Runway
Enhancing the Airport Experience with Exhibition Design

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Abstract of Thesis

Runway
Enhancing the Airport Experience through Exhibition Design

How can exhibition design enhance the airport experience? Through the lens of flight’s influence on fashion, the following exhibition will improve the traveler’s experience at JFK Airport in JetBlue’s Terminal 5. Manned flight in its various forms has influenced fashion for centuries, from hot air ballooning to space flight. Exploring the effect of hot air balloons, airplanes, and spaceships on everyday fashion, this exhibition will be a moment of levity in the chaotic environment of the airport, encouraging passersby to look up and enjoy their surroundings.

In partnership with JetBlue, the exhibition seeks to build on the brand’s positive reputation and goal of making the airport experience as enjoyable as possible. JetBlue also has a strong visual identity that Runway will complement and expand upon. The general look of the exhibition will harmonize with the current experience in Terminal 5, while strengthening the space with interpretive exhibition content. Maintaining a clean and simple style, the physical structure and graphics of Runway will enhance without overwhelming visually. This exhibition will uplift the traveler’s experience, making their journey more pleasant, interesting, and joyful.
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Introduction

Airports can be chaotic, busy, and overwhelming. Anyone who has traveled by air has likely experienced the anxiety and frustration that often comes with air travel. Many airports, in an attempt to ameliorate this feeling of intensity, have added large art installations and similar distractions throughout the airport terminals. These installations can be “welcoming, grounding, [and] inspiring” for travelers, providing a much needed respite for the eyes and mind.¹

While art in airports is not a new concept, it has certainly seen an uptick since the 9/11 attack on the Twin Towers, after which air travel became increasingly more stressful and difficult with added security and regulations.² Since then, airport art installations have been focused on “de-stressing” the airport experience by distracting travelers from the discomfort of the airport.³

Airports offer a unique opportunity for exhibition design, providing a captive audience who is often in need of a distraction. The amount of Americans that fly each year continues to increase with almost 50 percent of Americans flying in 2017.⁴ That equates to roughly 144 million people traveling through airports each year and this is only accounting for American passengers. Rather

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³ Ibid.
than trying to corral these individuals into museums, there is an opportunity to bring the content to them.

Exhibition design can enhance and improve the traveler’s experience while also creating branding opportunities for companies, museums, and other organizations. Some airports have partnered with museums to include displays in their terminals and a few even have actual museums within the airport, such as Amsterdam Schiphol. The exhibitions and museums in airports to date are largely art-focused and have limited interpretive goals. There are some exceptions, such as Seoul Incheon, which features two Korean Traditional Cultural Centers that include performances and interactive experiences for visitors—a largely educational experience.

_Runway_, the proposed exhibition, falls somewhere between an art installation and an interpretive exhibition with highly educational goals. This exhibition, while primarily visual, will also offer interpretive content in small bites that provide opportunities for engagement to an audience that may have limited time and attention. Highlighting the intersection of flight and fashion, _Runway_ will create interesting, unique, and memorable moments that improve upon the typical airport experience by distracting, if only for a moment, from the stress of travel.

These moments may linger if the traveler chooses to dive deeper into the content, or they might be as quick as a passing glance en route to the boarding

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5 Lew, “Airport art.”
gate. Art installations can create moments of joy and diversion while exhibitions can provide teachable, engaging experiences that expand perspectives. This exhibition intends to do both.

Site Selection

Located near the New York City fashion scene, John F. Kennedy International Airport is one of the busiest airports in the United States with 60 million people passing through it each year. This airport is a hub for many domestic and international flights but it is not too busy that there is no room for intervention. Terminal Five, or T5, is run by JetBlue and has 30 gates with more than 15 retail shops and over 30 food and beverage outlets. In 2017, 37% of passengers flying through JFK flew with JetBlue, making it the largest carrier for this airport.

![Figure 1. JFK Terminal 5 central hub featuring two “grandstands”](image)

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JetBlue shows a clear interest in making the airport a more inviting space by providing several unique amenities beyond the usual things found in airport terminals. In addition to unlimited, free wifi and “napping pods,” this terminal features “grandstands” in the central area where travelers can lounge, people-watch, eat, and more. A “Mamava Lactation Pod” for nursing mothers is a practical and friendly feature that is not yet common in every airport.

There are also “Juice Bars” throughout the airport—large seating areas for charging devices. However, the most unique feature of this terminal is the T5 Rooftop. This is the only post-security outdoor space at a New York airport accessible to all passengers—not just VIP members—and this friendly feature includes an enclosed “Wooftop” for pets and several green spaces for lounging.

