was an experiment in color, but it also works as a statement on the overwhelming burden of over-documented history. The mustard piece pokes upon that need to make everything dramatic or make everything bigger than what it is.

I'd like to discuss how you think of painting as a clear record of your central nervous system. Why this push towards something so tactile?

Most everything I've done up until recently has been using cameras, photography, mechanical stuff, machine fabrication or what have you. When I began painting with a brush and with my hands, I began developing more muscles—muscles you need to hold a brush on a vertical



PHOTO: COURTESY OF DANIEL FARIA GALLERY/LF DOCUMENTATION



surface. It's like chopping vegetables. There's a technique that you accrue over time. I did throw out the first six months of work I made but now I'm up to speed. My technique's better and each painting is an adventure because when you make a mistake, it can be interesting. The process also forces you to wait for paint to dry and overthink things, which I like.

Your past work with the fashion brand Valentino used the phrase "Beauty has kind of become an act of rebellion." Can you tell me why, in your mind, beauty is radical?

Institutions of higher learning train you how to do subjective work on your own—whether it's writing or whether it's doing anything creative, it's become so incredibly orthodox and inflexible in terms of what you're allowed to do. I think that orthodoxy has probably destroyed the creative life of so many people who otherwise probably would've gone on to do really great things. This applies to fashion and art. Beautiful things do not need rules. I think we should just make what we're going to make and face the repercussions and critics that come with it.

You wrote a humorous piece for *The Guardian* and called yourself an app. Do you still equate your life with an app?

No. I'm off the app thing. I think there's this whole neo-surrealism that a lot of young people are getting into, which happens with AI programs,

and I'm working against that. If you want to see a duck eating a plate of spaghetti on the top of Mount Everest... vroom, vroom, you order this image into an AI program and there you have it. With hand painting, I think it's a way of bypassing that and relying on my skill and my central nervous system and seeing if they deliver or don't deliver.

You once wrote that nothing makes you cringe more than being introduced as "a voice of a generation." Did this recurring description of you come with a lot of responsibility and criticism?

I still cringe at the thought of it. The thing I remember most is there's so many people who said, oh who do you think you are? People thought I was trying to speak on someone else's behalf, but it was the opposite. I really did not like being lumped into this category of boomer. It's kind of like the word yuppie—which didn't exist. There was that decade where I was sort of like a demographic piñata and people were just whacking me with sticks. And that's all over now.

Your next wave of paintings will focus on trees and forestry. Is there anything that is affecting the way you view them?

I live in a house surrounded by 100-foot trees. I grew up surrounded by trees. I hope that the work that comes out of it can become a time capsule rather than being merely transient. ♣

New Perspectives

LIVING AHEAD OF THE CURVE

Fluidity. Force. Momentum. Control. These powerful words communicate a modern vision of private aviation, one which exemplifies a new era for Bombardier. Bombardier's new brand evolution presents a fresh, forward-thinking lexicon of images and words. A new logo, a new typeface, a new color palette as well as many facets of a new brand expression were all conceived this year to showcase the force behind Bombardier's past eight decades of innovation.

This new visual language also pays tribute to Bombardier's ongoing commitment to breaking new ground in private aviation. More than an evolution, the new branding looks back as well as forward, heralding the past by elevating and celebrating the company's inventions and core values while signaling a modern era in flight. Through meticulous design, Bombardier is forecasting its state-of-the-art next chapter.

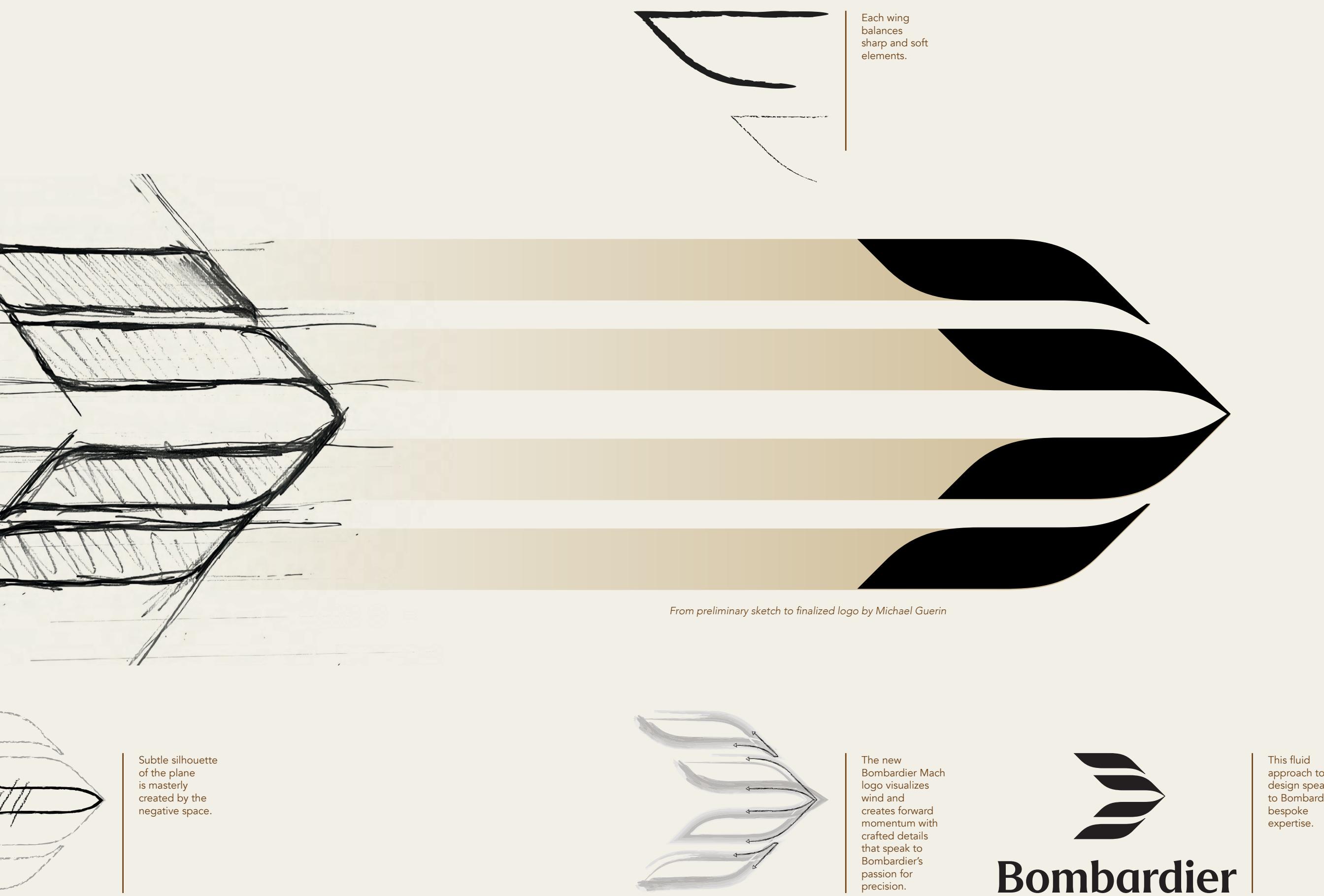
Lippincott, the global brand strategy and design company that Bombardier partnered with in development of its new brand expression, embarked on countless hours of research in the company's archives to comprehend the ways in which Bombardier constantly expands the bounds of possibility. In-depth meetings with key voices and leaders from Bombardier's inner and outer orbit—helmed by Ève Laurier, vice president, communications, marketing and public affairs, and Michael Guerin, partner and lead designer at Lippincott—provided much needed context on the impact that the world's leading private aviation company has made and continues to make, and how this should inform the way it presents itself externally. "We wanted to tell a more accurate story with our design," says Michael Guerin. "Some of the most incredible innovations in all of aviation are happening within this company. We are responsible for safely and comfortably transporting the world's cultural, political, and business leaders. Our expression is born from being at the altitude of the people we serve."

