



ASOCIAȚIA AEROPORTURILOR DIN ROMÂNIA



Professional interior design solutions

Eveniment: ȘEDINȚA ORGANIZATA DE ASOCIATIA AEROPORTURILOR DIN ROMÂNIA 22.08.2023 - 24.08.2023

Tema prezentare: Optimizarea zonelor si fluidizarea traficului pasagerilor in spatiile aeroportuare - TOGETHER WE MAKE AIRPORTS MATTER

Speaker: Mihai SELES - fondator & general manager DACCA GROUP TRADE



Amenajari la cheie



Furnizori de top



Solutii creative



Tehnologii inovative

Our solutions:

ARHITECTURA & INTERIOR DESIGN

INTERIOR FIT-OUT

FLOORING

WALLCOVERINGS

FURNITURE

ACUSTICS

LIGHTING

DECORATIONS

Segments:

HORECA

OFFICE

HEALTHCARE

EDUCATION

RETAIL

INDUSTRY

TRANSPORT

PUBLIC SPACES

Our partners:



ISKU
Since 1928

BOLON

Forbo
FLOORING SYSTEMS

Kartell[®]

PEDRALI[®]

**Tom
Dixon.**

interstuhl

CUBE
DESIGN

infiniti eva solo

HARO[®]
Quality Flooring

muratto[®]
cork wall design

hoyer
barcelona lights

Cane-line[®]
- life made comfortable

POLYFLOR[™]
COVERING THE WORLD

**louis de
poortere** 

soften[®]
ACOUSTIC SOLUTIONS

moos[®]

**SOFT
LINE**

DeVorm

REFELT

Fletco[®]
CARPETS

KRISTALIA

Tapibel

Martela

**Ditre
italia**

4. Guaranteed quality - DACCA

A. Calitatea certificata a materialelor propuse in proiecte



B. Experienta de peste 15 ani in proiecte similare



C. Acces la brand-uri de top in domeniul amenajarilor



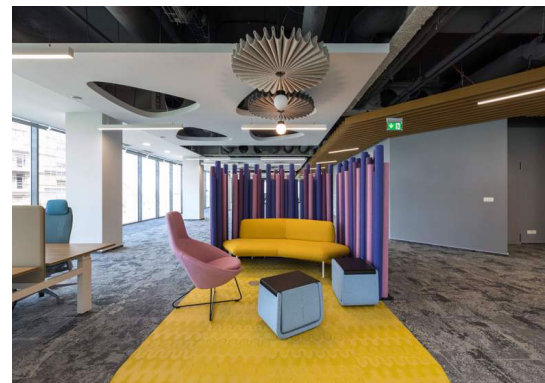
D. Certificari privind sustenabilitatea si impactul asupra mediului



E. Parteneri consacratii la nivel national pentru fiecare tipologie de lucrari



Our projects:



Our clients:



SALAD B°X



Together we
make airports
matter



GREEN
FURNITURE
CONCEPT

by

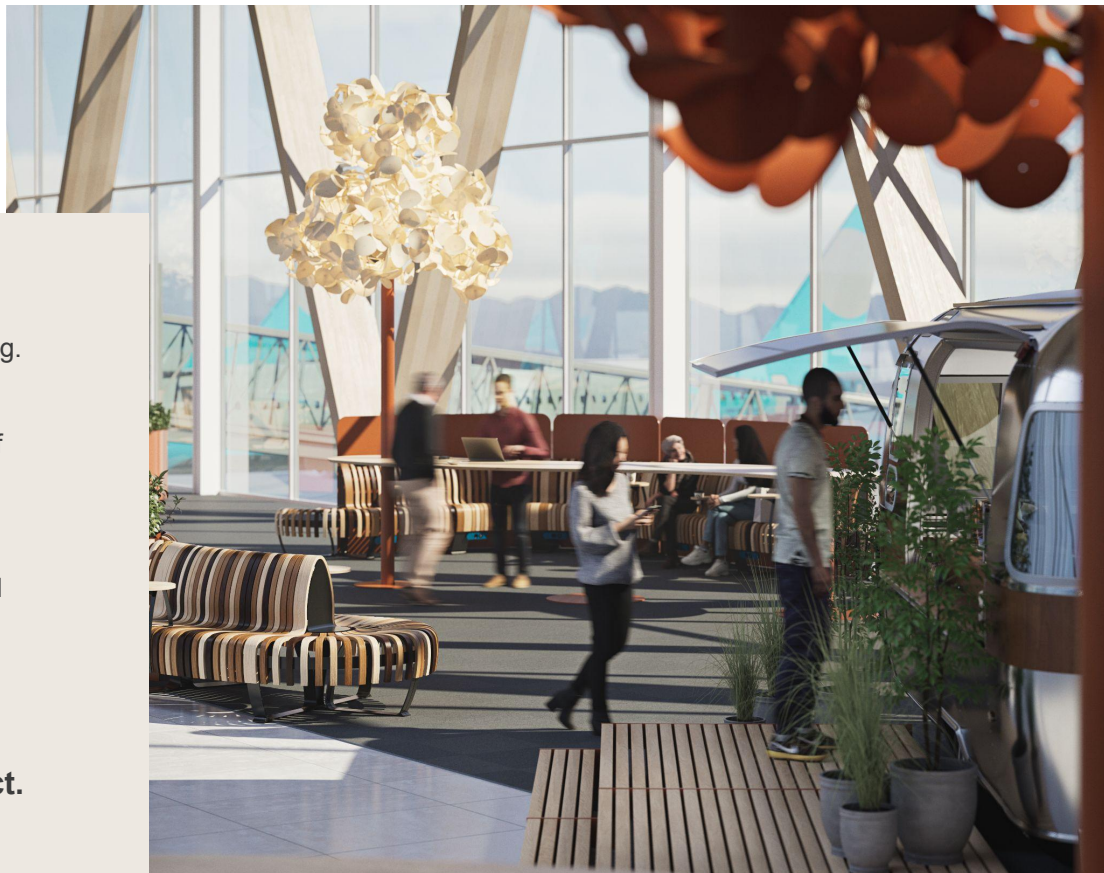


We're making places matter

We create public space interiors, bringing sustainable seating and lighting design to the core of urban placemaking. Our partner, GFC, with offices in Scandinavia and North America, become internationally recognised as pioneers of sustainable design.

We create thriving places that brings a feeling of safety and wellbeing with our biophilic and long-lasting placemaking concept.

We're working to make a world-positive impact.



Rethink the airport as a destination

Here is where the journey begins...

Let the airport experience be part of the journey, not only a place for passengers to “pass through.”

A place where the experience starts.

A place with added value for the passengers.

A connection to the world.



Before...

Hobart Airport, Tasmania
2018





...and after!

Hobart Airport, Tasmania
2019

“We are delighted with the fresh look of the main Departures Lounge and, most importantly, I’m confident passengers will also be very pleased with the changes we have made. It has updated the area and offers much-needed additional seating and device charging points, while the curved design and layout of the furniture means passengers feel a sense of space while seated.”

– Linsey Miller, Head of Terminal Operations, Hobart Airport

Placemaking by DACCA

- 01 Enhanced passenger satisfaction
- 02 Increased revenue and ROI
- 03 Long lasting and circular



01 Enhanced passenger satisfaction

Enhanced passenger satisfaction

Biophilic design

Biophilic design uses nature's way of designing - natural shapes, materials, colours, with powerful effects on wellbeing and engagement.

Natural harmony & wellbeing

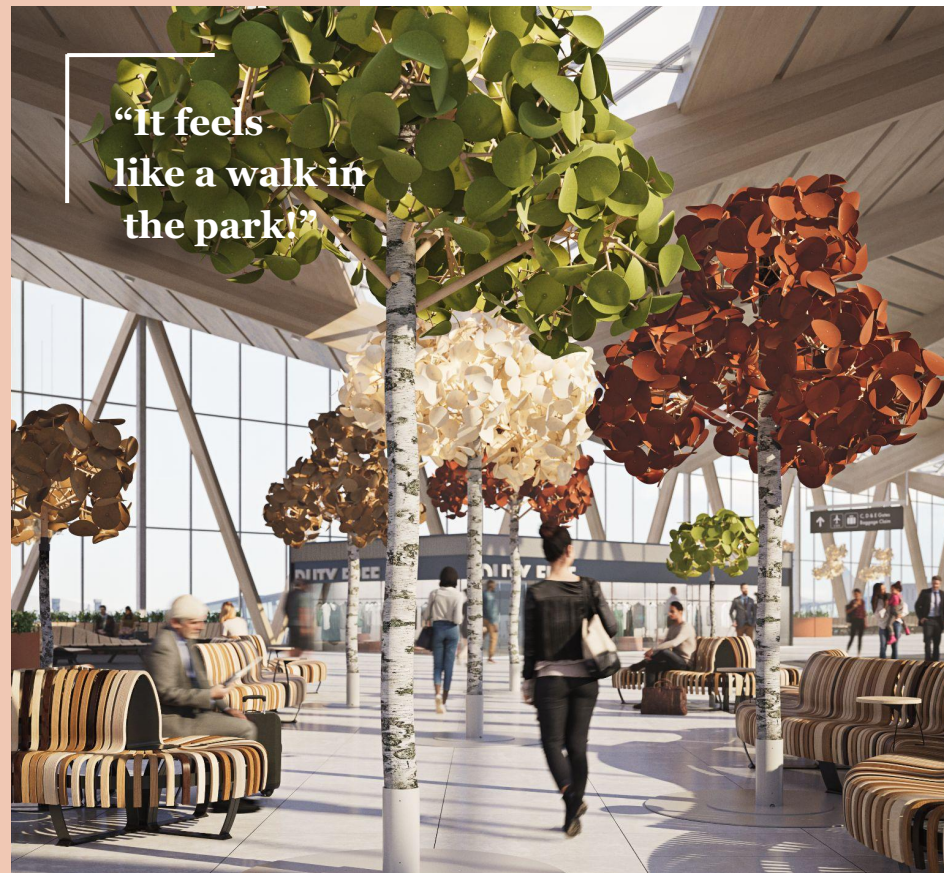
Minimise the stress of travelling and brings joy to the journey. Like a walk in the park!