Figure 2. JFK Terminal 5 Rooftop

These unique features spread throughout T5 are in line with JetBlue’s Customer Bill of Rights which states that “Above all else, JetBlue Airways is dedicated to inspiring humanity...strive[ing] to make every part of your experience as simple and as pleasant as possible.”

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support of educational exhibitions, partnering with the Museum of Discovery and Science in Florida, the American Museum of Natural History in New York City, and the Cradle of Aviation Museum in New York.9

The JetBlue design team in recent years has been “expanding the use of [their] color palette, pushing the boundaries of playful design and ultimately creating the most welcoming environment for those flying with [JetBlue].”10 The current design in T5 is clean and bright, utilizing the familiar color palette of various shades of blue with pops of orange and green. This creates a friendly and dynamic feel throughout the terminal. All this is to say, JetBlue is an ideal partner for an exhibition meant to improve the airport experience. Their current goals and graphic identity align comfortably with those of Runway.

T5 itself is a suitable location for Runway as the terminal is bright with high ceilings and skylights, providing numerous opportunities for design intervention. While T5 can get quite crowded during busy hours, there is plenty of vertical space to play with so as to avoid adding congestion to an already busy airport. The layout of the terminal features a hub entrance with three branches (fig.2). The hub is large and dynamic, again providing several opportunities for intervention. JetBlue also provides iPads throughout the terminal for travelers to use as they please—ordering food and drinks, playing games, looking up flight

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information, and more. These iPads will be a convenient addition to Runway as will be discussed below.

Audience Overview

Designing an exhibition in an airport terminal means the audience is limited to those already in the airport. There will be no marketing of the exhibition to bring people in as the current goal is simply to improve the experience of those already in the airport. However, as JFK does compete with two other airports in the New York City area, they could potentially use the exhibition as a way to set themselves apart. Regardless of the marketing, airports provide a captive audience.

Runway is designed for travelers who are waiting for a departing flight in Terminal 5 at JFK Airport. They have already passed through security and are in the terminal. This includes travelers departing directly from JFK and those on a layover—essentially passengers that will be spending some time in the terminal and not those rushing to get out of the airport. Within this segment, key audience personae include a “frequent flyer” and an “international traveler.” These personae have unique characteristics and needs that guide the design strategy of the exhibition.

The “frequent flyer” flies 6-10 times per year and is familiar with JFK. This traveler is most likely traveling for personal reasons and perhaps occasionally for work. This is not someone who travels regularly for work (11-20 flights per year), as that person is less likely to engage in an exhibition for very long (See Appendix
B). There is potential with the “frequent flyer” for lingering interaction with the exhibition. They are likely to be comfortable in the airport, have an airport routine, and their biggest problem is finding a way to spend their time while they wait for their flight. They might have heard about Runway beforehand and could be interested in checking it out.

A survey was taken about how travelers spend their time in the airport. Of those surveyed that fly 6-10 times per year, nearly 70% said they spend their time reading and 85% said they spend their time online either working or recreationally (See Appendix B). Over half of this group likes to wander the airport while waiting to board. This data suggests that this audience group might be open to an exhibition they can explore by physically wandering and then continue to read about online either at their gate or on one of the available iPads in the terminal.

The “international traveler” will be harder to reach and are more likely going to be a glancing interaction. This traveler might be anxious and unfamiliar with JFK. They may be traveling with a partner or alone, trying to find his or her gate, and likely just spent more than two hours in customs. This traveler is unlikely to have any prior awareness of Runway. As this audience segment may or may not be fluent in English, the exhibition design will incorporate opportunities for accessing the content in a variety of languages.

Travelers exiting the airport are not a part of the target audience, however they will certainly be able to view and enjoy the exhibition on their way out of the
airport. Families with children are also not part of the target audience as this terminal is already equipped with two large play areas for children. However, Runway will flow past both of these play areas and highlight them, as with the other features of this terminal, so it is possible parents might still get some enjoyment out of the exhibition while their children play.

**Exhibition Content**

The three topics of this exhibition—Hot Air Ballooning, Aviation, Spaceflight—will each have a branch of the terminal. The hub will provide an amalgamation of these three topics and the three sections will branch out as follows: Branch A (gates 1-7) will cover the influence of Hot Air Ballooning, Branch B (gates 8-21) will explore Aviation, and Branch C (gates 22-30) will discuss Spaceflight.

