

'Why aren't all airport spaces like this?'



Above and Below Me, All Around Me - by David Hug



Mike Whitton,
Commercial Manager,
Lufthansa Cargo

When Mike Whitton, Commercial Manager of Lufthansa Cargo used the stairwell at the newly opened Genesis multi-storey car park at Heathrow's World Cargo Centre, he was pleasantly surprised to find himself walking through a specially commissioned piece of airport art. 'I was really surprised to find this art work here. It completely defied my expectations of what a multi-storey carpark is like. These environments usually have a poor image, being scruffy, smelly and covered in graffiti. All my staff have also been very surprised and impressed. Why aren't all airport spaces like this'.

This was exactly the kind of response which Cargo Strategy and Development Manager Tanis Wake had in mind when she first initiated the project. 'Our customers need to feel that they are important and valued and one way we felt we could demonstrate this was by commissioning art as part of the Genesis project. It was particularly appropriate in this case because this is not just another car park. It includes much needed facilities for the area, including a staff restaurant, a bank and retail outlets. I believe that the inclusion of art has clearly conveyed to our 150 business partners and the 4,000

users of these facilities that we value them'.

The car park features two works by the artist David Hug - one at ground level in the retail circulation area and the other extending over virtually every surface of the stairwell so that the viewer can enter the work at a variety of levels.

Both works, which were commissioned through the BAA Art Programme, reflect how technology is used in air freight and at the Cargo Centre and draw on images of cargo handling operations, process flow diagrams and aerial views of the airport.

For more information on how art can add value to your project, contact Art programme manager Helen Cadwallader on HAL 54491