In the throes of research, one analogy kept resurfacing: the power of fluidity. It is embedded in every aspect of Bombardier's new visual identity: its new logo, the Bombardier Mach, the new typeface, and the striking new color palette. Just as every aspect of our products and services is dynamic and personalized, the brand evolution embodies the same *Passion-Meets-Perfection* spirit Bombardier has long been known for. From its logo to design cues and hues, this new visual language expresses Bombardier's culture of innovation that fuses art with science—a space where transformation and momentum go hand in hand. In essence, this brand evolution envisions all spheres of a new, unified Bombardier, one which is piloted by dreams, dreamers and dream makers alike.



MICHAEL GUERIN, Lippincott

New Logo



New Typography





New Partnership



A MEETING OF MINDS

Born out of a mutual respect. Bombardier and Alinghi Red Bull Racing's newly announced partnership has been a meeting of great minds who think alike. Both teams compete at the highest level in their respective fields with passion, dedication, and an uncompromising precision in engineering, design and innovation. That's why Bombardier is a proud sponsor of the Alinghi Red Bull Racing sailing team as it returns to challenge for the 37th America's Cup, the most prestigious trophy in international sailing yacht competitions. The new partnership does more than bridge the sea and sky—it signifies the coming together of two teams as they soar towards bold new horizons.

OUR BOMBARDIER FAMILY OF AIRCRAFT.

Evolution Through Innovation.
Your Journey—Elevated.
Performance. Always at the peak.
Above and Beyond. Beyond What's Above.
Exceeding Limits. Limitless Possibilities.
Highest Standards. Highest Honors.
Living Ahead of the Curve.





Madrid Metamorphosis

Touring the transformative sights and sounds of the capital of Spain.

By Ellen Himelfarb

A showcase for Spain's grandest aspirations, Madrid rewards bons vivants who appreciate local cuisine, fine wine and the beauty that comes with almost 500 years at the center of Spanish cultural life.

SEE

All roads in Spain lead to Madrid—and specifically **Puerta del Sol**, a sweeping royal square presided over by a bronze King Charles III on horseback. The plaza was refurbished last year, and a newly installed compass rose marks the official point of origin of six national highways. “Sol” can get infamously hot, so carry on westward toward the 14th-century church of San Ginés and its celebrated namesake chocolatería. Turning south into **Plaza Mayor**, past the cast-iron architecture of San Miguel Market, people will be lining up for *bocadillos de calamares* (calamari sandwiches) at heritage restaurants like Bar La Campana.

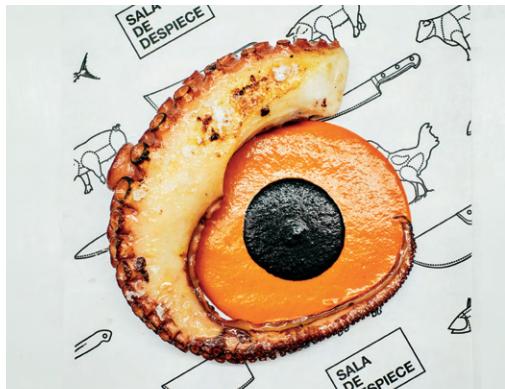
If you've never stood in awe of a Velázquez or shuddered in fear before a Goya, you won't want to miss Madrid's newest collection, a 90-year-old passion project that finally—finally—opened its doors last year. Incorporating a ninth-century archaeological site near the royal palace and **Almudena Cathedral**, the Royal Collections Gallery houses the state's rich reserves of portraiture,

PHOTO: COURTESY OF BIBO • COURTESY OF JAIME HAYÓN/UNDERRIE

COURTESY OF SALA DE DESPIECE • COURTESY OF MUSEO DEL PRADO

heroic tapestry and memorabilia going back centuries. A visual history of the nation in gold and saturated color, it also offers panoramic views over the Manzanares River valley and, within its vast courtyard, some welcome swaths of shade. Like the epic **Museo del Prado** at the opposite end of the historic center, it stays open until the setting sun shrouds Palacio Real in golden light.

The smart set comb the glamorous 19th-century grid of streets around **Salamanca**, anchored by the **Mercado de la Paz** gourmet market and a Louis Vuitton flagship that does swift business until 9 o'clock. Really, though, you mustn't miss **Casa Loewe**, a three-story limestone flagship for the brand that still manufactures its leather goods in ateliers across the city.



STAY

Madrid's favorite living surrealist, Jaime Hayón, designed the **Hotel Barceló Torre de Madrid**, a Plaza de España five-star stay filled with his bold and sexy furnishings.

The **Four Seasons** has its own Dani García brasserie, on the roof of its palatial flatiron property. But even more remarkable is its art collection: 1,500 pieces by Spanish artists. Paintings, photographs and sculptures adorn the public spaces, guest rooms and suites with concierge-led tours available for the most art-curious of travelers.



EXPLORE

Like any object of your affections, Madrid is as beautiful on the inside as out—and perhaps nowhere prettier than the wildly popular bar at **BiBi**, topped by a glowing hot air balloon. The room is lit by 7,000 lightbulbs, conceived by the ambitious chef Dani García, whose sugar-lacquered desserts resemble artworks. Placing a close second is the “secret” rooftop garden of **Salvador Bachiller**, a downtown oasis specializing in unique concept-cocktails. ♦



GUIDED *by* *the* GRAPE

Sampling the craft, technique and passion of
the iconic wineries of British Columbia.

By Richard Snyder

Photographs by James O'Mara



When approaching Mission Hill Family Estate from the air, it's the winery's dramatic 12-story bell tower punctuating a clear blue sky that first captures one's attention. This is a citadel in the service of world-class ultra-premium wines situated predominantly overlooking British Columbia's pristine Okanagan Valley. From its magnificent hilltop perch, Mission Hill has come to represent the finest winemaking—not only within Canada, but globally—a timeless landmark, heralded by *The New York Times* as "the Versailles of the Valley."

The Okanagan Valley is one of the world's last great undiscovered wine regions, extending north from the Canada-US border for 100 miles (160 kilometers). Formed by volcanic activity and not one, but two glacial ages, this is winemaking on the edge. Wild and elusive, the unique latitude and altitude conspire to create an ideal landscape for producing wines with tremendous elegance and distinctiveness.

The dramatic tone established by this breathtaking setting signals something very important is happening here. The visuals whet the appetite for what is yet to come—a taste of some of Canada's most coveted wines. The Okanagan is one of the world's smallest wine producing regions with just under 11,000 acres under vine, compared to 43,000 in Napa and 270,000 in Bordeaux. A vintage of a particular wine might produce as little as a dozen barrels, wines that are prized by collectors around the globe.

Today, the Okanagan is home to 340 wineries and a vibrant agro-tourism industry. It's an amazing discovery—with the feel of Napa perhaps 25 years ago—one of the most breathtaking places on the planet to make great wine.

Almost half a century ago, the story here was quite different. That's when Anthony von Mandl, who began his career importing wine out of a 100-square-foot office in the back of Vancouver's local civic theatre, set out "without a dime to his name" to build his dream. At the time, there was just a handful of wineries in the region, none of them producing anything of note, but he believed in the Okanagan's winemaking potential.

Von Mandl is a deeply private and humble individual, yet his self-assurance and drive has allowed him to achieve what can only be described as an audacious dream: "To build one of the world's 10 most recognized wineries in a region few have even heard of."

A bold vision, with numerous obstacles to overcome from the onset—starting with the fact that no one believed in his outrageous dream, let alone was prepared to invest. His only option was to completely self-finance. "I had to be creative and build entire new businesses to self-finance my dream." Driven by an innovative spirit and sheer determination, he built his Mark Anthony Group into a multi-billion-dollar global drinks company, whose hallmarks include a portfolio of iconic wineries, handcrafted spirits and ready to drink beverage brands.



