

Dassault Systèmes - Flying Cruise Liner

Peter Lobner, updated 18 March 2022

The French firm Dassault Systèmes posted an evocative advertisement in 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 Systèmes / 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 Systèmes 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 Systèmes / Raybrennancreative.com

Very nice!!but the weight of water in the pool would be a daunting design problem, even with the best 3-D design software.

For additional information

- “Dassault Systèmes Deutschland GmbH - The 3DExperience Company,” <https://www.hamburg-aviation.de/en/members/translate-to-englisch-dassault-systems-deutschland-gmb.html>
- “Dassault Systèmes Takes Major Step in Improving Upon the 3D Printing of Aerospace Parts,” 3DPrint.com, 18 June 2015: <https://3dprint.com/74233/dassault-systemes-safran/>

Other Modern Airships articles

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