

FOR IMMEDIATE RELEASE  
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## GFIA Partners with Kendall College of Art and Design for #GRReat Gateway Mural



**Grand Rapids, Mich.** – The Gerald R. Ford International Airport (GFIA) has partnered with Kendall College of Art & Design of Ferris State University (KCAD) to create an interactive mural on the Airport’s temporary construction wall.

Behind the temporary construction wall in the Airport’s grand hall, construction teams are working on GFIA’s Gateway Transformation Project – a \$45 million development that will consolidate security checkpoints, add more food and beverage, retail, and business center space. In addition, new restrooms, terrazzo flooring, nursing rooms, upgraded lighting, and more are a part of the construction improvements.

The Airport approached KCAD to cover its blank construction wall, and a team of three KCAD students – with the support of five other students and staff - designed, created, and installed a horizontal world map. The mural will go live this afternoon, and passengers are encouraged to interact with the wall by using flags to pin-point where they are traveling to or from. Passengers are also encouraged to post their picture on Twitter or Facebook with the hashtag: **#GRReatGateway**. When the construction wall comes down in June, one lucky social media winner will receive an airline gift card.



“This is a wonderful collaboration between our Airport and KCAD students to fill what would have otherwise been a blank, white construction wall,” said GFIA President & CEO Jim Gill. “We love the creative process that went into this, and we are excited to see our passengers’ pins – to see where they are traveling around the world.”

Spring Break for many West Michigan schools is approaching. The Airport’s annual Passenger Appreciation Days kicks off Thursday, March 30, Friday, March 31, and Saturday, April 1. The annual bon-voyage celebration is a way for the Airport to thank passengers for traveling through GRR during the busy Spring Break rush. Travelers are treated to free refreshments, food, giveaways, prize drawings, contests, and more.

“KCAD is thrilled to collaborate with the airport on this project. It’s a great experience for our students, who are especially excited to be able to list a project with an international airport on their resumes,” said KCAD Director of Student Engagement Nicole DeKraker, “and a fun, visual way to both celebrate the art-centric West Michigan community and demonstrate the role Grand Rapids plays in world travel.”

For questions and interviews, please contact Tara Hernandez.

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#### **About GFIA**

The Gerald R. Ford International Airport (GFIA) is the second busiest airport in Michigan. The airport served over 2.6 million passengers in 2016 and over 7,000 travelers pass through GFIA each day. The Gerald R. Ford International Airport offers nonstop service to 24 major market destinations with more than 120 daily nonstop flights. The Gerald R. Ford International Airport is managed and operated by the Gerald R. Ford International Airport Authority. GFIA generates over \$3.1 billion in annual economic output throughout West Michigan, and employs over 1,500 people. For more information on GFIA visit: [www.flyford.org](http://www.flyford.org) or follow the airport on Twitter: @FlyGRFord