



EVA Air Unveils Luxurious Meal Service Series!

Leading Taiwanese airline launches new designs created by Grammy Award nominee for in-flight diners



18th February 2015 – To cater for the growing demand for luxury air travel, [EVA Air](#) unveiled its brand new “Story Island – Round the World” in-flight meal service series on 10th February 2015. Created by Taiwan’s renowned album cover designer and four-time Grammy Award nominee Xiao Qing-Yang, the intrinsically designed tablecloth, traditional menus and wine list will be introduced in EVA Air’s Royal Laurel, Premium Laurel and Business Class cabins from 1st March 2015.

EVA Air has established a reputation for providing innovative services that offer an exclusive flying experience for its passengers. The airline’s new “Story Island – Round the World” in-flight meal service series showcases authentic, Taiwanese designs from Xiao Qing-Yang. Becoming the first Grammy-nominated album cover designer, Xiao has won numerous awards for his artwork, including a Chicago Athenaeum Good Design Award and an Independent Music Award for Album Packaging Design.

Using traditional Chinese paper cutting techniques to depict Taiwan and its fauna, passengers can witness stunning designs that see the destination as a centre piece surrounded by its native species. Dragonflies, Formosan sika deer and butterflies, are all set on a background of warm, natural earth tones specifically chosen to help create an enriched cabin environment. They can also make use of an in-flight menu that has been increased in size, using four different colours on the cover to correspond with seasonal changes to better showcase the airline’s high quality gourmet cuisine.

“We are delighted to be working with Mr. Xiao Qing-Yang” said EVA Air President Austin Cheng. “He is a tremendous designer and we have always admired his work. Now, we have the opportunity to do something together. His ‘Story Island’ series is a perfect match for EVA and the design he has created for us is a beautiful representation of our spirit.

EVA Air’s new tablecloth, menus and wine list come as an extension of Xiao’s “Story Island” series, an elegant collection of visual images that reflect the artist’s appreciation of natural beauty and concerns about environment deterioration. Each design has been created with the aim to help depict the EVA Air spirit - flying to Taiwan and caring about the earth its many creatures.

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About EVA Air

EVA Airways was formed in 1989 as Taiwan's first privately owned international airline. It launched passenger services in 1991 and cargo services in 1995. It is a division of the respected Evergreen Group and sister company to global container-shipping leader Evergreen Line. Its mission from the start has been to always provide the best and safest services. It serves a network of more than 60 business, leisure and airfreight destinations in Asia, Oceania, Europe and North America. By joining Star Alliance (June 18, 2013), EVA has extended its network to more than 1,300 destinations in more than 190 countries. EVA’s routing within Asia is among the industry’s best and, with just one easy stop in Taipei, travellers can connect onward to most major cities, including gateways in every region of China. For more information and schedules, please visit: www.evaair.com.

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