*Figure 4. Map of T5 Branches*
Almost everyone wears clothing—certainly the travelers passing through the airport will be clothed—and whether or not travelers are interested in fashion, *Runway* will touch on many of the ways flight has influenced what people wear everyday like Ray Ban sunglasses and leather jackets. These are so common today that many people might not think about where they came from. By striking the balance between familiar and unexpected, the exhibition will entice passersby to pause for a moment or at least to take note of something unusual or new to them.

*Runway* will entice travelers with familiar fashion items as well as those that may be less familiar. For example, many people know and love Amelia Earhart and are aware of her aviation accomplishments. However, many people are not aware that Earhart started her own fashion line. How this content will be used in the physical exhibition can be seen in the rendering below.

![Figure 4. Section of exhibition featuring Amelia Earhart](image)

The words “Thanks for the pants, Amelia!” and an image of Earhart herself are displayed above a section of the *Runway* that features both Earhart’s personal clothing and some of her fashion designs. There will be brief
information about “Amelia Fashions” and how her fashion line and personal style greatly influenced the wearing of pants by women, something highly unusual at the time. This would also include a link to read more online at jetbluerunway.com by visiting one of the nearby iPads or using a personal device.

The topic of fashion is lighthearted and provides opportunities for deep dives where travelers might be interested. However, even at a superficial level—which may be all some travelers experience—much of this content is still enjoyable to consume. An example of content that may be consumed in small bites is that of celebrity airport fashion. This is a popular item in many fashion magazines and social media outlets—people are obsessed with what celebrities wear to the airport and they always have been.11 The difference today is that celebrities, and people in general, are often seen flying in much more casual attire like sweatpants and even pajamas.

In the early days of aviation, flight was considered a luxury and travelers would dress as though attending a red carpet event.12 Today, air travel is far more accessible with more reasonable prices so the event of travel is no longer considered a formal activity by many travelers.13 This content will be included in an interactive space in the hub of the terminal, which is discussed at length in the design section below.

13 “Air Travel More Accessible in 2017.”
Down at the end of Branch C on the Rooftop, the content flips when travelers step outside. While inside the terminal the content is all about flight’s influence on fashion, on the Rooftop the exhibition will discuss how fashion has influenced flight, specifically in space suit design and how space suits are becoming sleeker and more fashionable as commercial space travel becomes a possibility in the near future.¹⁴ (See Appendix A for additional detail about the exhibition content.)

**Precedents: Site & Design**

There are several precedents in airport art and exhibition. The following inform on both successful and unsuccessful interventions in airports and other public transportation locations. The Rijksmuseum, as mentioned previously, has a satellite location at the Amsterdam Airport Schiphol. This small gallery features rotating art from the Rijksmuseum and is beautifully designed, providing an escape from the noise and chaos of the airport terminal. However, as it is its own space, separate from the terminal, it requires travelers to take the time to step in and explore. As a result, this could be limiting the audience.

Tucked in the Seattle Tacoma Airport is a whimsical and engaging space titled “Clouds and Clunkers.” This installation offers a place for travelers to sit while being immersed in the sculptures. It is silly and surprising, giving travelers a break from the norm of the airport. Down the coast at the San Francisco

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Airport, travelers encounter a variety of gorgeous art installations that create unique moments throughout the airport. These installations are bright and colorful but not overwhelming. They provide a sense of beautiful calm in the airport but have no interpretive content.

![Figure 5. “Clouds and Clunkers” Seattle Tacoma Airport](image)

At Chicago O’Hare, the installations are bright and colorful but do not have the same soothing effect as the pieces in San Francisco. O’Hare’s LED walkway “Sky’s the Limit” is iconic, bold, and interesting. It adds an unexpected bit of fun to what would otherwise be a long boring walk through the airport. However, it is perhaps too chaotic and may be overstimulating for some. It also feels somewhat dated, as though one is immediately transported to the 1990s.

![Figure 6. “Sky’s the Limit” Chicago O’Hare Airport](image)
Down south at the Albuquerque International Airport is a small fashion exhibition titled “Recycle Runway” with a straightforward design that is not overly-complicated. As an example of a fashion exhibition at an airport, it is a good traditional place to start. However, the “Fashion Room” exhibition at the Victoria & Albert Museum in London accomplishes some of the goals of Runway and is a wonderful design precedent when exploring fashion exhibitions. The exhibition at the V&A makes you look up. It is bold in its design but the limited color palette and organic shapes keep it from becoming overwhelming. This exhibition certainly has whimsy and fun but the muted palette gives it an elegant, grown up feel.