Connection to place: a second home

A home from home, a place you can call yours, that you will engage with, respect and return to

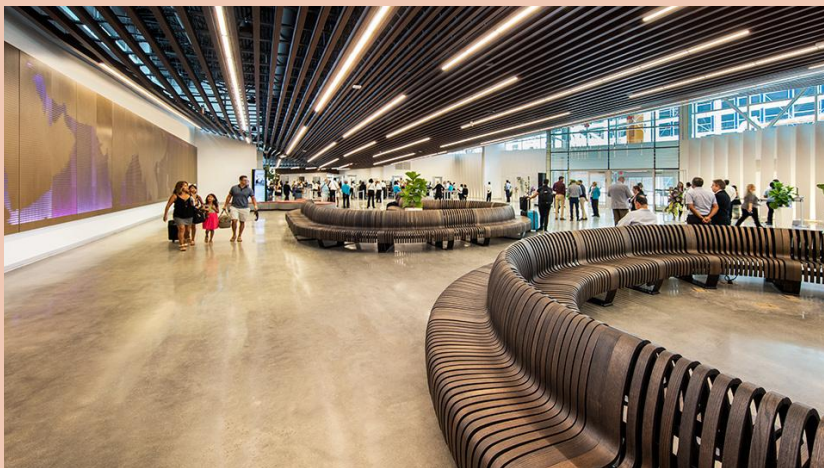
Acoustic effect

Natural materials absorb noise and echo



Enhanced passenger satisfaction An impression that WOW's

Design that works in harmony and integrates with their surroundings and architecture to seamlessly adapt to the scale of the place.



Celebrity Cruise Terminal Port Everglades, Florida - USA



Nice Airport, Nice - France

Enhanced passenger satisfaction

Comfort of wood and ergonomic design

The wooden seating is designed with an ergonomic curvature to properly contour the body's shape and offer a comfortable and supportive seating experience.

Wood retains heat better than other materials and will therefore keep your body warm longer.



Enhanced passenger satisfaction Inclusive design

The seating is accessible and inclusive, making it easy for a wider diversity of people to use them.

PRM

Higher seating
In line with the bench - sit together

Family Area

Lower seating
Playful and accessible

Wheelchair

In line with the bench



Nova C Back Elevation and
Radius Divider with PRM print

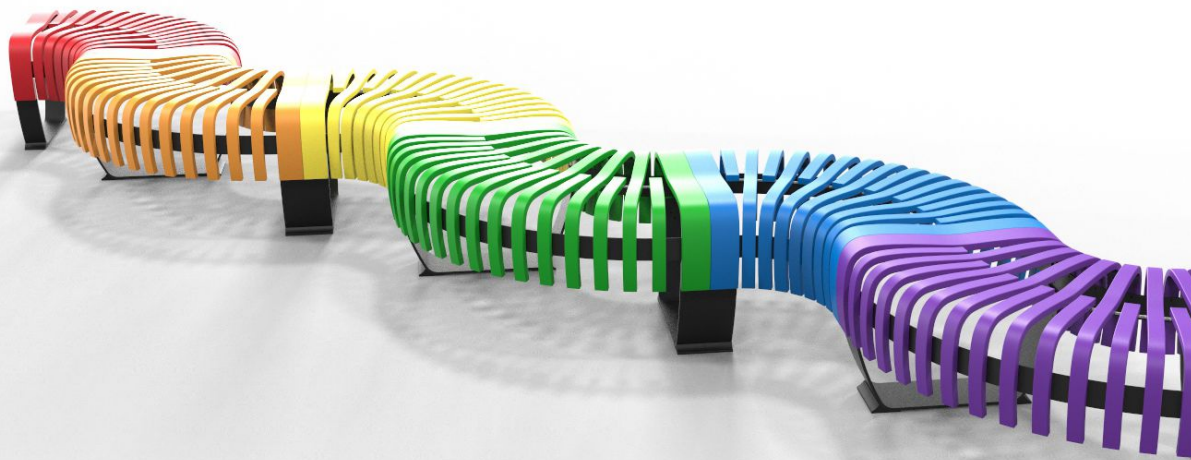


Nova C Kids



Nova C Back and Radius Planter Divider
with PRM print

STOCKHOLM | *PRIDE*



Freedom of colour choice

Make a place unique using colors of choice for destination branding, an active inclusion statement and/or in line with the rest of the space.

Enhanced passenger satisfaction

The acoustic effect

Leaf lamp is made entirely from natural materials and is designed to emulate "organic and harmonic elements found in nature."

The wool felt leaves help absorb sounds and enhances speech perception.



Enhanced passenger satisfaction

Being part of a sustainable choice

- **Visible sustainability**
The use of natural materials and natural shapes shows sustainability
- **Sustainable story to tell***
The furniture has a genuine story
- **Gives good context to communicate other sustainable efforts**

Want to know how Green works with sustainability?

Go to chapter 3 →



*Messages or QR code can also be laser engraved onto the wood.
[Learn more](#)

02 Increased revenue and ROI

Increased revenue and ROI Enhanced satisfaction

A study from ACI* shows that an increase of 1% in the global passenger satisfaction mean generates an average growth of 1.5% in non-aeronautical revenue, significantly out-performing the impact of commensurate increases in both retail space and passenger traffic.