Von Mandl was born in Vancouver and his parents relocated the family to Vienna, Austria, when he was nine, where their lives were immersed in all aspects of European history, art and culture.

After graduating university in 1972, von Mandl apprenticed in the wine trade in Europe before returning to Vancouver to begin his career as a wine importer at the age of 22—he was the first in Canada to call himself a wine merchant. After several incredibly challenging years, he turned his passion to winemaking in the Okanagan Valley. In 1981, he risked everything to purchase a near bankrupt winery, one of only five wineries in the valley at the time, renaming it Mission Hill after its incredible hilltop location.

That same year, von Mandl was invited to speak to the Kelowna Chamber of Commerce, in which he described his vision for the region: "When I look out over the valley, I see world-class vinifera vineyards winding their way down the valley, numerous estate wineries, each distinctively different, charming inns and B&B cottages, seducing tourists from around the world ... In short, the dream is the Napa Valley of Canada, but much more." He received polite applause from the membership, and they wished him well.

The next year, the future looked anything but promising as inflation soared to 21 percent—it took everything he had just to keep his business afloat. "I had to continue to drive sales...but sales of what?" The winery had been producing some cider, but it tasted terrible; he had hardly given it a second look. "I quickly learned that innovation comes from desperation." The imaginative entrepreneur went to Switzerland to work with experts in flavor innovation and packaging design to create the world's first flavored hard ciders. Consumers loved the brand, and he tripled the size of the cider market in Canada, which kept his winery dream alive.





The von Mandl family presides over a collection of iconic wineries, each mandated to explore different facets of terroir.

This ingenuity proved successful again in 1996, when von Mandl created an entirely new alcohol beverage category: ready-to-drink spirits, with the launch of Mike's Hard Lemonade—a brand that has become an American icon. In 2016, his White Claw Hard Seltzer completely transformed the U.S. drinks industry and became a social phenomenon—the most successful new beverage launched in America since prohibition. His latest venture is a collaboration with football legend Lionel Messi to create a next generation hydration drink that will make a positive impact on people's health and wellness, globally. Despite his many successes, one can never lose sight of the fact that each one of these initiatives grew out of sheer necessity to self-finance his winemaking dream.



It took 13 long years before von Mandl finally realized his winemaking dream had legs when Mission Hill stunned the wine world by winning the trophy for Top Chardonnay Worldwide at the 1994 International Wine & Spirit Competition in London. In 2013, lightning struck twice when Mission Hill won Top Pinot Noir in the World at the Decanter World Wine Awards, the world's most prestigious wine competition.

Following the Top Chardonnay win in London, von Mandl realized that award-winning wines weren't enough to place the Okanagan on the world wine map. Someone had to build a destination winery that would attract visitors from the world over. With this objective in mind, he set out on an international search and met Tom Kundig in Seattle, a young, then-unknown architect who shared his vision. "Little did I know that Tom would go on to become one of America's greatest contemporary architects."

Together, they assembled teams of craftsmen from all corners of the globe to transform Mission Hill into an architecturally stunning international landmark. The winery asserts Kundig's modernist sensibility and reflects von Mandl's meticulous precision and personal touches at every turn. "We are rushing through life," says von Mandl, "the intention in the design is to transition the visitor from the hurried pace of daily life into the world of winemaking."

An elemental experience awaits the visitor with art objects by the likes of Henry Moore and Marc Chagall, invoking a state of immersion and wonderment throughout the estate, inviting visitors to slow down, pause and appreciate an experience that stimulates all the senses.



Mission Hill's Bordeaux-styled red wine, Oculus, is the ultimate expression of the Okanagan Valley. This wine, which celebrated its 25th anniversary last year, perennially scores in the high 90s and is the result of the meticulous selection of grapes that have been specifically nurtured for this ultra-premium rare wine.

Winemakers come from around the world and deploy their artistry to harness the promise of the valley's diverse soils, deposited by retreating glaciers, that are especially suitable for producing disparate grape varieties. This means that different vineyard blocks planted with the same grapes can yield vastly different flavor profiles, due to the soil influences amplified by variations often referred to as a site's micro-climate.

While Mission Hill is Canada's only five-time Winery of the Year, von Mandl's collection of Okanagan wineries also includes Martin's Lane Winery, named after his late father Dr. Martin von Mandl, which focuses on just two varieties: Pinot Noir and Riesling. Further south, CheckMate Artisanal Winery produces extremely limited quantities of Merlot and Chardonnay, which have been awarded the pinnacle of winemaking excellence—five consecutive perfect 100-point scores.

At Martin's Lane, which made its debut in 2018, von Mandl once again teamed with Tom Kundig to capture the raw, rugged elements of the surrounding landscape in the design. Carved deep into a

PAGE 24-25: Red Barn Winery at Jagged Rock sits on the Okanagan Valley's Black Sage Bench. PAGE 26: Anthony von Mandl. PAGE 27: Barrel cellar at Mission Hill Family Estate. PAGE 28-29: One of many sculptures and art pieces that make up the Mission Hill collection. PAGE 30 (LEFT): Spiral steel staircase at Martin's Lane Winery; (RIGHT): CheckMate Artisanal Winery Little Pawn Chardonnay boasts five consecutive perfect 100-point scores. PAGE 31: Martin's Lane Winery in the Okanagan Valley.

mountainside, the six-level winery is entirely gravity-fed, meaning no pumps or other intrusive machinery is employed in the winemaking process. The winery is purpose-built to handcraft Pinot Noir, the most challenging wine to make, so delicate it has a well-earned reputation as the "heartbreak grape."

Von Mandl has always taken a long-term approach to his craft. Nowhere is this more evident than in the family's Estate vineyards that have now been converted to 100% organic farming. This groundbreaking undertaking is critical for preserving the pristine natural environment of this region, and further driving the quality of the wines.

In addition to winegrowing, the Okanagan Valley provides a remarkable bounty of local natural ingredients featured at Mission Hill's seasonal outdoor Terrace, named "One of the Top Five Winery Restaurants in the World" by *Travel+Leisure* magazine. Here the winery chefs curate an unforgettable al fresco dining experience with dishes that feature local, sustainably sourced food, paired perfectly with Mission Hill's award-winning wines.

It's quite likely that, absent von Mandl, the winemaking trajectory of the Okanagan Valley may well have taken a different turn. Having delivered on his vision for the region with astonishing precision, what's left for von Mandl to achieve in the region is anybody's guess. But it's a sure thing that he'll keep at it—tireless, fearless and ever ready for the next challenge.

"We know there is no such thing as perfection," he says. "It doesn't matter what awards you win, what recognition you have. The only thing in the world that is perfect is nature itself." +