![Figure 7. “Fashion Room” Victoria & Albert Museum](image)

As Runway is designed for a space not initially intended for exhibition design, a useful precedent is the takeover of a New York City subway station for a David Bowie photography exhibition. This was designed in a place not intended for such a thing and while it was not an operating station during the exhibition, the space itself offers many interesting design challenges. This
takeover has a humorous, “happened upon” feel and its bold design is perfect for the location.

Design

Challenges + Opportunities

As Runway is set in an airport, there are many unique design challenges that lead to interesting opportunities. Because this space is used for a very specific function—getting travelers from one place to another—audience movement hugely influences the design. Runway will work with the flow of the airport and function in a way that enhances the experience without getting in the traveler’s way. It is vital to the success of Runway that the exhibition does not impede progress or sight lines but instead fits into the rhythm of T5.

JFK is one of the busiest airports in the world and at any given time lines for boarding flights can spill out into the main hallway causing congestion. This restricts the area available for exhibition use and suggests that putting an exhibition right down the center of the main hallway would only add to congestion and cause problems. This challenge creates interesting design opportunities in exploring the vertical space in the terminal, of which there is a great deal.

At no point should the exhibition impede the progress of a traveler or block important wayfinding. In some areas, the physical structure may fade to

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15 Field research by author, November 19, 2018.
the background or turn into a floor graphic that does not block traffic. The overall design will be simple, clean, and clear to avoid adding visual clutter in an already busy space. By utilizing and building from the design style and color palette of JetBlue, Runway will harmonize with the current space, enhancing what is already a pleasant terminal. Text on the physical installation will be brief due to the limited time and attention travelers will have and also to avoid adding to the congestion.

By putting the majority of written content online at jetbluerunway.com, travelers will be able to move to areas of the terminal that are less congested to read more rather than lingering in the main hallway and blocking traffic. The digital content also allows Runway to be something the traveler can take with them—perhaps they want to keep reading about it at their gate, or on the plane, or they want to show it to their friends at home. Online content allows the traveler to continue the experience once they have left the airport. Travelers will be able to access this content both in the airport on the complimentary iPads or on their own devices.

*Design Strategy*

To accomplish the goal of enhancing the airport experience, Runway will build upon and harmonize with the many positive features and unique amenities already in place at T5. To do so, Runway will be comprised of one continuous winding path made of a variety of materials depending on the location, i.e.
Runway may at one time be a floor vinyl that turns into a fabric wrapped aluminum frame extending from the ceiling.

At no time will Runway impede important wayfinding or the necessary flow of the airport but it will weave through these needs, taking advantage of the vertical space in this terminal looping up the walls and onto the ceiling where necessary. This design will be both practical to meet the needs of the airport while creating whimsy and fun, causing travelers to look up at something unexpected and interesting.

The graphic identity of Runway will build off of JetBlue’s current palette, adding several bolder colors to provide contrast in the busy space. Most of the wayfinding in this terminal is bright yellow and green. These two colors will not be used on the Runway to avoid confusion. In addition, the orange used in the Runway palette will be restricted to text only as the yellow wayfinding in the terminal can often look orange in certain lighting. The colors and shapes used in Runway will complement the current design of the terminal adding some brighter colors but maintaining a simplicity that does not overwhelm the active airport.

In the hub of the terminal where almost every traveler will pass through at some point in their journey, there is a large circular screen suspended from the ceiling. This screen is currently used for various promotional or informational messages. Runway will take over this screen and play a looping film of feet walking down a fashion runway. From this screen, two branches of Runway will loop out into Branch A and B and below on the floor a circular floor vinyl will run.
into an interactive space and out into Branch C. This floor vinyl will include information about the website travelers can visit to learn more about Runway.

The interactive space in the hub will be built around one of the current grandstands and will build a direct connection between flight’s influence on fashion by inviting the traveler to reflect on what they wear to travel in. In this space there will be three interactive activities, including “From Ascots to Athleisure: What you might have worn to the airport in another time,” “Best Dressed: You decide which celebrity has the best airport fashion,” and “The Perfect Travel Outfit: Assemble your perfect airport style.”

“From Ascots to Athleisure” will feature a large mirrored touch screen where travelers can choose a time period—1920 and beyond—and an outfit from that time period will be overlayed on the reflection of the traveler. There will also be a celebrity of the time, dressed for the airport, shown next to the traveler’s reflection. This will create a fun photo opportunity and will also teach travelers about how much airport style has changed as air travel has become far more affordable available to the masses.