* ACI releases new research paper analyzing the influence of customer service quality on airports' non-aeronautical revenue. [Read more.](#)





Keflavik International Airport, Reykjavik - Iceland

“ACI’s Airport Service Quality research and analysis suggests that, for most airports, prioritizing customer service results in the greatest positive impact on non-aeronautical revenue – it can potentially deliver an even greater return on investment than can be achieved through traffic increases or expansion of commercial space”

– Angela Gittens, ACI World

Increased revenue and ROI

Dwell time: The retail effect

■ **+5 min dwell time → +5% retail**

INTU Shopping Malls

■ **+1% satisfaction → +1,5% more retail**

ACI Research Report

Retail Boost Formula

Higher satisfaction



More dwell time



Increased retail



Increased revenue and ROI

Dwell time: The retail effect

Case study Edinburgh Airport



The main reason for choosing Green Furniture Concept was the density of seating. The number of seats on the same footprint was increased by 44%.

■ Enhanced passenger satisfaction

52% to 81%*

■ Retail and F&B

+13%**

■ Short payback-time

Only months**

* See [EDI satisfaction survey](#) before and after first pilot installation gate 10-11 (replacing upholstered beam seaters, 268 seats)

** After installing a total of 1300 Green Furniture seats in the IDL and commercially close gates. In 2018 the EDI yearly retail and F&B was appr. £65M

Increased revenue and ROI

Flow control with the flexibility of modular design

■ Easily tailored curvatures

In line with the flow and the building, leading the flow and controlling the pace

■ Modular reconfiguration

Based on flow, retail performance, responding to changes

■ Retail increase

Directing flow to shops and restaurants



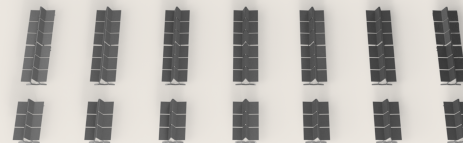
Increased revenue and ROI

Seamless makes space

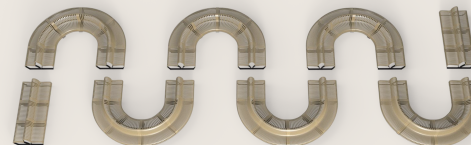
Generally our seamless seating can increase the seating capacity by 30-100% which also allows for better space between families and groups.

In large spaces we have seen a >100% capacity increase when every centimeter can be used - around pillars and into every corner.

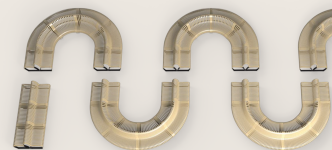
Traditional Seating:
126 seats



Green Furniture Concept Seating:
180 seats



Green Furniture Concept Seating:
126 seats + 30% free space



+30%

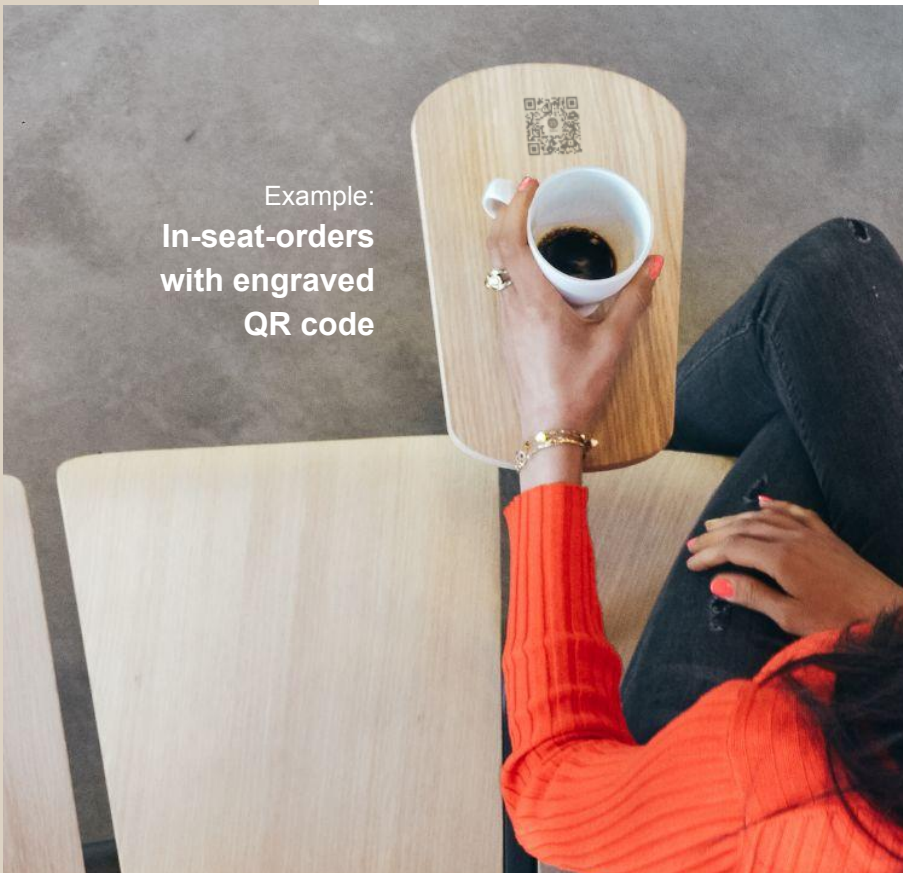
COFFEE SHOP /
SUSHI BAR

Return on investment The smart airport



“Green's Front Row proposition can help bring IoT systems and information screens to the center of passenger experience. Our designs enhance their placement and integrate them safely into the surroundings.”