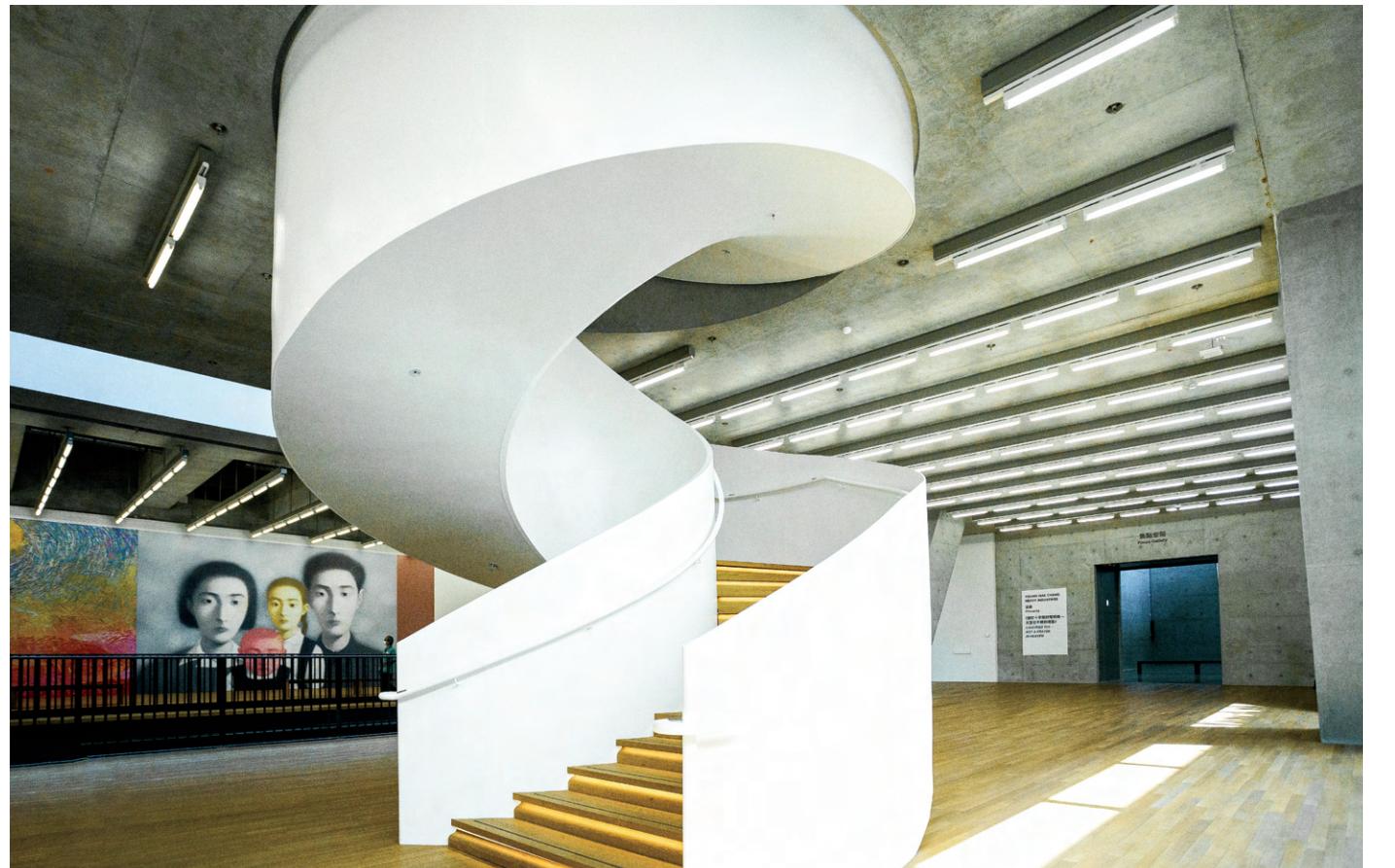
—Haute—
HONG
KONG

A sleeping beauty in recent years, the cosmopolitan city is rousing with a new energy.

By Wing Sze Tang

With Hong Kong Island's singular skyline aglow just across the harbor, the Avenue of Stars—a tourist-luring promenade paying tribute to cinematic greats—is designed to dazzle. But for one evening this past November, the water's-edge walk in the Kowloon Peninsula was a glitterati spectacle of even greater magnitude than usual. Louis Vuitton, the world's largest luxury brand, transformed the setting into an alfresco runway for its first-ever pre-fall men's show, with Pharrell Williams gracing the finale alongside nautical-styled models before a celebrity-studded front row. Overhead, a flock of drones spelled out the LVers logo, illuminating the night.





The scene was a spotlight on the city as much as on the fashion. "I chose this place *because* we could go anywhere we wanted in the world. And this is where we wanted to be," Pharrell, men's creative director at the label, explained to *Esquire*, likening the destination's renewed momentum to "a slingshot that's about to be let go."

It's clear that glamorous Hong Kong—which was, pre-pandemic, the most visited city on Earth for several years in a row—is ready to welcome the world again. And if you assumed the metropolis has just been hibernating in a deep slumber, you may be surprised to find plenty of novelty, from top-chef-helmed restaurants to hotly anticipated art districts (yes, more than one). Even the tram that will whisk you up to Victoria Peak is shiny and new, though the panoramas from the city's highest point are as iconic as you remember.

Divine Dining

Hong Kong has its own distinctive culinary traditions, but it's equally noted for its international palate—a characteristic underscored by a spate of new dining spots led by world-famous names, some choosing the "Fragrant Harbour" city for their first foreign outpost.

Take chef David Toutain, best known for his eponymous two-Michelin-starred restaurant in Paris, who has brought his take on French fine dining to town with the debut of Feuille—his first restaurant outside France, discreetly tucked inside a tower in the bustling Central district. Expect an expansive tasting menu that's nature-inspired and veg-driven (but not plant-only), with artful, meticulously plated signatures like pumpkin and saffron lobster as well as egg custard laced with sweet corn (the latter is served in a perfect eggshell).

Likewise, Hong Kong is the only place outside Thailand where you can delight in the dishes made famous at Bangkok's one-Michelin-starred Le Du, rated No. 1 on the list of Asia's 50 Best Restaurants 2023. Acclaimed chef Thitid "Ton" Tassanakajohn picked Hong Kong for its first sister spot, Niras (inside the K11 Musea complex), which possesses the same contemporary sensibilities. Offered on tasting menus, the dishes shift with the seasons, but standouts include crab with crab roe served with homemade Sriracha sauce, and seaweed-sprinkled banana prawn served with a refreshing scoop of beetroot sorbet.

Of course, no visit to the city would be complete without booking into homegrown, only-in-Hong Kong openings. New arrivals include Cafe Bau, a farm-to-table concept from restaurateur and TV personality Alvin Leung, the self-styled Demon Chef. "Bau" is a nod to the Bauhinia orchid, Hong Kong's floral emblem, as well as an acronym for "business as usual," signifying a sense of post-pandemic optimism. The menu is a celebration of almost exclusively local ingredients, such as whole-roasted Ping Yuen yellow chicken and Yi O Farm rice, the latter cultivated on Lantau Island following all-natural, heritage methods—watered by mountain streams, and dried by the sun.

Remarkable Retail

A stone's throw from the Avenue of Stars, you'll find Victoria Dockside, heralded as a new creative quarter at the tip of the Kowloon Peninsula. It's anchored by K11 Musea, a swanky more-than-a-mall that debuted in fall 2019 to draw shoppers and aesthetes alike. Beyond the style haunts—Balenciaga, Burberry, Chanel, Gucci, Loewe and many more—it's home to a gallery-worthy trove of contemporary art, with more than 30 artists' works scattered amid the shops.

PHOTO: COURTESY OF K11 MUSEA
PHOTO: COURTESY OF HONG KONG TOURISM BOARD (PREVIOUS SPREAD)





PHOTOS: IMAGINE UNION LIMITED • NICHOLAS WONG SIXTEEN PHOTOGRAPHY



A spate of new dining spots led by world-famous chefs are holding court in Hong Kong, giving foodies of all palates another reason to visit the Fragrant Harbor.

Notable pieces on display include the conceptual, whimsical and thought-provoking, from John Baldessari's sculpture *Beethoven's Trumpet (With Ear)*, Opus 127 to Paola Pivi's 1,2, *cha cha cha*, a life-sized polar bear sprouting fluorescent-pink feathers. One of the most dramatic is *I hope...*, a large-scale installation by Chiharu Shiota with steel boats in an ocean of "collective wishes"—5,000 handwritten red letters, suspended and connected by red threads. Adding to the eye candy is K11 Musea's architecture: A dramatic, galaxy-inspired atrium known as the Opera Theatre features the breathtaking *Oculus* sculpture of bent steel and glass-fiber reinforced polymer with a programmed constellation of lights that pulsate throughout the day, and a spherical chamber coined the Gold Ball hosts exhibitions and other events.

