

**Art on the Fly**  
**La Crosse Regional Airport**  
**Fact sheet/proposal to the La Crosse Arts Board**

Drake Hokanson, La Crosse Aviation Board member  
Carol Kratz, former Aviation Board member  
Ian Turner, Director, La Crosse Regional Airport  
JD Roberts, Airport Business Supervisor

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**DRAFT mission statement:** To enhance travelers' experience while traveling through the La Crosse Regional Airport by providing an aesthetic experience via art exhibits that are periodically changed which showcase the work of area artists and the beauty, culture, and vitality of the region.

**General plan:** To curate, hang, and promote two to four two-dimensional art shows per year in both the (TSA) secure and non-secure areas of the terminal.

**Background:** In 2016 after the airport terminal remodel project was completed, a small volunteer committee was authorized by the Aviation Board to hang three shows of paintings, prints and other two-dimensional art. Hanging the art was possible largely owing to the installation of hanging rails in several of the public areas of the airport as part of the remodel, plus the purchase of the associated cables and locks, rendering the art generally secure from theft.

The shows were quite popular with airport patrons and staff, including the TSA. At least one piece of art in each show was purchased by someone who saw it at the airport.

In 2019, as part of the 100<sup>th</sup> anniversary of La Crosse aviation, we installed some 20 historical and portrait panels which have remained through 2022 to date.

The Aviation Board approved an artist artwork license agreement to be used for this endeavor.



**Specifics:** Approx. 142 feet of linear space in the secure and non-secure areas of the terminal divided into some five sections. Together they span most of the public space of the terminal. Each hanging space has a slotted cable track high on the wall from which cables are hung and attached to each piece of art with locking cable ends.

Shows could consist of work from one or more artists, or a group of artists. (e.g. from *Between the Bluffs*, the annual plein air event in La Crosse).

**Proposal:**

- That the La Crosse Arts Board be responsible for the selection of artists, curation, hanging and dismantling of shows per year, with the assistance of airport volunteers Drake Hokanson (Aviation Board member) and Carol Kratz (former Aviation Board member).
- At least one of the above volunteers is to serve on any selection committee for the shows in question.
- Airport staff will retain the right to reject artists and art pieces, if they deem it inappropriate for the airport.
- The La Crosse Regional Airport will primarily be responsible for promotion of each show, with the addition of any pertinent support from the Arts Board readily accepted.
- Neither the Arts Board nor the airport will serve as intermediary in the sale of art displayed at the airport; all sales will be between the artist (or their agent) and the buyer.

**Budget:** To be determined.