— Jonathan Nilsson, CEO Green Furniture Concept



Example:
In-seat-orders
with engraved
QR code

Increased revenue and ROI

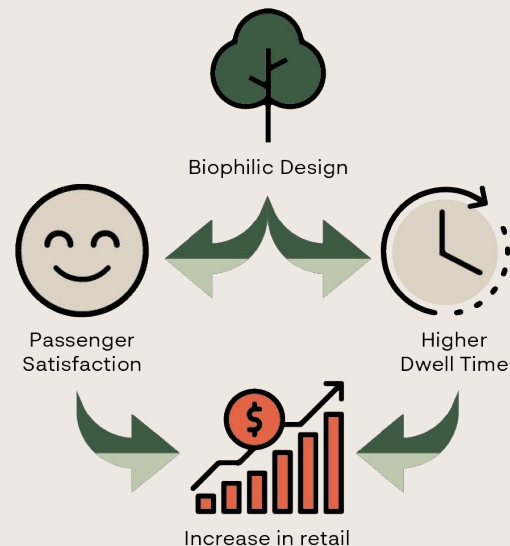
Quick return on investment

The equation is easy: By incorporating biophilic design, turning the space into a place, making people want to stay longer and revisit.

Flexibility to make quick and affordable changes overnight when needed to adapt to the situation.
Roll in - Roll out without any down time.

The result:

**Higher passenger satisfaction,
increased retail and quick return
on investment.**





“We managed to keep passengers much longer in the commercial area and believe that was a great factor in sales increase”

– Gunnhildur Vilbergsdóttir,
commercial manager at
Keflavik International Airport

03 Long lasting and circular

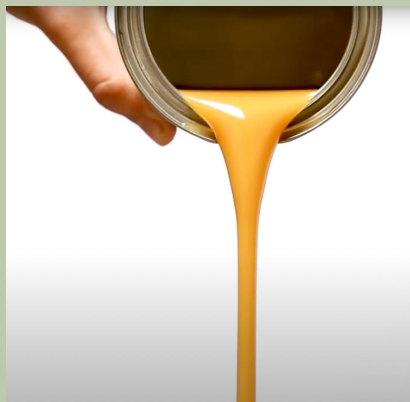
Long lasting and circular Sustainable Materials

■ We design our products using renewable and recyclable materials and use the highest possible percentage of recycled and upcycled content.

■ We use wood from certified sources

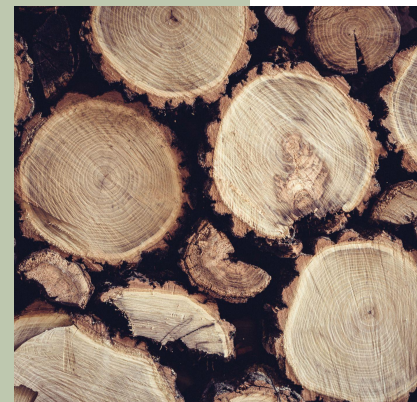
■ We use natural hardwax oil* as finish so that wood parts easily can be touched up when needed.

*Learn more about the technology behind Rubio Monocoat plant-based hardwax oil [here](#).



Long lasting and circular Materials

- Renewable and recyclable materials.
- Highest possible percentage of recycled and upcycled content.
- Only wood from certified sources.
- We protect our wood with Rubio Monocoat, a high-quality and environmentally friendly hardwax oil with 0% VOC (Volatile Organic Compounds). **The oil forms a strong molecular bond with the wood, which provides durable, long-lasting protection.**
- Products are designed so parts can be disassembled individually to minimise waste and separate materials for recycling.
- Our products are **free from eco-toxins** and harmful substances (no SIN-listed substances).
- We collaborate with our suppliers and environmental chemists to evaluate and continuously improve our chemical footprint.
- The **Nordic Ecolabel** is the bottom line for our sustainability work.
- All plastic feet of Nova C is made from **OceanIX**, ocean-based recycled plastic raw materials, manufactured by **Plastix**.





Long lasting and circular

Easy maintenance

Always-like-new

- Easy to maintain since scratches in wooden wood can easily be removed, as opposed to in metal.
- The surface is finished with Rubio Monocoat, a 0% VOC natural oil that enhances and protects the wood.
- Apply Rubio Monocoat evenly, just like shoe polish



1. Scratch on rib



2. Sand it down if needed



3. Apply Rubio evenly



4. Scratch is repaired

Easy exchange of rib



Long lasting and circular

The benefits of hard-waxed wood

	HARD-WAXED WOOD	VARNISHED WOOD	PAINTED METAL
SCRATCHES CAN BE REMOVED			
NO CRACKS OVER TIME			
KEEPS THE NATURAL FEELING			
RESISTANT TO PUBLIC WEAR			
RESISTANT TO DISINFECTANTS			
NATURALLY ANTISEPTIC			

Wood is antiseptic.

Hard-wax, such as Rubio, strengthens the naturally antiseptic effect of wood while varnish closes it off.

