

# LIGHT

Beyond the Bulb

## How to Host AT AN AIRPORT



### Make contact with local institutions:

Local planetariums, science centers, universities, libraries and other educational organizations or societies can help make your airport exhibit happen. Having volunteers “on the ground” to assist with any in-person visits to discuss set up, placement, special events, etc., can make the process go smoothly. Exhibit events at airports for related projects have included unveilings, talks/lectures, complementary educational displays and events, and press previews. Most airports also have some sort of public art program (either their own, or the city’s), so local contacts could look into that and/or mention it when discussing an exhibit.

### Example Costs:

#### \$ 10,000

estimated printing costs for 50 prints. This is based on standard large-scale printing costs (4’x3’) in the Chicago market to allow for on-site color checks and the like. (approximately \$200 per 4’x3’ mounted print x 50 = \$10,000)

#### \$ 2,000 - \$ 5000

estimated installation costs for the same number. This assumes a fairly robust, but simple mounting scheme. Eg, Chicago prints are still mounted and in excellent shape 5 years later. In Chicago’s case, however, mounting was free.

### Make contact with airport:

If possible, have a local contact suggest the best person to contact at the airport, though a “cold call” is always possible. Discuss the concept of the International Year of Light 2015, as declared by the UN. Suggest the image exhibit on “Light: Beyond the Bulb” as a way to provide passengers with entertaining, educational and visually-arresting material to enjoy during travel wait times. Successful exhibits from the International Year of Astronomy at O’Hare International Airport and Midway Airport in Chicago, as well as Hartsfield-Jackson Atlanta International Airport and Tucson International Airport have enjoyed tens of millions of exhibit visitors. The two Chicago exhibits are still up in 2014.

[HTTP://LIGHTEXHIBIT.ORG](http://lightexhibit.org)