Destination Art

The idea for a defining cultural district in Hong Kong dates back decades; now, the ambitious project is finally taking shape on 40 re-claimed hectares, making up the West Kowloon Cultural District. The long-awaited M+, Asia's first global museum of contemporary visual culture, had its ribbon-cutting in late 2021, drawing more than two million visitors the following year. And its design—an upside-down T by

Herzog & de Meuron—has made it an instant landmark, especially after dark, when the M+ Facade morphs into an LED-lit canvas for digital art. Exhibitions opening this year inside M+ include a major retrospective of the late celebrated architect I. M. Pei, and a showcase of fantasy fashion by Guo Pei, China's first couturière (and maker of Rihanna's unforgettable yellow Met Gala gown).

M+'s modern lens has a counterpoint at the nearby Hong Kong Palace Museum, where you'll find antiquities from bronze figures of mythical creatures (discoveries from archaeological digs) to imperial Chinese ceramics. Opened in 2022, the venue specializes in artifacts, including objects classed as national treasures on loan from the Palace Museum in Beijing's Forbidden City. Other attractions in the cultural district include the opera venue Xiqu Centre, the contemporary performance center Freespace, and the forthcoming Lyric Theatre Complex, all set on a scenic slice of strollable waterfront.

Superlative Stays

Rosewood Hotel Group is headquartered in Hong Kong, but it wasn't until 2019 that its brand of swish accommodations opened a hometown address. Anointed the Best Hotel in Asia 2023 by the World's 50 Best,



PHOTO: COURTESY OF ROSEWOOD HOTEL HONG KONG



the Rosewood Hong Kong peers out at the water from a new tower in Victoria Dockside, where its 413-room “vertical estate” includes some of the city’s most capacious suites. Few views could rival the ones from the Harbour House, the 57th-floor suite spanning more than 10,000 square feet of indoor-outdoor space, where you can admire the skyline from wraparound landscaped gardens or the outdoor lap pool. Escapists should also take note of Asaya, the two-story spa/wellness center where the pampering rituals include the Glow, a bespoke, two-hour, high-tech Dr. Barbara Sturm facial.

Neighboring the Rosewood is a grande dame with new buzz: the Regent Hong Kong, a hotel that evokes fond nostalgia among locals. It first made a splash as a see-and-be-seen spot in the ’80s, and in late 2023 it emerged from a thorough revamp, which restored the original

name (after its recent stint as an InterContinental). The 497 guest rooms, including a new presidential suite, are styled as serene sanctuaries in subtle shades and natural materials such as artisan-crafted oak, Calacatta marble and brushed granite. A Regent spa is coming soon, but there’s no shortage of indulgences already, including the sumptuous dim sum and seasonal dishes at Lai Ching Heen. For the historic hotel, and Hong Kong at large, the message heard loud and clear is: “We’re back, and better than ever.” ♦

PAGE 33: Hong Kong Island’s multi-hued skyline. PAGE 34: The remarkable design of M+ museum. PAGE 35: The futurism of the K11 Musea complex. PAGE 36 (TOP): A stunning plate of Shiso à Lovage à Sea Grape from Feuille restaurant. (BOTTOM): A dish of prawn, seaweed and spicy beetroot from Niras restaurant. PAGE 37 (LEFT): The Ozone bar’s Five Elements cocktail at the Ritz Carlton Hotel Hong Kong. (RIGHT): The Argo bar at the Four Seasons Hotel Hong Kong. PAGE 38: The Rosewood Hotel Hong Kong. PAGE 39: The Spa at the Ritz-Carlton Hotel.

MAJESTIC MUSTANG

Nepal's last "Forbidden Kingdom" opens up to next-level luxury.

By Charu Suri





Abeautifully preserved wilderness dotted with monasteries, temples, forests and ravines, Nepal's Mustang district has only been open to tourists since 1992. Even still, the last "Forbidden Kingdom" has remained unknown to all but the most seasoned traveler. This year, however, marks major developments in the land which attracts those who love to unearth secrets.

Originally part of Tibet, Mustang has been under the control of Nepal since the late 18th century. The earliest Western traveler to this corner of the world was Swiss geologist Toni Hagen, who first penned his eloquent descriptions of Mustang's capital and royal palace in the early 1950s.

That was also when the People's Republic of China invaded Chamdo in western Tibet.

As a consequence, the Nepalese government cut off the Mustang region from the rest of the world: Merchants and caravans were banned from the area, thereby keeping it untainted by commercial transformation for decades.

In the early 1990s, Nepal finally bowed to international pressure to open up this part of the country to trade. And only recently—in August 2023—did world-class luxury hotels like Shinta Mani Mustang open, allowing visitors to truly experience this unspoiled part of the world in style. Even so, there is far more to the region than first meets the eye. To journey to this once forbidden region means to truly step back in time.

Location, Location, Location

Traveling to Mustang begins with a flight into Kathmandu. From there, a scenic helicopter ride over lush green paddy fields will take you to Pokhara, and then drive or take a helicopter to Mustang. Booking a premium, exclusive tour with bespoke travel company Red Savannah offers an experience where all details are taken care of in the most comfortable way possible—from booking helicopters to chauffeured four-wheel vehicles and knowledgeable guides who are experts in the geology and culture of the area.

The journey from Pokhara to Mustang is ever-changing and particularly scenic: The route traces river valleys past glimpses of tiny villages and lush vegetation, through intricately terraced hills, where local farmers cultivate the fertile slopes. Rachel Cooper, a regional manager for Red Savannah tours, poetically directs the way along "a road that ascends and transforms into dense forests, before the majestic backdrop of the Annapurna and Dhaulagiri mountain ranges." The passage through the Kali Gandaki Gorge, one of the planet's deepest, adds a dramatic dimension with its towering cliffs and swiftly flowing river.

Its name derived from a Tibetan word meaning "plain of aspiration," Mustang is the second least-populated district in Nepal. Once a part of the Lo Manthang Kingdom, it became a district of Nepal after the dissolution of the Shah dynasty in 2008. The remote location alone has drawn travelers: Having been inaccessible for so long, it has remained an untarnished and rare gem. Outdoorsy types with a taste for luxurious



To journey to this once forbidden region means to step back in time.

accommodations can now indulge themselves at Dwarika's Hotel in Kathmandu before continuing on to Shinta Mani Mustang—both feature superb suites, spacious courtyards, spas, and grandeur that takes you back in time while being nestled in raw, breathtaking landscapes.

Part of Gandaki Province in northern Nepal, Mustang district abuts the Himalayas to the south and the Tibetan Plateau to the north. There is a rugged, majestic beauty about it, encircled by some of the world's tallest peaks, including Annapurna and Dhaulagiri. To fuel your expeditions, the cuisine offered in the area is ideal for the health-conscious: Dishes from the Thakali and Newari cultural communities focus on fresh ingredients, and feature lentils and a variety of vegetables and meats.

"This area really allows you to get under the skin of the destination," says George Morgan-Greenville, Red Savannah's founder and owner. His intent was to create never-done itineraries in Mustang to take visitors through the area with every nuance of comfort, from seamless transport between major cities like Kathmandu and Pokhara, to private guided hikes. "It's also truly off the grid: Once people visit, they can find it alarming but then they get used to not having cell phone service, and they just love it."

Luxe Lodging

Staying in a landscape that looks a lot like wilderness doesn't mean sacrificing any creature comforts. Shinta Mani Mustang, a glorious resort designed by Bill Bensley and owned and operated by HMD Asia, opened its doors in August 2023. The brand's first international property outside Cambodia could not be more breathtaking, located at a soaring elevation of 9,186 feet. Just 500 feet below the resort flows the Kali Gandaki River.

The all-inclusive property—known for its sustainable design solutions—offers 29 rooms, each of them spacious: more than 2,400 square feet filled with exquisite antiques from Gandaki Province and fitted in the style of a traditional local home, with an open-plan bedroom, living room and bathroom.

Interiors carry on the narrative from the outside, reflecting the warm tones of the surrounding landscape. Throughout the hotel you'll enjoy the works of late artist Robert Powell, known for his detailed paintings of Lo Manthang.