Long lasting and circular

Modular design

■ Easy to configure and reconfigure

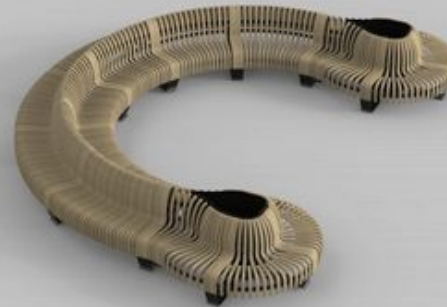
Flexibility is key to be able to change with the situation and needs that occur.

■ Seamlessness

Keeps families & friends together, yet leaves room for privacy.

■ Sustainable and lasting

Easy to change and move around, so you don't have to change furniture, only re-configure accordingly.



Long lasting and circular

Timeless design

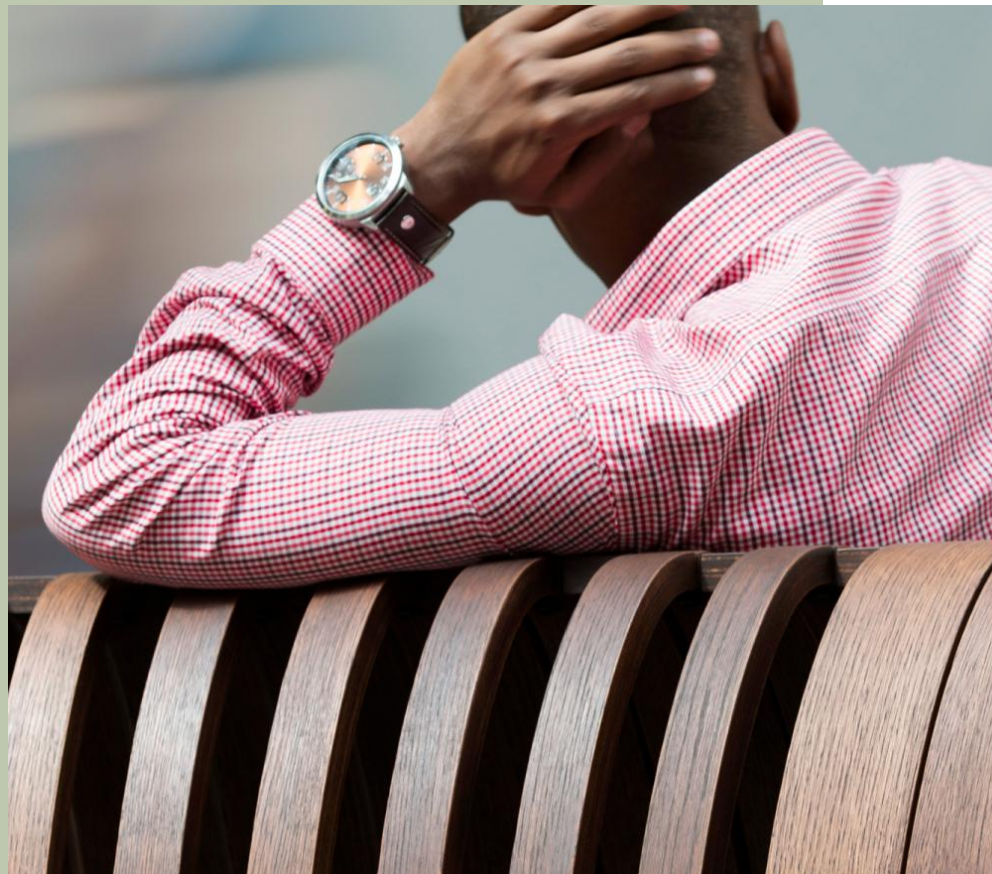
■ **Efficient maintenance**

■ **Efficient cleaning & disinfection***

■ **Change setup when space or needs changes**

Modular design makes it easy to change the setup as the needs and use of the space change over time

* Supports surface disinfectants for Covid.



Long lasting and circular

Green's circular business model

Circular services

Buy-back & Seating-as-a-service

Long lasting products

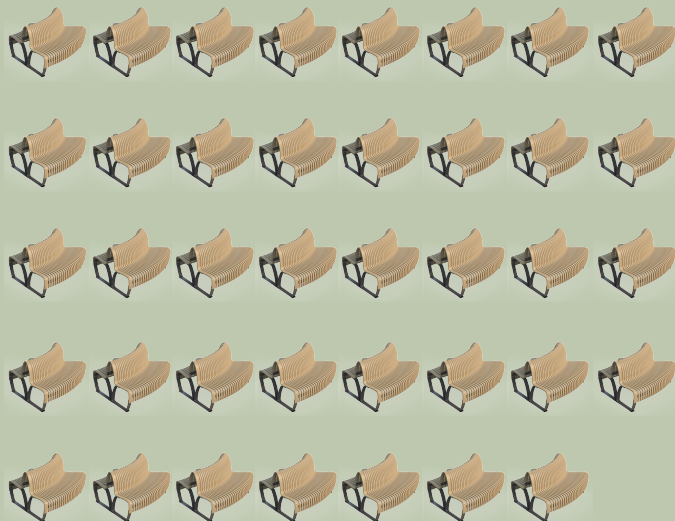
15 year warranty

Sustainable forerunners*

* Read more about our four sustainable cornerstones.
<https://greenfc.com/sustainability>



A new tree for every Green piece*



Example:

49

new trees will be
planted thanks to
this project



* Reducing CO2 emissions and planting a tree for every piece of furniture. [Read more](#)

Reference cases



Reference cases

Nordic airports

Swedish Airports

Arlanda Airport Stockholm, Malmö Airport, Landvetter Airport Gothenburg, Åre Airport Östersund

Finnish Airports

Ivalo Airport, Rovaniemi Airport

Icelandic Airport

Keflavik International Airport

Göteborg Landvetter Airport - Sweden





Iceland

Keflavik International Airport

Before...

