

## La Crosse Regional Airport Artwork Policy

**Effective:** [to be inserted upon final approval]

**Revised:** [Original]

**Purpose:** To ensure an aesthetically pleasing and stress reducing enhancement to traveler experience when transiting the La Crosse Regional Airport

### Requirements:

All art displayed within the La Crosse Regional Airport must consider the broad spectrum of individuals who utilize the airport and a commonsense approach to air travel and art displays. As such, the below **considerations** characteristics **will guide the acceptance of** be utilized ~~prior to accepting~~ artwork for display within the terminal building.

### *Media Medium*

Artwork displays shall be of durable, high quality material that can withstand exposure to large numbers of people, temperature variations, and environmental conditions common in a building.

### *Subject of Artwork*

No **general** content **restrictions** requirements are imposed upon the subject of artwork displayed within the terminal building. However, from time-to-time the airport may solicit specific styles or themes for artwork to display. In consideration of this, some themes or subjects are deemed incompatible with the intent of art within the Airport that is intended for broad public consumption. Artwork containing the following will not be considered:

- Violence
- Acts of terrorism
- Indecent content, to include the naked human figure
- Blood/gore
- Transportation accidents
- Political issues, figures, or partisan commentary
- Commercial brand promotion or other topics that could be construed as an endorsement of competing interests within the free market.
- Offensive or insensitive material to segments of the public at large
- **Overt religious promotion or propaganda**
- **Any artwork deemed inappropriate by airport staff for any reason not covered above**



*Structural*

All artworks shall be constructed in a manner that can be displayed in the terminal without requiring structural alterations **to the building or its facilities**. Artwork shall not pose a risk in damaging any system, structural component, or furnishing.

*Safety and Security*

No artwork shall ~~reduce or~~ pose a risk to security or operation of the airport, ~~both~~ to passengers, employees ~~or the general public~~.

