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Luxair x den Atelier: A high-flying tribute to 30 years of music

What happens when a local airline and a legendary music venue join forces? You get a plane that turns heads — and tells a story.

To celebrate **den Atelier's 30th anniversary**, **Luxair** has partnered with the Luxembourg's iconic concert venue to launch a bold new aircraft livery inspired by the energy of live music and the atmosphere of the venue itself. This is more than just a fresh design — it marks the beginning of a **three-year collaboration** between two proudly rooted Luxembourg brands who share one mission: bringing people together through unforgettable experiences.

Why this partnership?

At Luxair, it's not just about flying people to their destination — it's about helping them discover some of Europe's most beautiful places and creating moments they'll remember. We connect people — with each other, with new cultures, and with experiences that make life richer. Den Atelier has been doing the same through music since 1995. That's why teaming up with them felt like the perfect fit. We both believe in creating shared moments that stick with you, whether it's the thrill of a live encore or the excitement of landing somewhere new.

Meet the plane – Music meets movement

To bring this vision to life, Luxair and den Atelier teamed up with French artist **Loïc Lusnia**, known for his vibrant, pop-art-inspired visual style. His artwork now wraps around a **Luxair De Havilland Q400 (LX-LGN)**, a design that captures the rhythm, emotion, and intensity of a live show. The livery draws directly from den Atelier's own space, with bold colours inspired by the venue's walls and rooftop. Over the next 18 months, this unique aircraft will be flying across Europe, sharing a little piece of Luxembourg's culture wherever it goes.



Beyond the Plane

The collaboration continues on the ground, too. Loïc Lusnia's creative touch can also be seen at den Atelier, with new mural art, refreshed interiors, and even a revamped rooftop space that reflects the spirit of the project. Coming soon: a limited collection of **exclusive merchandise**, including model aircraft, posters, and accessories, perfect for music and aviation fans alike.

What they're saying

"At Luxair, we don't just connect places — we connect people, cultures, and experiences. Den Atelier has been a cornerstone of Luxembourg's cultural life for 30 years, and we're proud to celebrate that legacy in a way that feels bold, creative, and true to who we are," says **Gilles Feith**, CEO of Luxair. "This partnership reflects our shared spirit — local, vibrant, and open to the world."

"It is amazing to see our venue turned into a design that literally takes flight," adds **Laurent Loschetter**, founding partner of den Atelier. "Luxair didn't just support our anniversary; they got involved creatively, and that makes this partnership feel really authentic."

Watch for it

The **Luxair x den Atelier aircraft** is already in the skies. Keep an eye out for it on the runway or follow along on social media to see where it goes next. Here's to the next 30 years of music, movement, and meaningful partnerships.

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[Discover the pictures of the collaboration by clicking here.](#)