Airport "Avram Iancu"
Cluj-Napoca 2023







...and after!

Airport "Avram Iancu"
Cluj-Napoca 2023



CASE STUDY: Aeroportul Internațional Avram Iancu Cluj

Situatia initiala:

- capacitatea existenta de 98 de locuri.
- o conditionare privind modalitatea de amplasare sau de reconfigurare in caz de nevoie.
- gradul de incarcare a locurilor de 2 ori mai mare.
- aglomeratie permanenta, avand in vedere ca majoritatea pasagerilor nu au loc de asezare.

Obiective propuse:

- cresterea capacitatii la peste 200 de locuri
- directionarea eficienta a fluxurilor de pasageri catre zonele comerciale pentru cresterea veniturilor
- definirea fluxurilor de imbarcare pentru fiecare poarta astfel incat sa nu afecteze fluxul general
- crearea unui mediu interior functional si placut, care sa atraga pasagerii
- imbunatatirea absorbantei fonice indoor
- cresterea satisfactiei pasagerilor
- adaptarea designului interior si a dotarilor privind mobilierul, la cele mai noi tendinte si cerinte in domeniu
- incorporarea de materiale naturale, cu un impact cat mai redus asupra mediului, toate insotite de certificari internationale care sa ateste aceste aspecte.

Obiective realizate:

- **cresterea capacitatii la 228 de locuri**, astfel mai mult decat dublu raportat la existent
- **directionarea fluxurilor de imbarcare** astfel incat sa nu interfereze cu fluxurile de circulatie
- **crearea unor fluxuri directionate** catre zonele comerciale pentru cresterea veniturilor
- **crearea unui design biofilic**, care sa aduca elementele necesare nevoii umane de afiliere cu natura, implicit contribuind astfel major la cresterea gradului de satisfactie si confort a pasagerilor
- s-au ales **elemente de mobilier modular**, amplasate in forma optima raportat la spatiul respectiv, putand fi, de asemenea, foarte usor de reconfigurat si adaptat in caz de nevoie
- s-a proiectat astfel incat, **prima impresie la intrare in zona sa fie "WOW"**, astfel incat pasagerii sa isi doreasca sa ajunga in acest loc si sa devina o locatie preferata de catre pasageri
- mobilierul este proiectat astfel incat sa raspunda tuturor cerintelor privind **ergonomia**, urmand linia corpului pentru a asigura un confort cat mai mare, de pana la 120 min
- s-au ales **elemente decorative, acustice si de iluminat**, care sa intregasca spatiul si totodata sa rezolve si problema acustica
- din prisma materialelor folosite, toate **materialele sunt certificate**, pentru locurile de sezut s-a folosit lemnul, pentru lampile acustice - lana, iar pentru structura - metalul.

BEFORE



AFTER



AFTER





Descrierea materiale folosite:

- Materiale reciclabile si regenerabile.
- Cel mai ridicat procentaj de continut reciclat si rereciclat.
- Lemnul folosit este din surse certificate.
- Protejarea lemnului se face cu Rubio Monocoat, o ceara de inalta calitate, prietenoasa cu mediul, cu 0% VOC (Volatile Organic Compounds). Acest mix de ceara formeaza o legatura moleculara stransa cu lemnul, ceea ce confera durabilitate si protectie pe termen lung.
- Produsele alese sunt proiectate astfel incat fiecare parte sa poata fi dezasamblata si inlocuita individual pentru a evita risipa.
- Produsele noastre nu contin eco-toxine sau substante nocive (no SIN-listed substances).
- Colaboram cu chimisti de mediu pentru a evalua si continua micșorarea amprente de carbon.
- Nordic Ecolabel este certificatul care arata sustenabilitatea produselor noastre.

Domnul David Ciceo, Directorul General al Aeroportului Internațional Avram Iancu Cluj, a precizat următoarele, cu privire la acest proiect: *„Evoluția spectaculoasă a traficului aeroportului clujean ne motivează să continuăm eforturile de dezvoltare, de investiții și de modernizare a infrastructurii aeroportuare, inclusiv prin proiectul de extindere a Terminalului de pasageri Plecări pe latura de Nord. Suntem convinși că noile dotări ale aeroportului, implementate anul acesta, dar și în viitorul apropiat, sunt în măsură să aducă un plus de confort pasagerilor noștri și să îi determine să ne aleagă drept punct de pornire în călătoriile lor și pe viitor..”*

Reference cases

Solutions for big and small airports

UK Airports

London Stansted Airport, Edinburgh Airport, Cardiff Airport, Manchester Airport.

