

For Immediate Release

January 31, 2023

News Release: St. John's International Airport Authority to Reveal *Art Upon Arrival* Project

ST. JOHN'S, NL – In early 2022, the St. John's International Airport Authority (SJIAA) embarked on a project to boldly impact travellers' sense of arrival through a unique *Art Upon Arrival* installation.

Art Upon Arrival is an arts-based initiative to infuse the traveler experience with local culture. SJIAA wants passengers to know that they have arrived in a vibrant, modern place from the instant they step off the plane and we are harnessing the expressive power of our province's rich arts community to do so. This installation is the first step in a larger sense of arrival project, and was supported through Come Home Year funding.

Through consultation and collaboration with Business and Arts NL and the Department of Tourism, Culture, Arts and Recreation, a Call for Submissions went out to the local artist community to wrap eight large columns in the baggage area with a special emphasis on bright, vibrant colours that showcase local culture. Artists were also required to feature traditionally marginalized groups in their submission.

"This fantastic new art installation at the St. John's International Airport is going to show travelers coming through our airport who we are as Newfoundlanders and Labradorians and what our province represents. It will also go a long way toward helping to improve those ever-important first impressions," said The Honourable Steve Crocker, Minister of Tourism, Arts, Culture and Recreation. "The Department of Tourism, Culture, Arts and Recreation was pleased to support the *Art Upon Arrival* project through Come Home 2022 funding. Congratulations to everyone involved!"

The applicant artist results were overwhelming – with a total of 40 submissions. A selection committee, facilitated through Business and Arts NL and comprised of both industry stakeholders and local artists conquered the arduous task of evaluating the applications. Molly Margaret, a talented and emerging local artist, was the successful applicant.

"The Airport had a challenge to create a memorable Newfoundland and Labrador experience for passengers in an otherwise functional space, meant for renting cars and collecting suitcases. It has been so much fun to work with them to help find an art-shaped solution in the form of Molly's incredible work," said Amy Henderson, Executive Director of Business and Arts NL.

"As an economic hub with a range of stakeholders, we have a distinct opportunity to showcase our unique culture," added Dennis Hogan, Chief Executive Officer of the St. John's International Airport Authority. "From our province's famous colourful row houses and a nod to Snowmageddon, to winter boil-ups and our unique flora and wildlife, this project truly represents the best of what we have to offer, and is the tip of the iceberg as we work on more to come."

[web stjohnsairport.com](http://web.stjohnsairport.com)

[facebook](#) @StJohnsInternationalAirport | [twitter](#) @stjohnsairport | [instagram](#) @stjohnsairport

[LinkedIn](#) st-john-s-international-airport-authority



ST. JOHN'S
International Airport Authority

MEDIA CONTACT

Ryan Howell
Marketing and Communications Advisor
rhowell@stjohnsairport.com
709-758-8756