As you open your curtains in the morning, the rising sun fills your room and gently rouses you to greet a day of discovery in this mountain kingdom. (Or you may not want to close your curtains at night: The views are so magical that if you wake up for a glass of water, you'll marvel at the nocturnal landscape surrounding you.)

Four-wheel drive Land Rovers transport guests to local attractions and trekking spots—and because the resort has a unique adventure every day for up to two weeks, no two days will be alike. One day could



take you to the beautifully preserved Marpha Village, and another to a local hike. Created by expert guide Jason Friedman over the course of three years, the mini trips are led by Bensley adventure guides and are completely tailored to individual families and personality types, covering cuisine, culture, physical activity and geography.

Food for Thought

There's no lack of great culinary options: The 60-seat Nilgiri Restaurant, named after the grand mountain that it looks upon, boasts a modern menu using local delicacies. Every night has a theme that reflects various parts of the country in recipes that are both ancient and modern. For example, the Foraging Dinner offers guests an herb salad harvested in the nearby forest and just-picked local mushrooms in risotto. Freshly caught pan-seared trout is sourced from a river mere minutes away from the property. Another highlight is the Himalaya Dinner, a nine-course degustation menu featuring traditional momos (local dumplings) that are truffle-infused, filled with Himalayan yak meat and spiced with tomato achar (South Asian pickle). The Trade Route Dinner takes guests on a gastronomic journey along the ancient trade route that winds through Mustang and links the flavors of India and Tibet: thukpa noodle soup from the Tibetan plateau, tandoori Nepali chicken with basmati rice, and cardamom-infused kulfi with saffron syrup. A nightcap in the adjacent Aara Bar—named after an exotic local Tibetan/Sherpa liquor that makes for a perfect après-hike drink—is also a must. It promises yet another set of angles of wildly dramatic valleys and mountain peaks.



PHOTO: COURTESY OF DWARIKA HOTEL HERITAGE SAVANNAH



Rejuvenation Nation

A trip to Mustang's lofty altitudes means going the extra mile to take care of oneself. The world-class spa treatments at Shinta Mani Mustang tap into ancient holistic practices and centuries-old Himalayan healing techniques, such as the SoRig massage (targeting the body's energy flow to restore balance and reduce stress) and Himalayan Indigenous Medicine practices. A trekker's massage—intended specifically to improve flexibility, soothe tired muscles and reduce inflammation—should not be missed, paired with at least 20 minutes in a steam pool.

At Dwarika's Hotel in Kathmandu, the Pancha Kosha Himalayan Spa draws on traditional Buddhist and Ayurvedic rituals for its treatments. Every treatment here is intentionally crafted to cater to the five layers of existence: Anamaya kosha (pertaining to vital or food aspects), Pranamaya kosha (related to the muscles, organs and life force), Manomaya kosha (which focuses on emotional alignment), Vigyanmaya kosha (which encompasses intellectual development), and the fifth dimension, Anandamaya kosha (which represents the growth of positivity and happiness).

No visit to Mustang is complete without a visit to Marpha Village, located in the southern part of the region. Famed for its apple orchards (Marpha is known as the “apple capital of Nepal”) as well as traditional stone houses, this village is a beautiful glimpse into Nepal's untainted rural life. While you may be off the grid of cell phone coverage, you'll still

PAGE 40-41: The serene pool of the Shinta Mani Mustang. PAGE 42-43: Mustang's magic landscapes and stunning foothills. PAGE 44: The modern and ancient fusion of the Aara Bar. PAGE 45: The presence of centuries-old art in Mustang. PAGE 46: The warmly-lit courtyard of Dwarika's Hotel Katmandu. PAGE 47: Dwarika's Heritage Junior Suite.

want to snap pictures of just about everything here, from the narrow flagstone streets to the stunningly painted Buddhist monasteries. The tour includes a lunch by Mrs. Kamala, a renowned Thakali chef who will prepare an authentic meal for you—perhaps followed by a taste of the local apple brandy and cider.

For those who love wilderness trekking, Jomson and Jomsom Valley are the gateway to Mustang's rugged landscapes, beautiful streams and forests and breathtaking views of the Himalayas, including the Dhaulagiri and Nilgiri peaks. The area is unique in its treasures: The trekking trail that passes through Jomsom follows the Kali Gandaki River through its chasmic gorge and past stunning mountainsides forested with rhododendrons (which are native to the region). Along the riverbanks are strewn black shaligram stones found nowhere else in the world, fossilized ancient sea creatures called ammonites which are related to squids.

Not far from Jomsom is the famed Jwala Mai Temple, a pilgrimage destination for both Hindus and Buddhists. Standing at an elevation of 12,170 feet, this site contains an idol crafted in gold. Another notable feature is the temple's eternal flame—believed to have been lit by Lord Brahma millennia ago, and still burning in the presence of 108 water spouts. End your trip in serenity at Chhairo Gompa, situated near the village of Chhairo in the Upper Mustang region. This Tibetan Buddhist site offers stunning views of the surrounding Chhoser hermitage, an ancient cave monastery carved into the cliffs above Lo Manthang. It is here where the quiet, the sacred and the ancient remind you that this part of the world is on its own path, embracing a natural splendor that counters all the hyper modernity of the outside world. ♣

MIGHTY WINGS

Bombardier's unwavering commitment to sustainability takes flight with the **EcoJet Research Project**.

By *Dominique Cristall*

Photographs by *Guillaume Plisson*

In a remote, secret location in North America, an 18-foot-span autonomous test aircraft speeds down a runway and glides up into the air. A takeoff 16 years in the making, the aircraft's immaculate white livery glistens in the sun. What looks like the opening sequence of an action film is the latest milestone in Bombardier's recently revealed EcoJet Research Project, a platform dedicated to exploring new technologies in aerodynamics, flight controls, propulsion and other enhancements to reduce business jet emissions by up to 50 percent. The project is part of Bombardier's ongoing commitment towards a more sustainable aviation, which it understands as critical not only to mitigate its own environmental impact, but to ensure the longevity of the industry it leads, seeing a sustainable mindset as inseparable from economic growth. To do this, Bombardier is devoting most of its research and technology budget towards developing more sustainable aircraft technologies.

Building flying machines that would perform at the level of today's business jets and incorporate current sustainability approaches involves inherent unique challenges. Complete electrification of jet engines, for example, is not viable at the moment for long-range business jets primarily due to battery weight. Simply put: flying a plane with a comfortable cabin volume over a long mission and at high speeds requires a lot of energy, and batteries are still too heavy.

Barriers to electrification aside, while business aviation accounts for only 0.04 percent of global CO₂ emissions annually (by comparison, the fashion and agriculture sectors are each estimated to be responsible for approximately 10 percent), the industry has articulated a goal to achieve net-zero carbon emissions by 2050. It's a bold vision, and one to which Bombardier has aligned its Research and Technology efforts. The EcoJet Research Project plays a crucial role, offering a platform through which Bombardier can test, learn, gather data, rinse, repeat and iterate, forging a path towards a new generation of aircraft.

The project was initiated behind closed doors more than a decade ago, when Bombardier's research and technology team married their deep expertise in aerodynamics with projections of future needs and possibilities. The most recent, largest scale prototype developed in this project has a wingspan of approximately 16 percent of that of a Bombardier long-range jet, and took itself for a series of successful flights in the fall of 2023 as part of the project's second test phase. One of the key features differentiating these test vehicles is their Blended Wing Body (BWB) design. Like the fins of a stingray or the wings of a flying squirrel, this design features a fuselage shape which blends into its wings, a dramatic departure from traditional aircraft builds in which the wings are directly mounted above or below the tubular fuselage. From an aerodynamic perspective, this innovation results in the





The **EcoJet** is one star in Bombardier's broader constellation of industry-leading sustainability initiatives.