Europe

Orly Paris Airport, Nice Airport terminal 1 & 2, Keflavik Airport, Rovaniemi Airport, Ivalo Airport.

Global

Dubai Airport, Fort Lauderdale-Hollywood International Airport, Guadalajara International Airport, Hong Kong International Airport, Cuneo International Airport, Hobart Airport Tasmania, Calgary International Airport.





United Kingdom

Manchester Airport



United Kingdom

Stansted Airport, London



France

Nice Airport
'La Promenade' in Terminal 1
'La Plage' champagne bar



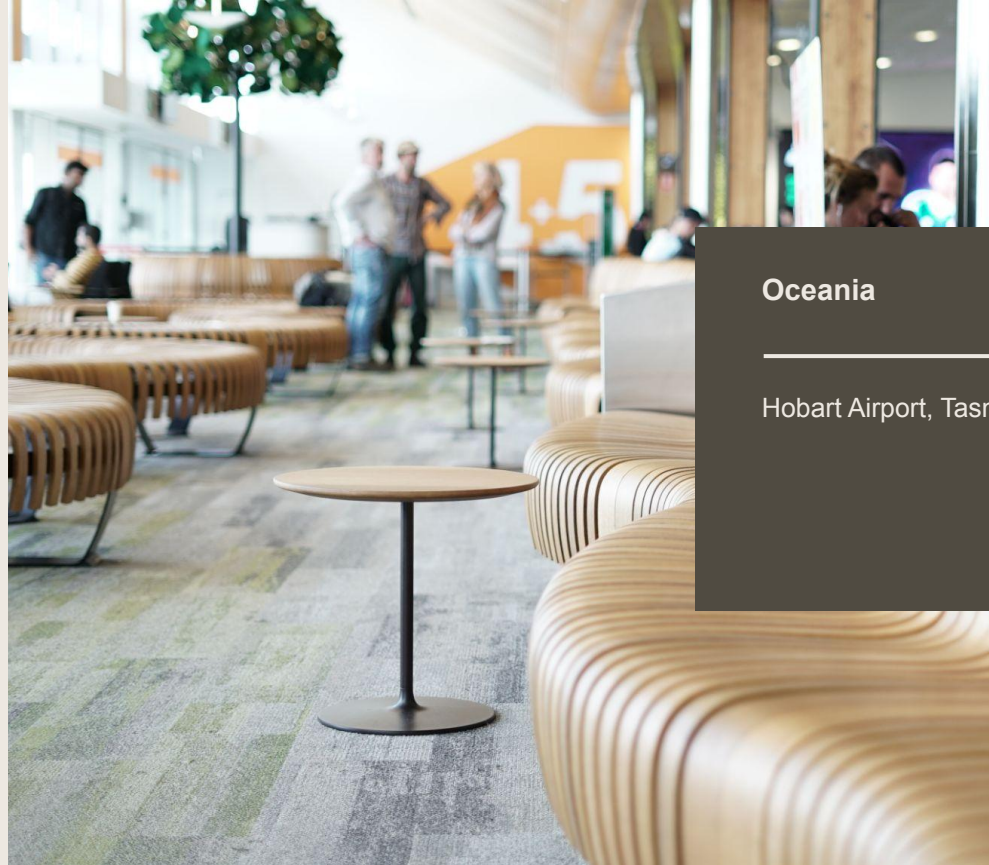
Germany

Cologne Airport



Middle-East

Dubai Airport, UAE



Oceania

Hobart Airport, Tasmania



USA

Fort Lauderdale
Hollywood International
Airport



South America

Guadalajara International
Airport, Mexico

International Airport Review
article on Green's placemaking
at Hong Kong Airport.



Green's Placemaking Furniture - Summary

Enhanced passenger satisfaction

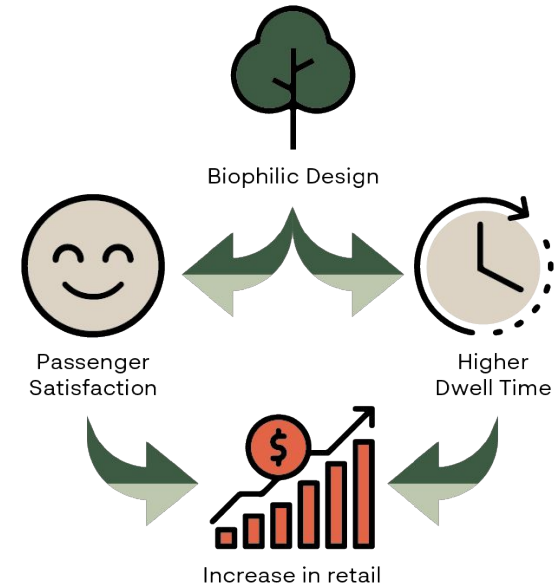
The biophilic and inclusive design adapts to the scale and layout of the place, creating a place of natural harmony and well-being that engages passengers.

Increased revenue and ROI

Enhanced passenger satisfaction, tailored flow control, increased seating capacity, and destination branding opportunities generate revenue growth. Possible solutions for smart airports.

Long lasting and circular

Timeless and configurable designs with easy maintenance from sustainable materials are offered through a circular business model that will last for years to come.





**Contact us for a visual
example for your airport!**

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VA MULTUMIM!



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