

A very fast blank canvas: Boom seeks design ideas for its supersonic jet's paint job

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BOOM SUPERSONIC - Mangum's MOST ORIGINAL Design Wins!

In a global competition that attracted over a thousand artists, William Mangum's livery design for Boom Supersonic's Overture was selected as the "Most Original." This recognition is a testament to Mangum's creative process and his artistic roots, which began in childhood with building model airplane kits. Those early experiences sparked Mangum's imagination as he envisioned piloting everything from World War I and II planes to modern jets. Little did he know that these moments would prepare him to craft a winning design for Boom—a company redefining the future of flight.

Mangum's winning entry took inspiration from the American flag, reimagined as it would appear streaking across the fuselage at the speed of sound. His design is a celebration of speed, patriotism, and the technological marvel that is the Boom Overture. But what truly set Mangum's work apart was his decision to hand-paint the design. In an era dominated by digital art, his analog approach imbued the concept with a sense of originality and craftsmanship that captured the judges' attention.



As Boom leads the way in sustainable supersonic travel, Mangum's design reflects the company's innovation while also connecting back to a personal journey of creative expression. The recognition of his work, which blends technical precision with artistic creativity, is not just a nod to his talent but a full-circle moment in his career, demonstrating how one's early passions can evolve into truly unique achievements.

For Mangum, winning this competition is more than an accolade—it's a symbol of how traditional art forms can still capture imaginations in an increasingly digital world. It serves as a reminder that sometimes, pushing creative boundaries means embracing the time-honored methods that got us where we are today.