

OBJECTIVE To enhance the Greater Asheville Regional Airport Authority's (GARAA) cultural composition by providing for and encouraging the exhibition of art in the terminal through a changing art exhibit.

METHOD OF OPERATION The policy applies to employees with the organization who select artists and artwork to be displayed publicly within the Asheville Regional Airport (AVL). This policy also applies to artists who apply to have work displayed at AVL, are chosen to display art at AVL and potential buyers who may or may not purchase artwork from the Art in the Airport gallery.

Definitions **Art in the Airport.** An art exhibition that rotates three times a year and features artists from the nearest 11 counties served by the airport.

Lender. The lender, if referenced, refers to the artist loaning artwork for display in the airport.

Borrower. The borrower, if referenced, refers to the Greater Asheville Regional Airport Authority.

General Policy

1. Purpose

- The inclusion of arts in the public eye adds immensely to the dimension, depth and character of a community; it inspires our youth, fortifies local identity, and adds to the quality of life.
- A changing exhibit will distinguish the Asheville Regional Airport and help integrate it more fully into the culture of the region. The display of art in the terminal will make a unique contribution to the experience of travels by educating them about the Western North Carolina area and creating an aesthetically pleasing environment.
- A changing art exhibit will allow for a variety of artwork by many different area artists to be displayed throughout the year, giving the terminal a fresh look with each new rotation of art.
- Administrators - The Greater Asheville Regional Airport Authority (GARAA) Marketing Department will be responsible for reviewing artists and artwork appropriate and desirable for exhibition in the airport

Artist Application Artists may apply at any time for an upcoming exhibit. Primary consideration is given to artists who reside in the primary market area of Asheville Regional Airport (western North Carolina). Application information and art gallery participation guidelines may be found on-line, or by contacting the GARAA Marketing Department. Guidelines may change as needed. The most up-to-date guidelines will be posted on the GARAA website.

Inquires Direct inquires about this policy to:

Director of Marketing & Public Relations
61 Terminal Drive
Suite 1
Fletcher, NC 28732
Voice: 828-654-3238

**APPROVAL AND
UPDATE
HISTORY**

Approval August 8, 2014

Supersedes September 14, 2007, February 9, 2007