

**News Release**  
**October 9, 2025**

## **St. John's International Airport Launches *Art at the Airport* Initiative**

ST. JOHN'S, NL – The St. John's International Airport Authority (SJIAA) is proud to officially launch *Art at the Airport*, a new initiative designed to enhance the travel experience through local art.

As part of its parking lot renovation project, SJIAA identified an opportunity to strengthen the airport's sense of place and partnered with Business & Arts NL to commission three public art installations.

The response from the local artist community was overwhelming, and nearly 25 proposals across three sites were submitted. Marcia Huyer, Emily Pittman, and Vince Jones were chosen by a selection committee facilitated by Business & Arts NL, and their pieces have been seamlessly integrated into the parking lot. All three pieces contain elements that uniquely represent Newfoundland and Labrador, offering passengers a memorable experience that helps shape their first and last impressions of the province.

"We are delighted to have these public art installations added to our growing portfolio at YYT," said Dennis Hogan, Chief Executive Officer, SJIAA. "As Newfoundland and Labrador's connection to the world, we take great pride in showcasing our province's culture and creativity with every traveller who passes through. Thank you to Business & Arts NL for their continued partnership and for their important work in creating opportunities for local artists."

"We are thrilled to be working with the St. John's International Airport Authority again, to see their continued investment in public art, and their deep understanding of how creativity enhances the places we move through every day," said Amy Henderson, Executive Director, Business & Arts NL. "This work affirms our shared belief that the arts are not just decoration, but a cornerstone of community identity and economic vitality. It has been so exciting to work with the team at the Airport and with Emily, Marcia, and Vince and all of their collaborators to see these works come together, and we're eager to see travellers start to interact with them."

"*Who Knit You* is an oversized mitten that literally and figuratively welcomes visitors of the airport through the gesture of waving, adorned with pattern from local and international places and cultures," added Marcia Huyer. "As a Newfoundlander by choice, I can attest that Newfoundlanders are welcoming and warm people. This is a public sculpture, made *with* the public. The patterns on the mitten were done in collaboration with people born in other places but who now call Newfoundland home. Cultural designs represented on the mitten are from Iran, Mexico, Tanzania, Korea,



**ST. JOHN'S**  
International Airport Authority

Nigeria, India, Philippines, Netherlands, and the Ukraine. Newfoundland's existing rich culture is represented by a L'nu artist and a common mitten pattern."

"Creating *First Sign* has been an incredibly meaningful opportunity," said Emily Pittman. "With this sculpture, I worked to translate the province's architectural heritage into a bold, contemporary form that offers travellers a moment of connection and recognition. What began as a small idea during a residency has grown into a landmark welcoming people home. Public art at this scale is always a collaboration, and I'm deeply grateful to everyone who helped make it possible. I hope the sculpture serves as a signal of belonging for those returning and as an introduction to Newfoundland and Labrador for those arriving for the first time."

The third piece, *Below the Blue*, by Vince Jones, is a 6' tall relief sculpture carved from a piece of solid timber. Rising from a plinth, the curve and bend of the timber emulates the rolling and swelling of the ocean wind and waves, providing a natural sense of movement, as hand-carved sea creatures — kelp, squid, seaweed, crab, lobster, cod, capelin and jellyfish — swim around the full circumference. As spectators move 360 degrees around the sculpture, their eyes focus on one creature, then another and another, until they have circled the timber. As they follow the fish swimming to the surface, waves crash against the jagged rocks where a fishing stage clings to the shore on stilts. This iconic image of vernacular Newfoundland and Labrador architecture caps the piece, bringing the built environment to the natural.

For more information about *Art at the Airport*, please visit Business & Arts NL's [website](#).

## **MEDIA CONTACTS**

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## **ABOUT THE ST. JOHN'S INTERNATIONAL AIRPORT AUTHORITY**

Recognized as a Top Employer in Atlantic Canada in both 2024 and 2025, the St. John's International Airport Authority (SJIAA) is a private, not-for-profit, non-share capital corporation that oversees the safe and efficient movement of people and goods at Newfoundland and Labrador's premier air transportation gateway. Our mission is to proudly connect Newfoundland and Labrador with the world.

SJIAA was recently honoured with the 2024 Airport Service Quality (ASQ) award for Best Airport Under 2 Million Passengers in North America, a prestigious recognition that highlights our ongoing commitment to delivering an exceptional airport experience for passengers and for fostering economic growth and social well-being in the communities we serve.

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