



ATTACHMENT #6

Memorandum

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TO: Patricia deLaBruere
Airport Manager

DATE: August 7, 2014

FROM: Catherine Fritz, AIA
Airport Architect

RE: Art in the Airport Terminal

The terminal has a long history as a public art venue. Currently, nearly one million visitors pass through the airport terminal each year, making its role as a gateway and reception critically important to the community, region, and state. Artwork adds beauty to the airport, reflects the culture and character of the community, and helps create an inviting atmosphere for the enjoyment of passengers, workers, and visitors. The airport has recognized these values and embraced the arts, incorporating both visual and performing arts in the terminal. Current art programs include: the Music-on-the-Fly program; rotating exhibits in the glass display boxes; 1% art acquisitions from CIP funds; temporary exhibits of loaned art and, and special projects such as the scout projects.

The terminal renovation projects that occurred between 2008 and 2012 created the need to review airport art policies. Many of the exhibits were aged and in poor condition. Others were large and difficult to appropriately place, especially in overcrowded areas. There were many pieces that whose ownership and value was not clear. An inventory of all of the art in the airport was completed in 2008, and a significant quantity of art was removed from the terminal to make way for construction. The newly constructed areas of the terminal provided opportunities for installing new works of art, and reconfiguring and updating existing art displays. However, environmental, space, and security constraints limit the amount and types of art that can be reasonably displayed in the terminal.

The airport's interest in a robust advertising program also affects the available areas to display art. The airport has worked closely with the advertising agency to encourage artist "place based" advertising that positively contributes to the ambiance of the terminal. Revenues from advertising (more than \$30,000) must be balanced against art displays that do not provide revenue.

Last winter, Airport Projects staff began drafting a comprehensive policy to guide the selection, maintenance care, and record keeping of art in the terminal. Unfortunately, work load prevented the policy from being completed into a form ready for Airport Board action. With the recent theft and return of the art piece in the north wing, it is timely to revisit the policy development and bring it forward to the Board. Now that the food and beverage concessionaire is settling into its new space, the Projects Office staff has time to work on this issue, as well.