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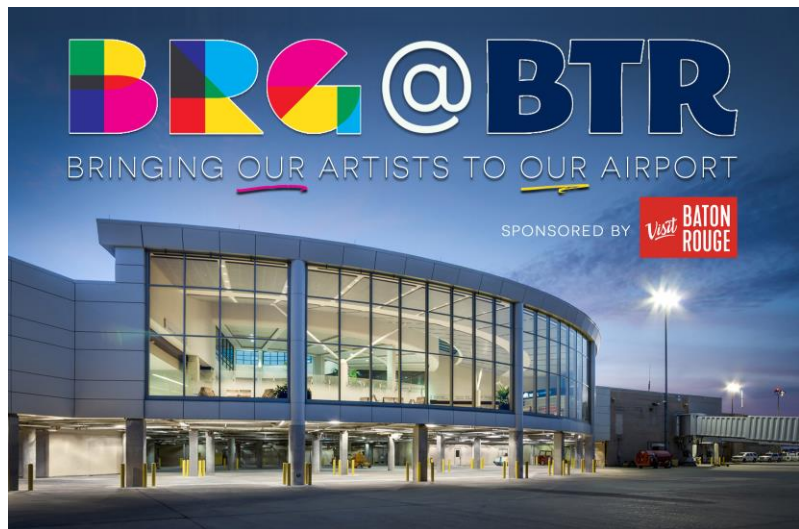
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New Partnership Between Baton Rouge Gallery, Baton Rouge Metro Airport, and Visit Baton Rouge Brings Roster of Louisiana Artists to BTR

EAST BATON ROUGE – Baton Rouge Gallery – center for contemporary art (“BRG”) is proud to announce a new collaboration with Baton Rouge Metropolitan Airport (“BTR”), made possible by Visit Baton Rouge, that will enhance the experience of visitors and local residents flying in and out of Baton Rouge. The partnership, “BRG@BTR,” will bring the work of roughly two dozen Louisiana-based artists into the airport, giving travelers the opportunity to enjoy the work of accomplished living artists working in our area, just minutes after they’ve stepped off their plane.

With BRG@BTR, those visiting or returning to Louisiana’s capital city by air will experience a dynamic, high quality rotating art program curated by BRG from its roster of 70 professional visual artist members who work in a wide array of media and explore a variety of subject matter. Artworks will be rotated periodically, allowing repeat visitors new experiences and a deeper look at local culture.



BRG@BTR will open to the public Tuesday, October 26, 2021 with a ribbon cutting ceremony slated for Tuesday, November 16, 2021.

Experiencing local art is a fundamental part of any trip for many travelers, no matter their destination. In recent years, airports across the globe have worked to incorporate contemporary art into the experience of their guests. In 2019, the L.A. Times reported a survey of nearly 4,000 passengers at Los Angeles International Airport (LAX) that found 92% of respondents agreed or strongly agreed that the airport’s art program improved their travel experience. A similar survey at San Diego International Airport (SAN) found that 75% said “adding art in the terminals made using the airport less stressful and more enjoyable.”

With air travel in and out of Baton Rouge experiencing a significant rebound, including a 258% increase in June 2021 compared to the same time last year, this program will reintroduce travelers to Louisiana's capital city, its cultural vitality, and its second largest airport (based on passenger volume).

Artists currently slated to be featured include (listed alphabetically by last name): John Alleyne, Jamie Baldrige, Danielle Burns, Mary Ann Caffery, Rob Carpenter, Samuel J. Corso, Mary Lee Eggart, Leslie Elliottsmith, James Flynn, Rosemary Goodell, Randell Henry, Theresa Herrera, Michael w. Howes, Kathryn Hunter, Ross Jahnke, Brad Jensen, Kelli Scott Kelley, Brian Kelly, Eleanor Owen Kerr, Leslie Koptcho, Phyllis Lear, Kathleen Lemoine, Matt Morris, Kelly A. Mueller, Thomas Neff, Nonney Oddlokken, Isoko Onodera, Jacqueline Dee Parker, and Van Wade-Day.

With the unveiling of this new initiative, 24 different Louisiana-based visual artists (including painters, printmakers, photographers, and digital media artists) will be featured throughout select high-traffic areas of the airport. Travelers will have the opportunity to not only view their work, but learn more about the artist and be provided information on purchasing works featured as part of the program.

Baton Rouge Gallery is supported in part by its partner for more than 30 years, BREC. It also receives generous support from John G. Turner and Jerry G. Fischer, its Community Members, 89.3 WRKF, and the late Paula Manship. BRG is also supported by a grant from the Louisiana Division of the Arts, Office of Cultural Development, and Department of Culture, Recreation and Tourism, in cooperation with the Louisiana State Arts Council. Funding has also been provided by the National Endowment for the Arts.

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