

BOISE AIRPORT

ARTS

MASTER PLAN



LAND SIDE | AIR SIDE

By Amy Westover, artist, and Matilda Bubb, cultural planner

A PERCENT-FOR-ART PLANNING DOCUMENT



Boise Wings (1997), Adam Leventhall



Sky Bridge (2014), Seth Palmiter



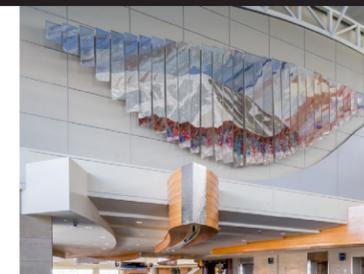
Wildland Firefighter (2005), Lawrence Nowlan



World War II Aviator (2008), Benjamin Victor



Terra Firma (2003), Elizabeth Wolf



Flying into the Season (2005), Louise Kodis



Reticulated Horizon (2004), Lawrence Ko



Slipstream (2005), Kelly McClain

BOISE PUBLIC ART PROGRAM VISION, MISSION, GOALS

VISION:

Boise Airport's dynamic public art and local cultural programming enhances airport visitor experiences and embodies the airport's role as a regionally reflective transportation center and respected community partner.

MISSION:

Boise Airport public art program's mission is to facilitate the development and care of public art and management of cultural programming that enhances people's experience of the airport environment and strengthens Boise Airport's civic stature through rich community relationships.

GOALS:

Boise Airport Art Program will achieve the vision and mission by pursuing the following goals.

Goal 1: GUEST EXPERIENCE

Boise Airport's public art provides an enhanced guest experience.

Goal 2: REGIONALLY REFLECTIVE

The Southwest Idaho region is reflected in the public art and arts programming, thus informing people's place-specific experience of Boise Airport.

Goal 3: CULTURAL PARTNERSHIP

Boise Airport's public art programs engage with regional cultural partners to showcase unique community character.

Goal 4: HIGH QUALITY

The public art and cultural programming at Boise Airport is high quality and well-produced.

Goal 5: CARE AND CONSERVATION

Maintenance and conservation of the airport's public art collection is managed to national standards using best practices in the field of public art.

Goal 6: PUBLIC COMMUNICATION

Communication about the public art and cultural programming is easily accessible, informative and visually representative of Boise Airport and Arts & History's brand identities.

To see the full copy of the plan, visit our website at boiseartsandhistory.org, or contact us at 208-608-7050.

PUBLIC ART FOR BOISE AIRPORT

Boise Airport Arts Master Plan: Land Side | Air Side is the first comprehensive review and visioning document for Boise Airport's public art collection and program. Previously, the addition of works to the collection and related program practices have been responsive to specific opportunities. This plan builds on these individual successes with a strategic vision for the airport's art program and collection, raising the bar for public experiences at Boise Airport.

The resulting Arts Master Plan is a proactive, strategic framework for how the Airport Arts Program will develop and be managed in the coming years. It is a flexible, working document that will evolve with the programs it describes. Art at the airport supports Boise Airport's mission to provide a comfortable journey for travelers, informing residents and visitors about Idaho's regional character, community and environment through their experience of the airport terminal.

ART COLLECTION EVALUATION & RECOMMENDATIONS

The Boise Airport Arts Program has played a successful role in shaping the visual identity of the airport, benefiting the guest experience. The majority of existing permanent airport public artworks are in good condition and are meaningful to and valued by the public.

Some key recommendations for the existing public art collection are to make small adjustments such as additional signage, new locations for portable works and enhanced lighting. Conservation and maintenance of the public art collection continues to be a program priority.

In taking a fresh look at the existing airport campus with the frameworks of *Land Side | Air Side* and environmentally themed corridors, the plan identifies several exciting opportunities for public art projects that root people in place and facilitate wayfinding. These opportunities are presented with precedent examples from other airports and public art programs.

When looking at national airport public art programs, the authors observed an expansion of cultural experiences beyond visual public art including live music, film, dance and other performing arts. Also noted are sense-of-place programs that focus on the history of airport locations and provide information about local cultural opportunities for visitors. With a national context in mind, the plan provides related recommendations to better serve Boise Airport visitors as the facility expands. Examples of new cultural program recommendations include partnership-driven art and history exhibitions, artist-in-residence opportunities, performing arts at the airport, and information kiosks that provide enhanced information about airport art collection.



Welcome to the Gateway of the Treasure Valley. The Boise Airport is built on the principle of delivering complete and comprehensive service to those arriving in the City of Trees, as well as those saying a temporary goodbye. Offering safe, efficient and enjoyable nonstop service to some of the busiest airports in the nation, convenient parking facilities and award-winning restaurants and shops, Boise Airport is here to ensure a seamless experience during your next adventure.

The Department of Arts & History's mission is to provide leadership, advocacy, education, services and support for arts and history to enhance the community's quality of life. We envision a city where everyone has access to art and history, and the opportunity to pursue and experience Boise through a variety of cultural offerings. Programs include administering an Arts & History Grant program; facilitating the acquisition and preservation of, and access to, public art, fine art, artifacts, permanent municipal records and community archival materials and cultural sites; managing and maintaining public art; conducting cultural planning; managing cultural facility operations; overseeing care and conservation of cultural assets; fostering an informed public through the collection, investigation and dissemination of local history through research, oral history, presentations and publications; and providing effective communications, outreach and education for all department-wide programs and their assets, events and opportunities.



**BOISE CITY
DEPT OF ARTS
& HISTORY**

Boise Airport