

THE OUTBACK EXPLORER LOUNGES ON BOARD LOUNGE BAR



ADG were asked to develop a new concept to significantly upgrade and unify all the lounges on The Ghan and Indian Pacific. Each of seven carriages required a different layout due to window configuration and structural features, but the aim was to standardise the style and features into a high quality, relaxing and comfortable facility that appealed to the passenger demographic and to unmistakably "brand" them with the identity of "The Outback Explorer Lounges".



We developed a major refurbishment plan including custom patterned upholstery and carpets, loose and fixed furnishings, a new bar and merchandise area and multi functional furniture. In consideration of the average passenger age we raised lounge heights and mapped evenly spaced support points along the carriage.

Each carriage was individualised with a major Australian explorer theme. We researched and presented historical images, histories and mapping of each of their explorations to complement the Outback Explorer Lounge experience.

