

T+L

35

Who is changing the way you travel in the 21st century? As part of T+L's 35th anniversary celebration, we're recognizing 35 innovators—from the designer whose mission is to provide extra legroom on planes to the scientist who's developed a non-addictive sleeping pill—who are making travel safer, sexier, and more streamlined than ever before.

By Andrea Bennett
Illustrations by Omnivore



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MEET THE T+L 35 >>>
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illustration key.



JOE FERRY

Head of design, Virgin Atlantic Airways, London

INNOVATION

Revolutionizing airline seating

BACKSTORY Ten years ago, Ferry's seat-design project at the Royal College of Art won him a six-month stint with Virgin Atlantic. Today, that seat—which tucks under the seat in front of it when it's fully reclined—is the business-class standard on most airlines. His seats for Upper Class are similarly ingenious. Now on 29 Virgin planes, they convert to the industry's largest in-flight flat beds. Next up: Premium Economy Class seats with seven inches more pitch than those on other carriers, and built-in inflatable support cushions behind the knees, thighs, and lower back. www.virginatlantic.com



KANTA SUBBARAO, M.D.

Molecular geneticist, National Institute of Allergy and Infectious Diseases, Bethesda, Maryland

INNOVATION A nasal-spray vaccine for avian flu

BACKSTORY Of the several types of avian flu vaccines that are under development, Subbarao's "live attenuated" one, which is made from weakened influenza viruses, is the most promising. (DNA and cell-based vaccines will take years to manufacture.) Last summer, a nasal spray that Subbarao created for the H9N2 strain of bird flu appeared to be safe after its first crucial human trial. She is now testing a vaccine on mice for the notorious H5N1 strain; a human test takes place this spring. www.niaid.nih.gov



STEVEN BRILL

Entrepreneur and CEO, Verified Identity Pass, New York City

INNOVATION Privatizing airline security

BACKSTORY Brill's Clear, which launched last June at Orlando International Airport, will soon be at airports in Indianapolis, San Jose, and Sacramento, and it's being considered by 30 to 40 more. Overseen by the Transportation Security Administration (TSA) but financed by private investors, Clear allows travelers who have submitted biometric information and paid an annual fee to whiz through security. At press time, 15,000 travelers in Orlando had registered. www.flyclear.com



LINDY ROY

Founding principal, Roy Co., New York City

INNOVATION Provocative hotel environments

BACKSTORY Roy is best known for her design for André Balazs's Hotel QT—the first Manhattan hotel with a lobby pool. Her other projects have been no less brazen, negotiating what Roy calls "the boundaries of pleasure and danger." At the Okavango Delta Spa in Botswana, her steel-framed lap pool immerses guests in pristine delta water while protecting them from the crocodiles that lurk below. Soon Roy will be working on a residential high-rise in Singapore and two stylish hotels for dramatic sites in southern Africa. www.roydesign.com