Figure 8. Example of interactive experience “From Ascots to Athleisure”
“Best Dressed” lets travelers swipe through images of celebrities to see what they have worn to the airport. Travelers can then vote on their favorite looks. The results of the voting and more celebrity images can be found online at jetbluerunway.com. “The Perfect Travel Outfit” is essentially a digital paper doll. Here travelers can assemble their ideal airport outfit and when they have their favorite creation, they can either upload it to jetbluerunway.com, send it to themselves, or post it on social media.

Each of these interactives provides varying levels of engagement and allow travelers to spend only a moment or as long as they like while killing time in the airport. There is an educational component associated with the physical structure but the main purpose is to provide some alleviation from the stress of travel. If travelers want to follow up and learn more online they have the opportunity to do so.

Down near the end of Branch C sits the T5 Rooftop. This 4,046 square-foot unique space has the potential to be a game changer in a traveler’s experience. Runway will highlight this current feature as it is the only post-security outdoor pet relief area in a US airport and a comfortable outdoor space available to all passengers in this terminal.¹⁶ The space also has room available for expansion

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and a portion of this will be used for *Runway*. The Rooftop currently has an unobtrusive door that is only occasionally highlighted with additional signage.

![Unassuming door to T5 Rooftop](image)

*Figure 9. Unassuming door to T5 Rooftop*

It is not immediately clear now that visitors have the opportunity to go outside and that this space does not require a membership or special access. *Runway* will highlight this space by drawing visitors to the door and guiding them outside where the exhibition will loop throughout the Rooftop and then back into the airport. By encouraging travelers to step outside, even for a moment, they will likely be uplifted either from the fresh air, the unexpected escape from the airport terminal, or the exhibition design and content itself—either way, the goal of improving their experience has been accomplished.

**Interpretive Plan + Strategies**

The interpretive goal of *Runway* is to inspire curiosity about the influence of flight on fashion. This will be accomplished by the text and design working together to peak interest without telling the entire story. By providing limited

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nuggets of information on the physical structure, visitors can get a glimpse of the full story and to learn more, they simply have to log onto the free unlimited wifi in T5.

These small bites of information also contribute to the design goal of the exhibition, allowing people to move quickly through, not having to stop and read long paragraphs. If they only have a moment, they can read a large caption, take in the visual, and continue to their destination. To help create these brief moments, certain artifacts and stories will be highlighted that are particularly eye-catching or unique, in order to draw people in or give them a small interaction as they pass by.

Another goal of Runway is to inspire surprise and delight at finding something unexpected. One way to accomplish this goal is by placing installations in places people can encounter them. Because Runway is one continuous structure or visual, this may mean it could lead visitors around corners or through doors that they might not have originally intended to explore, such as the T5 Rooftop. Runway will be colorful and playful with a sense of humor in both design and content.

Narrative Device: The Emotion of Flight

There are many emotions associated with flying and Runway intends to evoke the most positive of those emotions, such as the anticipation one feels as the plane slowly taxis from the gate, the moment of excitement as the plane lifts off the ground, the joy of reaching a cruising altitude and being above the clouds,
and the relief of landing and reaching the destination. The discovery of the installations will uplift the viewer emotionally and turn what may be a difficult experience into a positive, joyful one. The looping, continuous path of Runway will evoke anticipation as the traveler explores the path, wondering what will come next. Excitement will be inspired by the bold, colorful design, bringing a sense of movement in the flow of the exhibition.

The joy of flight is captured in the many interesting artifacts and their stories, many of which are about problem solving, breaking barriers, and looking to the future. Finally, relief will be evoked in the simplicity of the design. While the overall effect will be colorful and fun, Runway will avoid becoming overwhelming or adding to the chaos of the busy airport. Instead, this exhibition will be a simple, clear path that has callouts to interesting stories and artifacts, while maintaining a pleasant rhythm that flows with the airport traffic. This will allow travelers a moment of relief in encountering Runway.

Narrative of Visitor Experience

The Runway audience is made of travelers waiting for a flight in Terminal Five at JFK airport. They have time to kill and may be feeling grumpy, tired, disoriented, or frustrated. This exhibition will offer an uplifting moment, a distraction from travel woes. By providing a bright, colorful, and dynamic experience, Runway will have the potential to uplift the visitor’s journey and perhaps turn a generally negative experience into a positive and memorable one.
This exhibition will provide moments that can be consumed in small or large portions, depending on how much time the traveler has. They may experience Runway in a small bite as an oversized image of hot air balloon fashion makes them smile en route to their boarding gate. Or perhaps they follow the Runway all the way to the Rooftop, where they relax on the grass and read about Amelia Earhart’s fashion line on their smartphone.

