

Flight 2.0 - basic air transportation

Peter Lobner, updated 8 February 2022

In 2009, Paul Wylde, creative director for Teague's Aviation Studio, developed an airship concept called Flight 2.0, which would be a key element in a radical approach to re-imagining the passenger air travel industry and greatly reducing the amount of fossil fuel used worldwide for air transportation. That radical approach involves governments subsidizing an airship industry that would have to step up to the challenge of transporting 80% of future air travellers using zero- or low-emission airships, with more highly-regulated and much faster, fossil fuel-burning aircraft carrying the remaining 20% of passengers at much higher ticket prices. Wylde's contention is that the world is running out of fossil fuel. Therefore, making this radical air transportation paradigm shift is an urgent necessary.

In a January 2011 ZDNet article, Melanie Kaplan reported on Wylde's concept for employing the Flight 2.0 airship:

“Flight 2.0 changes the way we think about flying. In Wylde's scenario, commercial flight as we know it today becomes restricted, controlled and too expensive for the majority of travelers. Most of us would travel on a slow-moving, cruise-like airship, taking days to get to a destination that today we could reach in hours.”

“We redesigned the fuselage. We stripped out all the elements that weren't essential. We removed the lining package to reveal all the stuff that's hidden from you—ducts, wiring. We removed the layer of disguise in an attempt to save weight. If you go to a really cool loft apartment, cool shops, bars, restaurants, there's a trend now in revealing. We thought, let's reveal the mechanics of an aircraft.”



Flight 2.0 airship. Source: ZDNnet



*Rendering of the simple interior of a Flight 2.0 airship.
Source: ZDNet*

For more information

- Melanie Kaplan, “Flight 2.0 proposes radical change in air travel,” ZDNet, 18 January 2011:
<https://www.zdnet.com/article/flight-20-proposes-radical-change-in-air-travel/>

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