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Horizons

Looking good...by design

This summer Canadians and people around the world will notice a subtle change in the public face of Air Canada. An Air Canada which will still look reassuringly familiar, but which will have that extra touch of class and freshness which is looking, world-class airline.



It looks like an exotic insect, but it's actually our Fin 613 sporting a coat of base paint. Once the job is complete, Boeing will have applied about 500 lbs. of paint.



After the white and gray areas were painted, Boeing applied the red and burgundy markings.



The finished product complete with new signature and new burgundy stripe. Checking out the new look firsthand are two of the designers, Jim Donaldson, Director, Facilities Design & Chief Architect, left, and Bob Reid, a design consultant.