For the audience persona “international traveler” the experience might be brief. Perhaps this passenger has arrived from a long international flight with their partner, spent an hour or two clearing customs and is now entering the terminal to wait for the next leg of their journey. Exhausted, the couple is searching for their boarding gate and hoping for somewhere to sit and rest.

Upon entering the terminal, they notice the large, circular screen in the central hub playing a looping video of feet walking a fashion runway. This screen has branches that loop out into the three wings of the terminal. Venturing toward their gate, both travelers notice the loops from the hub continue down the terminal wing and as they walk, their eyes follow the organic form.

One of them notices a large illustration of a woman wearing funny looking clothing and points it out to their partner. While neither of them stops to read the caption, they chuckle at the unusual fashion and walk on. As they reach their boarding gate and look for a place to sit, they notice a counter of iPads that are available to use.
Sitting down, one of them decides to play with the iPad and discovers they can read about the looping form and the funny illustrations they passed. A quick read explains the illustration they saw was of 18th Century hot air balloon-inspired fashion. Their plane soon boards and as they wait to board, the one mentions the information about the illustration to their partner and they again share a laugh as they board.

In the case of the “frequent flyer” they may have a more lingering engagement with Runway. Perhaps she arrives an hour early to her flight and going quickly through security, she finds she has more time to kill than anticipated. Seeing the beginning of Runway branching into the terminal, she remember a friend recently posted about this airport exhibition on Instagram from a recent trip.

Noticing the bright pop up space in the hub and a caption that reads “What do you wear to the airport?” her curiosity is piqued and she decides to pop into the space. Inside, she discovers several interactive activities, including a large mirrored surface that doubles as a screen. Standing in front of this screen, she selects a time period and an outfit from that time is overlaid onto her reflection, showing what she might have worn to the airport in the time selected. She notices several other interactive activities but decides to continue on into the terminal.

Exiting the interactive space, she needs to use the restroom and on her way notices the Runway has continued down the hall looping in front of the
restroom entrance. She pauses for a moment to look at some of the fashion inspired by space travel before continuing on. After leaving the restroom and heading down the hallway to her gate, she discovers a doorway to an outdoor space she had never previously been aware of. Stepping out onto the Rooftop, she finds the exhibition continues with several replicas of original and current space suit designs from NASA, SpaceX, and more.

She wants to capture this unique airport experience on social media and takes a quick selfie with the Virgin Galactic space suit, then relaxes on one of the Runway swings in the sunshine for a few minutes. While she swings, she notices a link to read more about Runway online and decides to do a bit of exploration. Going to jetbluerunway.com on her smartphone, she pulls up information about this particular portion of the exhibition.

She read for about five more minutes about other space-related items in the exhibition and then decides to return to the boarding area. Once on the flight, she reads a bit more about the exhibition and explores the additional online content thanks to JetBlue’s free wifi. Finding a particularly interesting article about the future of space fashion, she shares it with a friend.

The above encounters are both ideal interactions with the exhibition, regardless of the varying length of involvement. Runway will allow travelers to bite off as much as they can chew and the goal was accomplished in both case as each traveler was distracted from the trying airport experience in different ways.
One got a smile and a laugh out of seeing something unusual and unexpected, while the other found interesting content to engage with and share.

With the ability to access the exhibition digitally, there is potential, as seen in the second encounter, of sharing Runway with those who may never set foot in JFK Airport. However, the primary audience, those flying through or out of JFK T5, will be uplifted in their discovery of Runway, regardless of how long they spend exploring the exhibition.

Conclusion

Airport exhibitions create an opportunity to build a relationship with travelers by improving their journey and creating a unique experience. This benefits both the airline, its brand, and the customers themselves. JetBlue is already working to improve the customer experience and Runway could add to this effort by uplifting and enhancing the terminal with additional humor and design. Art installations in airports accomplish some of this goal and the exhibitions that already exist in airports are also moving in this direction.

Beyond the airport, there are opportunities for exhibitions to go where the people are. There have been many successful temporary pop-up installations in hospitals, public parks, and even malls. However, as this exhibition shows, there are opportunities for larger more long term exhibitions to be built in high trafficked places like the airport. By going to where the audience is, exhibitions can achieve educational goals while providing memorable unique experiences for audiences in unexpected places.
Bibliography


art-taking-off-around-world.


Appendix A: Exhibition Content

Artifacts

The exhibition will use reproductions or images of the following artifacts. There will not be any original pieces within the airport.

Hot Air Balloon Artifacts:


4. Les Merveilleux Physiciens, National Air and Space Museum Collection, A20000740000.

5. Untitled Portrait of Marie Madeleine Sophie Armant Blanchard, 1811, National Air and Space Museum Collection, A19680084000.