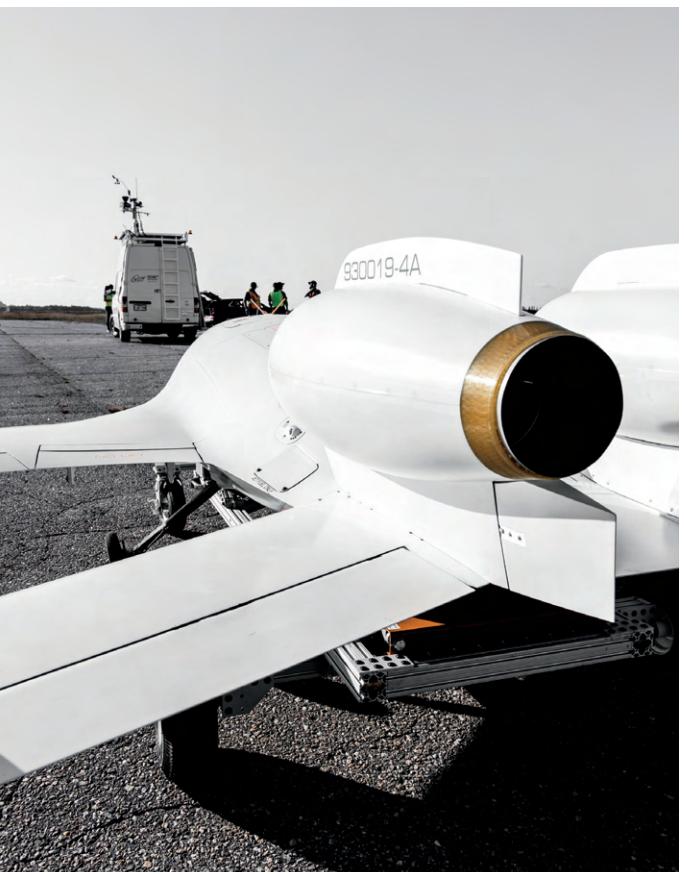
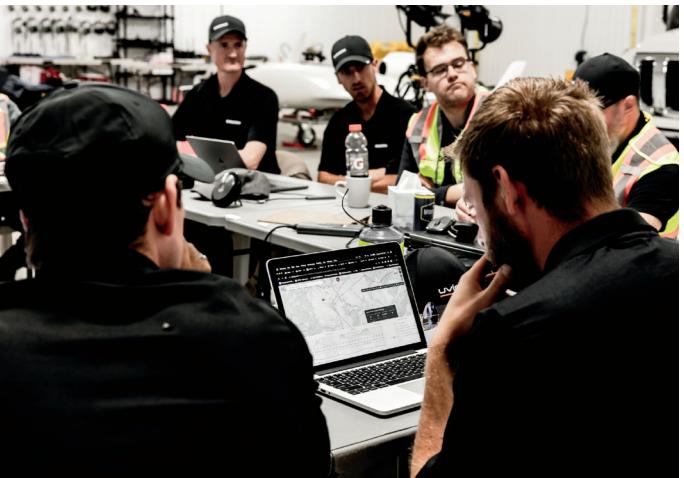
fuselage generating more lift, allowing for smaller wings, which in turn reduces drag. Less drag means less fuel consumption, which means a reduction in emissions. While potentially industry-changing from an efficiency perspective, this geometry is subject to unconventional flight control techniques. Manufacturers need to understand how BWB aircraft perform within these parameters, and this is one of the primary purposes of the data-gathering with BWB scale prototypes. The project is intentionally designed to develop progressively, with prototypes moving up in scale to perform new tests and gather more robust data.

Beyond gains in efficiencies, the project aims to maintain, if not exceed, the customer experience. Says Stephen McCullough, senior vice president, engineering and product development, Bombardier, "We want our aircraft to fly above commercial aircraft traffic, which gives more ability to avoid unfavorable weather and all at the same high speeds our business jets can attain today. We expect to operate out of all the same runways we operate out of now. The evolution of the onboard experience will be an equally dramatic step forward." This includes interior design, which has been a huge consideration in the EcoJet project as well. The BWB configuration has been sparking the imagination of Bombardier's award-winning cabin design team led by Laurence Casia, who are rethinking basic elements like the window placement, the positioning of the galley or the bedroom. "My team is exceptionally excited about that, because we now have a completely different sandbox," says Casia. Unsurprisingly, the smooth flight experience, something that Bombardier is famous for, is central in the project as well.

Beyond the exploration of the BWB configuration, the EcoJet project is a research pathway for many other technologies, including some that could be implemented on Bombardier's in-service aircraft further down the road. For example, Bombardier's teams are developing the next generation of aerodynamic modelling techniques, and structural optimization tools that will further reduce aircraft drag and weight. As to the next phase of the project, McCullough states, "We're going to let the physics drive us." With phase two underway, demonstration flights are expected to run up a few years, and data gathered will further finesse design.

In a way, Bombardier's EcoJet project has the characteristics of a world-saving Hollywood hero, fighting for emissions reductions with its arsenal of winning technological advances that complement each other: new aerodynamics, alternative aircraft propulsion and advanced design optimization methods. The EcoJet research project is charting the flight path for barrier-breaking, next-gen jets, which will ultimately soar in cleaner skies. ♦

PAGE 49: A runway view of the EcoJet. PAGE 50: A close up of one of EcoJet's groundbreaking engines. PAGE 51 (TOP TO BOTTOM): Bombardier's EcoJet team, together with partners from University of Victoria and other institutions, are devoted to innovation from inception to testing.



FINISHING TOUCHES

At the **Bombardier Center of Excellence**, skilled craftspeople fuse passion, expertise and luxury to create bespoke aircraft interiors.

By Violaine Charest-Sigouin

Photographs by Guillaume Plisson

There are many reasons why the Center of Excellence is such a well-kept secret. Aside from the fact that the world's most sought-after artisans, innovators and creators come here to work on Bombardier Global 5500, 6500 and 7500 jets, so much of what occurs in the Center is about developing the future. From high-tech prototypes of bespoke seats to the production of some of the finest furniture ever made—using rare yet sustainable sources—each aircraft is treated as something that can be personalized, enhanced and molded to any and every client. This includes onboard amenities that rival those of a five-star hotel suite: a customizable kitchen, a full dining room, lounge and master bedroom.

In this state-of-the-art facility where you can see the inner workings of an aircraft painstakingly assembled, the majority of the labor is meticulously done by hand. Here, some 500 craftspeople apply their skills so that each project becomes a unique endeavor which mirrors a client's tastes.





Made to Measure

Patternmakers sketch out the curves of seats, upholsterers give them shape—and assemble the finest pieces of leather—and cabinetmakers sand, stain and varnish a multitude of varieties of wood. More atelier than factory in mindset, the Center's workshops produce fast but not furiously; each material used is scrutinized and made-to-order. Whether the idea is to create a luxurious cocoon, an extension of a home, a reflection of an office or a sanctuary from the rest of the world, every request is taken seriously when designing for an altitude of several thousand feet.

The unique approach to production at the Center of Excellence is truly a shared creative effort. Owners have a myriad of options to develop the aircraft environment they desire. To navigate this process, clients are accompanied by a dedicated project lead and a designer. "Many customers know exactly what they want, while others pore through all our samples and want to see multiple renderings," says Benoit Deguire, general manager of manufacturing operations at Bombardier. And if they can't find what they like among the countless options on offer, the artisans at the Bombardier Center of Excellence will come up with a custom-made solution. "For the Bombardier Global 7500, practically everything can be customized, including the materials and the configuration of the cabin," says Deguire. "Our flexibility is what separates us from the competition. The sky truly is the limit."

PAGE 52-53: Cabinet maker Joel Ménard conducts quality control. PAGE 54 (CLOCKWISE, FROM TOP LEFT): Upholsterers Veli Akpinar, Nadia Larivière and Marie-Pierre Lapointe; Upholsterer Simon Pelletier. PAGE 55: Upholsterer Louis-Philippe Lamarre.

