

Dassault Systems Commercial Flying Cruise Liner

Peter Lobner, 1 May 2019

The French firm Dassault Systemes posted an evocative advertisement in the a July 2016 issue of *Aviation Week & Space Technology* magazine, with the following tag line:

“If we go on a cruise, does it have to be at sea level?”



Source: Dassault Systemes / Raybrennancreative.com

The image of a lighter-than-air cruise ship flying over snow-capped mountains looks like an airship builders dream from the mid-1930s, but with a distinctly modern airship design. The print ad concluded with the question:

“How long before the sky becomes the destination?”

While Dassault Systemes is not in the business of building airships, they have developed an integrated system called the 3DEXperience platform to assist clients in developing “compelling consumer experiences.” I hope one of their clients likes the idea of a flying cruise liner. Let’s take a closer look at the airship.



Source: Dassault Systemes / Raybrennancreative.com

Very nice!!