7. Vogue, Summer Travel, May 15, 1933 [Magazine Cover], National Air and Space Museum Collection, A20140742000.

8. Cartoon from the 1780s depicting balloon mania, Cabinet Magazine.


10. Textile, Fabric, Toile De Jouy, Balloon Print, National Air and Space Museum Collection, A20020153000.

Aviation Artifacts:

2. **Amy Johnson wearing a woollen suit from the collection of flight clothes designed by Madame Schiaparelli for her solo flight from London to Cape Town**, 1938, unknown photographer, Sasha/Getty Images.


8. **Dress, Lindbergh, King Collection**, National Air and Space Museum Collection, A20040287010.


12. **Jacket, Flying, Type G-1, United States Navy, Vice Admiral Walter Carter, Jr.**, National Air and Space Museum Collection, A20150572000.

13. **Selection of images** from “The Airport Really is a Celebrity Runway,” Vogue.
Space Artifacts:

1. Selection of items from Vans “Space Voyager Collection”


3. Christopher Kane Safety Buckle high-top sneakers from the AW17 Space Collection.

4. Christopher Kane “Space Collection” Devine Launch video.

5. Virgin Galactic’s Y-3 space suit.

6. SpaceX space suit.


Balloon Motifs

When hot air balloons were invented in Paris, France in 1783, the population became obsessed, adding hot air balloon patterns to nearly every article of clothing. In an illustration of the time, titled “The Madness of the Day” a man is seen wearing a balloon shirt, balloon epaulets, balloon shoe buckles, balloon buttons, and balloon pants (see fig. #). Balloons motifs could also be found on hats, bonnets, ribbons, earrings, and pins. Women began wearing their hair in bulbs in honor of the nation’s craze and dresses were “au balloon”, meaning the chest area—and sometimes the backside—were “artificially and artistically inflated.”

Figure 10. The Madness of the Day

As is seen much later with aviation icons, “balloonists were the pop stars of their day” and one of these balloon pop stars was Vincenzo Lunardi. An Italian

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19 Ibid, 150.
aeronaut, Lunardi was adored by many who modeled their fashion after the superstar’s passion of hot air ballooning. Lunardi could be called the Charles Lindbergh of his time and helped add to the “balloon influenza” that swept through Europe especially in the clothing of the day.

Aviation

The aviation industry has influenced the fashion world in countless ways, from military solutions to the aviation icons of the 1920s and 30s. Some of these icons included Amelia Earhart and Charles Lindbergh in the United States and Amy Johnson in Australia. The “aviation craze” was apparent in mainstream fashion as a handful of Parisian designers began including flight suits in their collections and eventually every department store in the United States either had in stock or available to order flight clothes for their flight obsessed customers.

Amelia Earhart is best known as the first woman to cross the Atlantic by plane but in addition to her remarkable flight conquests, Earhart was also a fashion icon. In fact, Earhart started her own fashion line, “Amelia Fashions,” and was the aviation editor for *Cosmopolitan* magazine. While her fashion line ultimately failed, it was nonetheless a unique contribution to the fashion world. Earhart’s flying style, like other female aviators of the time, was “modified semimilitary riding clothes” that were far more comfortable when flying long

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20 Lynn, *The Sublime Invention*, 149.
21 Ibid, 150.
distances than what women were wearing at that time.\textsuperscript{24} This androgynous look became popular in the 1920s as women broke out of more traditionally feminine roles, inspired by celebrities like Earhart.\textsuperscript{25}

\begin{figure}[h]
\centering
\includegraphics[width=0.5\textwidth]{amelia_earhart_leather_jacket.jpg}
\caption{Amelia Earhart sporting a leather jacket and pants}
\end{figure}

Both men and women alike began wearing windbreakers and trench coats, directly inspired by aviation.\textsuperscript{26} In her fashion line, Earhart designed wrinkle-free dresses, skirts, pants, and outerwear inspired by her own needs as a pilot. Some of her designs even used flight-inspired materials like parachute silk and fabric typically used for airplane wings at that time.\textsuperscript{27} In the physical exhibition, this might take the form of a large caption saying “Thanks for the pants, Amelia” and

\begin{flushleft}
\textsuperscript{24} Blanco F. and Lee, Clothing and Fashion, vol. 3, 120.
\textsuperscript{25} Ibid, 44.
\textsuperscript{26} Ibid, 120.
\end{flushleft}
information about how Earhart and her fellow female aviators helped popularize women wearing pants in the 1930s.

