AIRBUS CORPORATE JETS: YOUR WORLD ABOVE THE WORLD

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An advertising campaign highlighting the liberty of movement, relaxation and peacefulness available aboard Airbus Corporate Jets (ACJ) product line has made its debut at one of the world's largest gatherings for art and artists.

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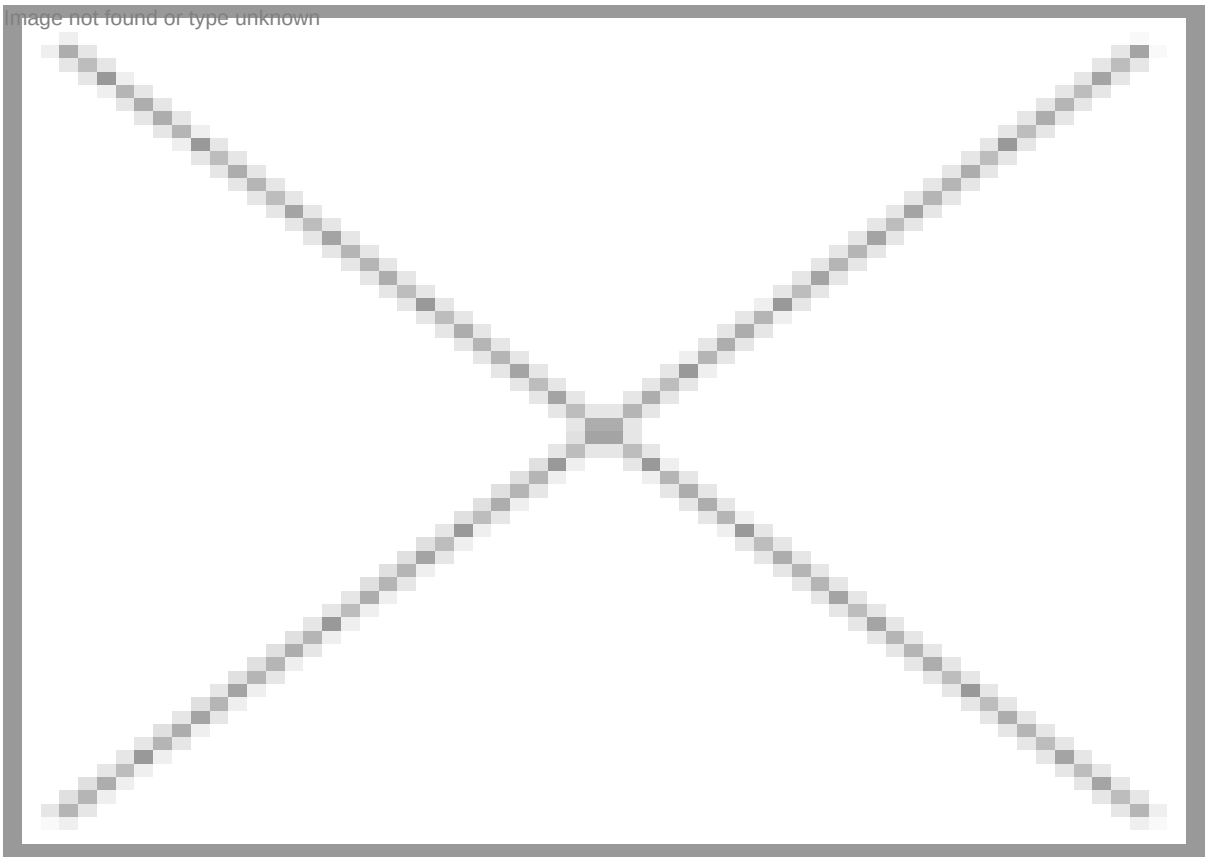

Unveiled at Artexpo New York 2017, the campaign – titled "Your world above the world" – comprises three scenes – Freedom, Harmony and Serenity, displaying sumptuous space and luxury in the air, serving as visual metaphors for the experience of owning and travelling in an Airbus corporate jet.

The advertisements were created in collaboration with internationally-renowned artist Berndnaut Smilde and professional photographer RJ Muna, and are particularly unique due to the appearance of beautiful man-made "indoor clouds."

