



# DEN ARTS PROGRAM

## Exhibits Proposal Guidelines & Policies



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The DEN ARTS Program at Denver International Airport (DEN) hosts multiple locations for temporary exhibitions for airport visitors to encounter a true “Colorado experience” when they pass through the airport. DEN ARTS exhibitions are always Colorado themed featuring artists and organizations that reside within the state. Exhibition topics are developed in collaboration with museums, cultural institutions, non-profit and arts organizations to present the highest quality two-and three-dimensional work.

## Procedure for Exhibition Requests

Because of the high volume of exhibition requests the program receives, we ask that you follow this proposal process:

- Please carefully read the exhibition policy and guidelines prior to submitting an exhibit proposal
- Proposal should include:
  - a letter of interest/intent that is no more than three pages in length
  - five to 10 images of proposed artwork or objects for display
  - general description of the exhibition concept
- If you are sending the proposal via email, it should be sent as a PDF attachment and the file size should not exceed 10 MB
- Proposals may be submitted to [art@flydenver.com](mailto:art@flydenver.com) or mailed to:

Denver International Airport  
Airport Office Building  
DEN ARTS PROGRAM  
Attn: Exhibits Curator  
8500 Peña Boulevard, Room 9860  
Denver, CO 80249-6340

## After Review of the Proposal

Step 1: If the DEN ARTS team consider the work and concept to be a good fit with the airport’s program, your proposal will enter into the queue for approvals. This process can take a few months.

Step 2: If the proposal is approved for an exhibit, the curator will calendar the exhibit anywhere between six months to two years out.

Step 3: The exhibitor will provide DEN ARTS with a pre-plan document that includes text copy, images and list of objects.

Step 4: DEN ARTS oversees the graphic design as well as the printing of all graphics and didactics. A DEN ARTS-generated proof and approval form is required to be signed before any printing production.

Step 5: The DEN ARTS team leads the installation of all exhibitions. Exhibitors are welcome to assist.



## Department of Aviation Standard Policies: Cultural Exhibitions and Promotional Displays

### PURPOSE

To define the nature, criteria and guidelines for materials acceptable for viewing in culture exhibitions and promotional displays at DEN.

1. **GENERAL STANDARDS:** Exhibits at DEN are always Colorado themed featuring artists and organizations that reside within the state. The content of exhibitions and displays is wide and varied and adheres to the highest standards. Only the highest quality objects and materials, suited to the theme of the exhibition or display, are selected for presentation.
2. **SUITABLE THEMES:** The subject matter of the exhibitions and displays must be appropriate for viewing in an airport venue. In keeping with the airport's mission statement, DEN does not accept for display:
  - a. Messaging that is intolerant to racial, ethnic, gender or sexual identities;
  - b. Nudity, lewd or pornographic depictions;
  - c. Violent or menacing images;
  - d. Weaponry of any kind;
  - e. Political or religious messaging;
  - f. Controversial messaging that could make airline passengers apprehensive about flying;
  - g. Any messaging that violates City and County of Denver law or policy.
3. **EXHIBITION PROGRAM STANDARDS:** At the discretion of DEN ARTS team, we will accept for exhibition objects and display materials that meet the criteria, below. To be considered for display at DEN the exhibition must:
  - a. Present an informative or enlightening subject of cultural interest, related to Colorado, that will be a captivating occasion for our passengers and visitors;
  - b. Contribute to a sense of place, unique to the experience at DEN;
  - c. Adhere to the highest standards of craftsmanship, authenticity, presentation, scholarly interpretation, and design;
  - d. Be in support of airport goals;
  - e. Not utilize calls-to-action or other marketing messages, and limit institutional branding and logos of any kind to no more than 5 percent of the display area.



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4. **ADVERTISING PROGRAM DEFINITION:** As it pertains to the DEN ARTS Program, any proposal for exhibition or promotional display that falls under the following criteria will be considered advertising and will not be accepted by DEN ARTS. Advertising is described as material that contains:

- a. Messaging in direct promotion of a for-profit company or corporation;
- b. Material that is identical or similar to that used elsewhere in direct advertising;
- c. Material that violates any of the above standards for exhibitions or promotional displays.

5. **CURATORIAL DISCRETION:** DEN ARTS reserves the right to refuse to exhibit or to remove from exhibition any work or group of works that the DEN ARTS team deem unacceptable for any reason and at any time. Cause for removal may include (but is not limited to):

- a. Poor craftsmanship;
- b. Significant departure from proposal or design;
- c. Misleading information or factual error;
- d. Safety and operational concerns;
- e. Conflict with, or violation of, any contracts between DEN and its vendors, suppliers, concessions and airline partners;
- f. Violation of any Department of Aviation policy or City and County of Denver policy.

## DEN ARTS Program Sponsorship Recognition Policy

Because of regulations in DEN's sponsorship recognition policy, the use of 100 percent of a poster or display board for sponsorship recognition in an art exhibition is strictly prohibited. Five percent of the total dimensions of an exhibition poster or display board may be used for sponsorship recognition.

Sponsorship recognition is limited to two exhibition introduction posters or display boards. Recognition is also further limited to corporate logos. No advertiser slogans or other wording is allowed without the approval of the airport CEO or her authorized representative. The purpose of the DEN Arts program is to promote the arts, not to be an outlet for advertising or sponsors. The lender shall coordinate with the borrower to ensure any advertising generated by the lender will not infringe upon any advertising agreements that the City enjoys in its operation of Denver International Airport.

The lender shall not install any sign, either lighted or unlighted, poster, symbols, wording, or other display of advertising media, including material supplied by the manufacturers of merchandise offered for sale, as well as other types of display specified in the DEN Design Standards or DEN Tenant Development Guidelines without the prior written approval of the airport CEO or her authorized representative (the "borrower").

If any symbols, words, or other materials infringe upon any of the advertising rights enjoyed by DEN's advertising partner, the lender shall remove the infringing material after consultation with the borrower.



## Display Opportunities

### 1. The Charles Ansbacher Hall

- **Programming:** Exhibits in this space are curated with specific Colorado themes and programmed by forming collaborative partnerships with non-profit organizations, museums, private collectors, local businesses and artists. Exhibitors are invited by the airport curator to help culminate the exhibit topic.
- **Location:** Level 6, Jeppesen Terminal walkway to A Gates; prior to TSA checkpoint
- **Space:** 30 exhibit cases and eight V-shaped wall units
- **Format:** Any
- **Size:** Small to mid-size 2-D and 3-D works; up to 75 pounds
- **Mount:** Any

### 2. Community Cases Gallery

- **Programming:** Exhibits in this space are programmed by invitation from the airport curator or incoming proposals from Colorado non-profit organizations only.
- **Location:** Jeppesen Terminal East Level 5, south end of baggage claim area;
- **Space:** Six exhibit display cases
- **Format:** Any
- **Size:** Small to mid-size 2-D and 3-D works; up to 75 pounds
- **Mount:** Any

### 3. The Y-Juncture

- **Programming:** The Y-Juncture is exclusively for Colorado themed photography by invitation of the airport curator or incoming proposals. The space requires a minimum of 30 large-scale photographs but can accommodate up to 50. Due to the scale of the space, individual or group exhibitions are featured.
- **Location:** A Gates center core south; split ramp leading from the bridge to the mezzanine; after TSA checkpoint
- **Space:** Walls with Arakawa hanging system
- **Format:** 2-D framed work
- **Size:** 2'x2' minimum; 6'x6' maximum; 50-pound limit
- **Mount:** D-Rings