# Gen Z shows openness to Aviointeriors’ controversial standing seats despite widespread scepticism



The concept of standing seats on aircraft, which has resurfaced in recent discussions, presents a rather divisive proposition in the realm of travel innovation. Recently unveiled by Aviointeriors, the design features a bike-style perch that allows passengers to lean against a backrest yet lacks the comfort of a traditional seat. While this prototype has garnered significant attention on social media platforms, reactions from the public remain mixed, highlighting a demographic divide in acceptance.

A recent YouGov poll revealed that 62 per cent of Britons expressed reluctance towards the idea of standing seats, with only a minority willing to consider them. However, the findings suggested a notable disparity among age groups. Specifically, over half of Gen Z respondents—individuals aged between 18 and 24—demonstrated a readiness to try these unconventional seats, provided that ticket prices were significantly reduced. In stark contrast, only 11 per cent of those aged 65 and older indicated any interest in the concept. This generational divide raises questions about evolving attitudes towards comfort, costs, and convenience in air travel.

Aviointeriors’ standing seat design, known as the 'Sky Rider 2.0', was initially introduced in 2018, aiming to enhance aircraft capacity by 20%. The seats are notably lighter—purportedly 50% lighter than standard economy class seats—potentially leading to reduced maintenance costs for airlines. Nonetheless, despite these advantages, considerable concerns around passenger comfort and safety persist, particularly in relation to emergency evacuation procedures. Experts criticise the design for lacking adequate cushioning, leading to discomfort during longer flights.

A spokesperson from Aviointeriors, who tested the prototype, described the seat's experience as acceptable for short durations, famously stating, "I only sat in it for five minutes... Who knows whether if you sat in it for two hours or three hours how that would feel?" This sentiment reflects the broader apprehensions surrounding the practical application of such designs in real-world aviation settings. Historical criticisms have branded similar concepts as unfit for public consumption, with some testers likening the experience to a 'torture chamber'.

Since being initially proposed by Ryanair's CEO Michael O'Leary in 2010—who envisioned a cost-saving mechanism akin to bar stool seating—standing seats have faced extensive scrutiny. Aviation experts and manufacturers alike, including industry giants like Boeing, have voiced strong doubts regarding the safety and regulatory feasibility of these designs. Despite the lack of commercial adoption, the resurgence of interest in standing seats suggests a renewed thrust towards reimagining the airline experience, particularly among younger travellers who may prioritise cost over comfort.

The implications of introducing such radical innovations continue to prompt significant debate among stakeholders in the aviation industry. As airlines increasingly face critical decisions in the wake of changing consumer preferences and economic pressures, the question remains: can a balance between maximising capacity and ensuring passenger comfort ever be achieved?

The evolution of standing seat designs showcases a broader trend in aviation where the tension between innovation and user experience often takes centre stage. While they may offer a glimpse into the future of flight, standing seats prompt continued reflection on the fundamental question—what price are passengers willing to pay for their travel comfort?

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/travel/article-14752847/gen-z-want-try-standing-seats-planes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.standard.co.uk/lifestyle/travel/standing-up-seat-could-be-the-future-of-flight-travel-a3816791.html)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/travel/article-14752847/gen-z-want-try-standing-seats-planes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.express.co.uk/travel/articles/947825/plane-seats-standing-passengers-flight), [[5]](https://travel.nine.com.au/latest/the-most-unusual-and-eyecatching-airplane-seat-designs/acf11cf7-d021-46aa-83b9-a0b33ac108a2)
* Paragraph 3 – [[4]](https://www.telegraph.co.uk/travel/news/standing-seats-on-planes-skyrider/), [[6]](https://news.bbc.co.uk/2/hi/8779388.stm)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/travel/article-14752847/gen-z-want-try-standing-seats-planes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://www.forbes.com/sites/willhorton1/2020/04/25/new-airline-seat-designs-they-wont-ever-fly-on-airplanes/)
* Paragraph 5 – [[2]](https://www.standard.co.uk/lifestyle/travel/standing-up-seat-could-be-the-future-of-flight-travel-a3816791.html), [[3]](https://www.express.co.uk/travel/articles/947825/plane-seats-standing-passengers-flight), [[5]](https://travel.nine.com.au/latest/the-most-unusual-and-eyecatching-airplane-seat-designs/acf11cf7-d021-46aa-83b9-a0b33ac108a2)
* Paragraph 6 – [[6]](https://news.bbc.co.uk/2/hi/8779388.stm), [[7]](https://www.forbes.com/sites/willhorton1/2020/04/25/new-airline-seat-designs-they-wont-ever-fly-on-airplanes/)

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## Bibliography

1. <https://www.dailymail.co.uk/travel/article-14752847/gen-z-want-try-standing-seats-planes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/lifestyle/travel/standing-up-seat-could-be-the-future-of-flight-travel-a3816791.html> - In April 2018, Aviointeriors unveiled the 'Sky Rider 2.0', a standing seat design aimed at increasing aircraft capacity by 20%. The design features a perch for passengers to lean against, allowing airlines to install seats at a reduced pitch while maintaining comfort. The seats weigh less than standard economy class seats, potentially reducing maintenance costs. However, the concept has faced criticism regarding passenger comfort and safety.
3. <https://www.express.co.uk/travel/articles/947825/plane-seats-standing-passengers-flight> - Aviointeriors' 'Skyrider 2.0' design, introduced in 2018, proposes standing seats for short-haul flights. The seats have back support and armrests but lack seat cushions, offering a perch for passengers to rest upon. The design aims to increase passenger capacity by up to 20% and reduce seat weight by 50%. However, the seats have not passed safety tests for emergency evacuations, and no airline has announced plans to implement them.
4. <https://www.telegraph.co.uk/travel/news/standing-seats-on-planes-skyrider/> - In June 2019, Aviointeriors showcased the 'Skyrider 3.0' at the Paris Air Show, a standing seat design intended to increase aircraft capacity by 20%. The seats feature a thin seat and arm-rest dividers, with a legroom of 23 inches compared to the typical 30 inches. Despite the design's potential to offer multi-class configurations, it has faced criticism regarding passenger comfort, with some testers describing the seats as a 'torture chamber'.
5. <https://travel.nine.com.au/latest/the-most-unusual-and-eyecatching-airplane-seat-designs/acf11cf7-d021-46aa-83b9-a0b33ac108a2> - Aviointeriors' 'Skyrider' standing seat concept, introduced in 2010, aims to reduce space per passenger to increase aircraft capacity. The design features a bike-style saddle and a seat pitch of just 58 centimetres. The concept has evolved over the years, with the latest iteration, 'Skyrider 3.0', introduced in 2019. Despite its innovative approach, the design has faced criticism regarding passenger comfort and has not been adopted by any airline.
6. <https://news.bbc.co.uk/2/hi/8779388.stm> - In July 2010, Ryanair's CEO Michael O'Leary proposed the idea of standing seats on planes, similar to bar stools with seatbelts, to reduce ticket prices. However, aviation experts and manufacturers, including Boeing, dismissed the concept, citing safety concerns and regulatory challenges. The proposal was met with skepticism, and the idea of standing seats has not materialised in the aviation industry.
7. <https://www.forbes.com/sites/willhorton1/2020/04/25/new-airline-seat-designs-they-wont-ever-fly-on-airplanes/> - Aviointeriors' 'Skyrider' standing seat concept, introduced in 2010, aimed to increase aircraft capacity by reducing space per passenger. Despite its innovative approach, the design faced structural issues and regulatory challenges, preventing its adoption by airlines. The concept has been criticised for passenger discomfort and has not been implemented in commercial aviation.