Commercial flight has had a long and lasting relationship with fashion, both influencing and being influenced by everyday fashion. When stewardesses were first introduced in 1930, Ellen Church designed the first flight attendant uniform, “a hunter green double-breasted jacket, wool skirt, and matching hat.” The appearance of stewardesses, pilots, and desk attendants was crucial to the airline’s success and a great deal of effort was put into their style, specifically that of the stewardess.²⁸

Over the years, the style of clothing worn by airline employees has ranged dramatically from hot pants in the 1970s to very formal suits for both men and women. Alongside commercial flight, military aviation introduced several fashion trends into daily wear that are still popular decades later. Some of these military aviation fashions include leather bomber jackets, originally designed for WWII pilots, and Ray Ban Aviators sunglasses, designed by Bausch & Lomb for military pilots.

Spaceflight

In the 1960s, the world was obsessed with space travel and this obsession was soon reflected in the fashion of the day. Designers in the United States and Europe began incorporating space motifs in their designs and the use of new

materials like vinyl and plastic to create space-inspired pieces. Some of these designers included André Courrège, Pierre Cardin, Mary Quant, and Paco Rabanne.

The space-age style included references to rockets, spaceships, and planets and these styles both included these elements graphically as well as “adapt[ing] their essential aspects to create an overall look that reflected space-related ideas in a fashion-forward piece.” Courrège was well known for his “Space Age” collection of 1964, featuring white moon boots and “helmet-like headgear reminiscent of astronaut and cosmonaut uniforms.” Cardin launched a “Cosmocorps” line in 1967 that included outfits resembling space uniforms, made of vinyl with geometric patterns, hardware, and zippers.

Spaceflight continues to inspire fashion today as the exploration of space continues with privatized space travel. In 2017, Chanel hosted a space inspired fashion show in which a rocket was launched at the end of the show. Coach also had a limited edition “Space Capsule Collection” with clothing and accessories featuring space paraphernalia. Vans also launched a “Space Voyager Collection” of shoes and apparel commemorating “60 years of space exploration and innovation” by NASA. These recent space-related collections indicate that the

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29 Blanco F., Clothing and Fashion, vol. 4, 23.
30 Blanco F., Clothing and Fashion, vol. 4, 277.
31 Ibid, 277.
32 Ibid, 278.
obsession with space and flight has not disappeared and is still influencing everyday fashion.

With the privatization of space travel, spacesuit design is taking on a whole new level of importance as eventually commercial spaceflight will be a reality. SpaceX, Elon Musk’s company, is designing their spacesuits for future commercial space travel, aware that when travelers have a choice between travel options, they very likely could choose the brand with the cooler looking spacesuit. Virgin Galactic is doing something similar, teaming up with high-end sportswear Y-3 to design their spacesuits. Meanwhile, Jeff Bezos’ Blue Origin is designing “flight suits” instead of spacesuits and helmets for their galactic fashion.

34 Arthur, “Fashion’s Space Race.”
Appendix B: Data & Research Methods

A five question survey was sent to 40 people with 31 respondents as of November 30, 2018. This is a very small sample pool so these results simply give an impression and cannot be considered statistically sound. The following charts include the data collected from the 31 survey respondents.

On average, how many times do you fly each year?

![Chart showing the distribution of flight frequency among respondents.]

How early do you like to arrive at the airport for a domestic flight?

![Chart showing the distribution of preferred arrival times among respondents.]

31 responses

83.9%

12.9%
How early do you like to arrive at the airport for an international flight?
31 responses

- Less than 1 hour before my flight: 20 (64.5%)
- 1-2 hours before my flight: 12 (38.7%)
- 3+ hours before my flight: 4 (12.9%)

How do you typically spend your time while waiting for your flight? (choose all applicable)
31 responses

- Reading: 24 (77.4%)
- Online (recreational): 20 (64.5%)
- Online (working): 12 (38.7%)
- Talking on the phone: 14 (45.2%)
- Wandering the airport: 6 (19.4%)
- Shopping: 18 (58.1%)
- Eating: 23 (74.2%)
- Talking to strangers: 2 (6.5%)
- Listening to music: 3 (9.7%)
- Sleeping: 3 (9.7%)
- People watching: 3 (9.7%)

If there were an exhibit in the airport, would you spend time exploring it?
31 responses

- No way, don't add more to the airport!: 9 (29.0%)
- Maybe for a moment as I'm walking by: 1 (3.2%)
- Sure, if it's near my gate: 10 (32.3%)
- Yes, anything to kill some time: 1 (3.2%)
- Absolutely, I'd love an exhibit in the airport!: 10 (32.3%)