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Finnair Just Raised the Stakes in the Battle for the Best Airport Lounge

Marisa Garcia, Skift

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SKIFT TAKE

It's a breathtaking lounge and bound to be popular with top-tier customers, possibly tempting enough to get others to fly more, in order to earn the privilege of letting off some steam between flights.

— Jason Clampet



Photo: [4](#)
The Premium Lounge, designed by the Helsinki firm dSign Vertti Kivi & Co.

Photo

With [Finnair](#) vying to be Europe's route to Asia, premium passengers headed for those long flights now have one more reason to love their stop in Helsinki.

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The Oneworld Alliance airline has announced the opening of their New Premium Lounge, adjacent to their award-winning Finnair Lounge near Gate 36 in the non-Schengen area of [Helsinki Airport](#), on July 1.

"This new and exclusive lounge takes Finnair's long association with Finnish design to a new level," says Markku Remes, Finnair's Manager of Lounge and VIP Services. "We will be delighted to welcome our most loyal and regular customers into this special space before their flight."

It is characterized by classic Nordic design. Described as: "in harmony with Finnish nature, with dynamic changes in light, colours and video projections in tune with the seasons and time of day, all combining to create a unique atmosphere of calm." And there's a sauna!

Guests of the lounge will enjoy "high-quality complimentary meals and drinks, including wines and spirits," on Marimekko tableware and Iittala Ultima Thule glasses, first designed for Finnair by Tapio Wirkkala in 1968. The furnishings of the lounge include Tulip and Womb chairs created by Eero Saarinen.

"Our aim was to create a high-quality, even emotional experience for Finnair's demanding clients," says designer Vertti Kivi. "Different zones for work, refreshment, silence or bathing are unified with a light Scandinavian design touch, creating a space that clients won't forget."

In the 407-square-meter Lounge, passengers will find somewhere comfortable to work and relax. And a sauna!

The Lounge can accommodate up to 122 lucky guests, though they must be Plus Gold and Platinum members, or members of equivalent status with their joint business partners American Airlines, British Airways, Iberia and Japan Airlines. Members can bring along a friend, possibly to join them in the sauna.

As Finnair explains: "Other Business Class passengers are welcome to the original Lounge, which is directly adjoining and regularly features in lists of the world's top airline lounges." Sorry, no sauna for you.

Marisa Garcia has worked in aviation since 1994, spending 16 years on the design and manufacturing of cabin interiors and cabin safety equipment. She shares insights gained from this experience on [Flight Chic](#) and [Tweets](#) as [@designerjet](#).

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