



## **Virgin Galactic Unveils Visionary Logo Designed by Philippe Starck and GBH**

**London: 13<sup>th</sup> December, 2005:**

Virgin Galactic, the world's first commercial spaceline, is delighted to announce the creation of a visionary logo for the business. The new visual identity was created by Philippe Starck in conjunction with leading design agency GBH Design Ltd. Philippe was well placed to undertake the work, having already shown a commitment to become a founder astronaut for one of the first hundred commercial seats, which are expected to begin in 2008.

The logo is based around the human iris, as Philippe Starck explains:

"The curiosity and adventure of the human spirit exists in the vision of a human eye, from today, through millions of years of evolution, right back to the beginning of Mankind. The nebulous iris represents the infinite possibilities of this endeavour and signifies our opportunity to look back at earth from space with our own eyes for the first time. The eye's pupil incorporates an eclipse, the dawning of something new, something unique but accessible. Something far, but near."

It is planned that the final logo design will incorporate an image of Sir Richard Branson's iris. Virgin Galactic founder, Sir Richard Branson said: "Philippe has come up with the most fantastic logo, which encapsulates our vision of the future. When I look at the logo I am reminded of childlike awe. I believe it represents all those who will watch and be a part of the growth of this amazing new commercial aviation sector. Whether they are six or sixty, all will see and believe that a new chapter in the story of space flight has begun."

Mark Bonner, Creative Director at GBH Design Ltd, added: "It is an honor and a privilege to work within one of the most exciting ventures in the world today. Our aim is not just to create something that represents the opportunity for an ordinary person to travel into space and to look back at the planet where we all live, but also to represent the incredible spirit of human endeavor that continues to push us all forward".

For further information on Virgin Galactic:  
**[www.virgingalactic.com](http://www.virgingalactic.com)**