At his workstation, design expert Juan José Mejia carefully applies a gold-hued paint to the stems of a headrest. Steps away, sewers are applying luxe overstitching to leather covers. At the center of each decor or design scheme chosen for a cabin are the equivalent of royal thrones, Bombardier's acclaimed Nuage seats. These award-winning chairs are customizable in many ways: Some people prefer them wider, others opt for cloth rather than leather. Aesthetically, a broad range of choices from subtle shades to bold patterns is available—as are above-and-beyond detailing options such as piping or diamond stitching. "A single prototype can take up to 400 hours of work," says Yanik Babeu, manufacturing director, describing his team's dedication. "And that's not including production."

Babeu points to a beautifully constructed black leather seat with white stitching to prove his point. "Around 20 sewers can work on a single seat," he says. "Yet in the end, all the seams have to be identical." It's hardly surprising that some of the artisans that have worked at the Bombardier Center of Excellence earned their stripes while working for heralded luxury brands. The degree of precision required here is similar to that of the finest leather-goods houses in Florence or Paris. And the same goes for the selection of materials.

"I challenge you to find a flaw on this piece of leather," says Babeu. "Just look at how smooth and uniform the texture is." He explains that one aircraft cabin can require from eight to ten hides, and that only the finest sections are chosen. Powerful lighting is used to identify the slightest defects, which are recorded by computer, before a laser-guided

machine begins cutting. Everything created here receives the same attention to detail, from sofas, headboards, curtains and cabinets to electrical fittings—it's an extremely careful approach. Shaping materials here takes a meticulous eye and a careful, trusted hand.

High Standards

The heat you feel at the Bombardier Center of Excellence should come as no surprise: The ambient temperature and humidity are controlled to preserve the quality of the materials. The same goes for the two huge cylinders that stand in the middle of the space. "The wood veneering for each plane is stored there until it's ready to be applied," explains Martin Dagenais, manufacturing director. Whether they're using eucalyptus, Brazilian oak or a variety of burl, the woodworkers turn precious materials into custom-made cabinets and trimmings. To gain an understanding of the precision of their work, you only have to look at the grain of the wood, where the sinuous curves are perfectly aligned along the entire surface of each piece of furniture. Observing these talented artists shape wood into cabinets is like watching sculptors shape clay.

Craftspeople take every effort to ensure that anything applied, reinforced, added or reshaped in any aircraft is done so with rigorous safety measures. Extra time is taken to re-examine work in different lighting schemes to guarantee that all requirements of security and luxury are met. And whether it's countertops of Italian marble or Corian, or furnishings designed to be very light, waterproof, non-flammable and even soundproof, every component of the aircraft undergoes a demanding series of inspections in order to obtain

Observing these talented artists shape wood into cabinets is like watching sculptors shape clay.

certification which states that it complies with aeronautics criteria. In addition to verifying the safety of the aircraft, quality-assurance analysts constantly and carefully examine each artisan's work during different phases of creation to ensure they meet a list of requirements.

No detail is left to chance: To some owners, luxury might mean silk carpets; others will want a chrome-plated shower or golden dishware—or even dedicated library or karaoke spaces on board. Ultimately, the people at the Bombardier Center of Excellence bring the same level of passion and precision to every cabin, no matter how distinctive it might be. And since everything is carried out in the greatest secrecy, that also means each owner will have the pleasure of sharing their aircraft with a privileged few—allowing some small part of the world to witness the drive and determination behind Bombardier's devoted teams working in the Center of Excellence. +



Bombardier Challenger 3500

FEATURES

- Widest cabin in its class
- Lowest-in-class direct operating cost
- Exclusive Nuage seat
- 4K entertainment
- First voice-controlled cabin in industry
- Most sustainably designed jet in its class

Passengers	Up to 10	Mach 0.83	3,400 nm
Top speed	6,297 km		
Maximum range	1,474 m		
Takeoff distance	13,716 m		
Maximum operating altitude	45,000 ft		
Total baggage volume	3 m ³		
	106 ft ³		

Bombardier Challenger 650

FEATURES

- Widest cabin in its class
- Lowest-in-class direct operating costs
- Fastest in-flight internet connectivity worldwide in its class*
- Industry leading dispatch reliability

Passengers	Up to 12	Mach 0.85	4,000 nm
Top speed	7,408 km		
Maximum range	1,720 m		
Takeoff distance	12,497 m		
Maximum operating altitude	41,000 ft		
Total baggage volume	3.3 m ³		
	115 ft ³		

Bombardier Global 5500

FEATURES

- True combined vision system
- Exclusive Nuage seat and chaise
- 4K-enabled cabin with the fastest in-flight connectivity worldwide in its class*
- New Rolls-Royce Pearl engine
- Advanced HEPA filter that captures up to 99.99% of allergens

Passengers	Up to 16	Mach 0.90	5,900 nm
Top speed	10,927 km		
Range at M 0.85	1,628 m		
Takeoff distance	15,545 m		
Maximum operating altitude	51,000 ft		
Total baggage volume	5.5 m ³		
	195 ft ³		

Bombardier Global 6500

FEATURES

- True combined vision system
- Exclusive Nuage seat and chaise
- 4K-enabled cabin with the fastest in-flight connectivity worldwide in its class*
- New Rolls-Royce Pearl engine
- Advanced HEPA filter that captures up to 99.99% of allergens

Passengers	Up to 17	Mach 0.90	6,600 nm
Top speed	12,223 km		
Range at M 0.85	1,873 m		
Takeoff distance	15,545 m		
Maximum operating altitude	51,000 ft		
Total baggage volume	5.5 m ³		
	195 ft ³		

Bombardier Global 7500

FEATURES

- Four living spaces and a dedicated crew rest area
- Fastest in-flight internet connectivity worldwide in its class*
- Bombardier Vision flight deck with fly-by-wire
- Principal Suite with available shower
- Advanced HEPA filter that captures up to 99.99% of allergens
- Exclusive Nuage seat and chaise

Passengers	Up to 19	Mach 0.925	7,700 nm
Top speed	14,260 km		
Range at M 0.85	1,756 m		
Takeoff distance	15,545 m		
Maximum operating altitude	51,000 ft		
Total baggage volume	5.5 m ³		
	195 ft ³		

Bombardier Global 8000

FEATURES

- Fastest business jet in the industry
- Four living spaces and a dedicated crew rest area
- Healthiest and best connected cabin in the industry
- Bombardier Vision flight deck with fly-by-wire
- Advanced HEPA filter that captures up to 99.99% of allergens
- Exclusive Nuage seat and chaise

Passengers	Up to 19	Mach 0.940	8,000 nm
Top speed	14,816 km		
Range at M 0.85	1,756 m		
Takeoff distance	15,545 m		
Maximum operating altitude	51,000 ft		
Total baggage volume	5.5 m ³		
	195 ft ³		

All specifications and data are approximate, may change without notice and are subject to certain operating rules, assumptions and other conditions. All maximum range data is based on long range cruise speed. The Global 8000 aircraft is under development and remains to be finalized and certified. It is expected to enter into service in 2025. This document does not constitute an offer, commitment, representation, guarantee or warranty of any kind. All data provided herein is valid as of the date of publication. Bombardier, Challenger, Global, Challenger 3500, Challenger 650, Global 5500, Global 7500, Global 8000, Nuage and Bombardier Vision are registered or unregistered trademarks of Bombardier Inc. or its subsidiaries.

*In-flight excluding North and South poles.



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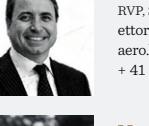
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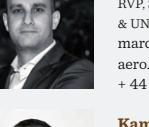
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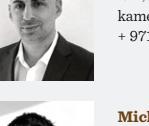
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Wichita, KS

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Singapore
Tianjin, China (Joint Venture)

EUROPE

Berlin, Germany
London-Biggin Hill, UK

Customer Response Centers

AMERICAS

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Wichita, KS

ASIA PACIFIC

Singapore

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A fleet of 35 Mobile Response Team vehicles worldwide

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