In a world where there are no borders, no barriers, and no limits, the sky represents the ultimate freedom. The sky can't be bought, but it can be owned through ACJ. ACJ has made the sky part of our audience's life. Whether at ground level or in the sky – these jets are an extension of their lifestyle, their perfect place in the sky. Clouds, and the sky, may be the stuff of dreams; but for our customers, we've made that dream a reality.

"Creating 'clouds in rooms' is part of my passion for exploring the creativity of spaces, so it was intriguing when ACJ proposed using it as a twist on 'putting rooms in clouds," explained Smilde, who created the clouds by spraying a fine mist of water in the air and then blowing smoke onto it.

"The challenge was to capture an ephemeral and living artwork, lasting only a few seconds, in a way that echoed elegance, space and relaxation," added Muna. "Adopting a low camera viewpoint helped to put the clouds up in the air, where you normally see them, and to convey a sense of grandeur and freedom."

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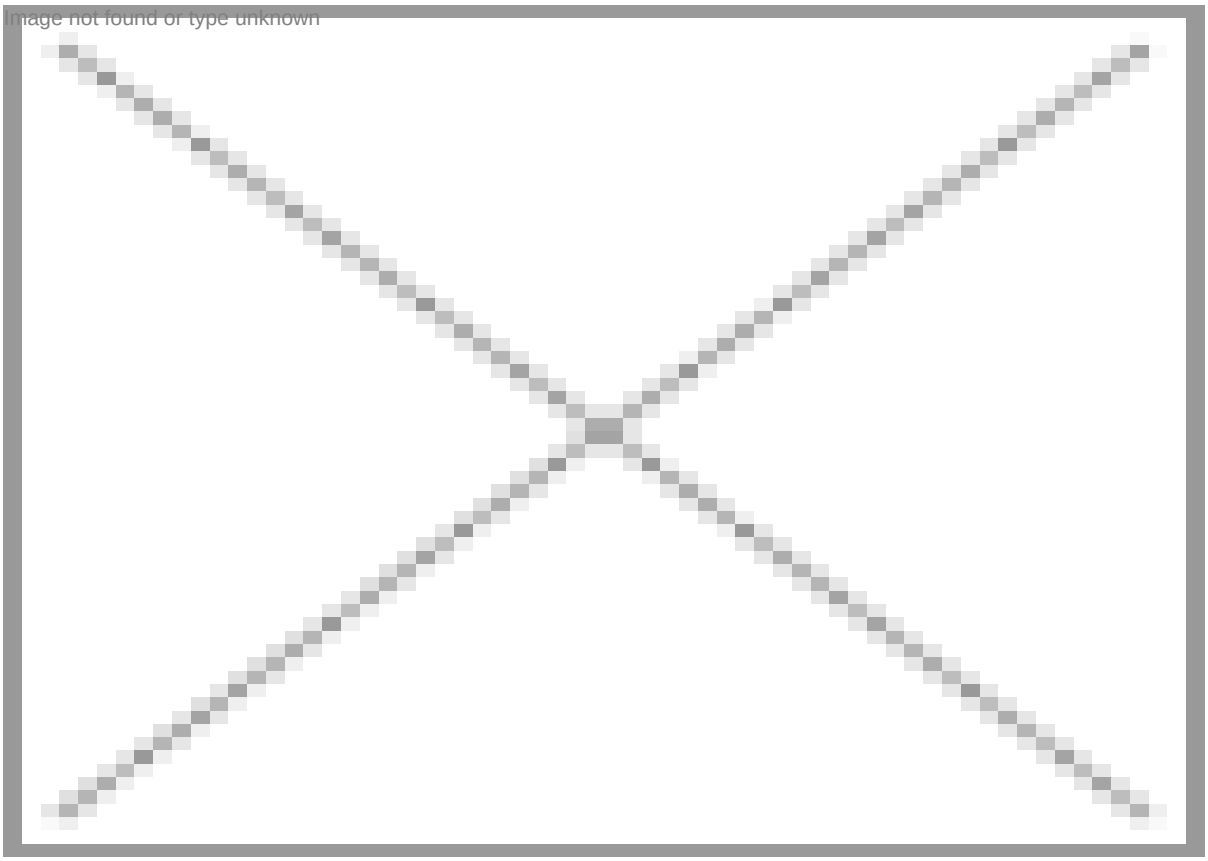

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