



FOR IMMEDIATE RELEASE

## JFK's TERMINAL 4 TO OFFER IMMERSIVE ART EXPERIENCES THAT EMBODY NEW YORK CITY

*JFKIAT expands T4 Arts & Culture program, launching a series of ongoing installations that spotlight local artists & create interactive experiences;*

*New partnership with the Museum of the City of New York begins with debut of inaugural triennial photography exhibition highlighting New Yorkers in Terminal 4*

---

**Queens, New York – March 8, 2023** – Travelers will be able to experience immersive art experiences while traveling through John F. Kennedy International Airport's Terminal 4, as [JFKIAT](#) – the operator of Terminal 4 – announces it is expanding the T4 Arts & Culture program to present a curated, ongoing series of installations, exhibits and performances throughout the year that represent the full New York City experience, from local art to food, culture and beyond.

JFKIAT formed a new committee to facilitate the T4 Arts & Culture Program, including the Museum of the City of New York (MCNY), Delta Air Lines, The Port Authority of New York and New Jersey, and Terminal Four Airline Consortium.

"As a Queens-based business and the gateway to New York City for millions of people, it is important to us that we foster a vibrant, welcoming environment within our terminal that truly embodies and celebrates the diverse communities around us," said **Roel Huinink, President and CEO of JFKIAT**. "The T4 Arts & Culture program will connect passengers to New York City in the same way that Terminal 4 connects travelers to the world through an immersive art and cultural experience. We are so proud to collaborate with the Museum of the City of New York, Delta Air Lines, the Port Authority of New York and New Jersey, and Terminal Four Airline Consortium to bring this vision to life."

The expansion of the T4 Arts & Culture program begins with the unveiling of MCNY's inaugural triennial photography exhibition, titled *New York Now: Home*. Coinciding with the opening of the exhibition, which is on view at MCNY through August 27<sup>th</sup>, the T4 Arts & Culture program is presenting a Queens-based digital installation focusing on artists who live in Queens or who make Queens the subject of their work. *New York Now: Home* examines contemporary ideas of "home," highlighting the dwellings and experiences of New Yorkers. Each piece demonstrates the meaning of "home" to the individuals who are featured, encompassing a variety of viewpoints as diverse as the city itself, and inviting viewers to engage with the city through a new perspective.

"As New York City's storyteller for the last century, it's a thrill to partner with Terminal 4 to bring arts and culture to all who travel to and through New York City and beyond," said **Sheryl Victor Levy, Vice President Marketing Communications for MCNY**. "We are inspired by their commitment to bring a fresh and accessible approach to what is presented in the Terminal and are excited to have MCNY's photography Triennial be the launching pad for Terminal 4's arts and culture program."

A selection of 15 powerful images are now displayed throughout Terminal 4 – along with two viewing stations in the Retail Hall – activating the terminal through community-driven narratives that spotlight the artists and their stories, and connect viewers to the community around them. The featured artists include:

- **Xyza Cruz Bacani**, a Filipina photographer and author who shares images from the life of Farah, a Filipina survivor of labor trafficking living in Queens. The photographs document a migrant woman's journey towards safety and security in her adopted home.
- **Elias Williams** grew up in St. Albans, Queens, a community where Black home and business ownership has flourished. The featured photograph celebrates the pride of St. Albans during economic hardship, preserving the identity of one of New York City's historically Black communities.
- **Maureen Drennan** began photographing Broad Channel, Queens in 2012. On the only inhabited island in Jamaica Bay, she encountered a small, tight-knit working-class community with a lifestyle similar to a fishing village. Drennan's work highlights the enduring fantasy of living near the water, and the delicate balance between the community and the natural environments.

"This new immersive art experience aims to engage and educate travelers on various experiences living in the surrounding borough of Queens, New York," said **Teresa Rizzuto, John F. Kennedy International Airport General Manager**. "Integrating three local artists native to Queens provides an a first-hand look at the area and subjects of each of their works. We urge those who pass through Terminal 4 to take some time to stop and view these unique works of art to get a sense of what Queens has to share."

*New York Now: Home* will be presented in Terminal 4 through May, and photos of the exhibition are available [here](#).

The T4 Arts & Culture program will showcase a diverse mix of art installations and performances representing the local community throughout the year, including:

- A pop-up gallery featuring historical photos of New York City neighborhoods that will appear in the A and B Concourses in May.
- A series of summertime performances and exhibits that will spotlight performers, artists and photographers within the Terminal 4 community.

"JFK Terminal 4 is a true gateway to New York City and to the world, connecting a local and global audience to the eclectic cultural beauty, talent, and flavor of our New York performers," said **Frank DiMola, Executive Director, Terminal 4 Airline Consortium**. "This wonderful immersive art program created by JFKIAT, in partnership with The Port Authority of New York & New Jersey, Delta Air Lines and MCNY, promises to provide our passengers with an educational and entertainment experience and a respite from the hurried nature of an airport terminal. The Terminal 4 airlines applaud the inaugural launch of this immersive arts initiative and look forward to its continuing program."

Earlier this year, JFKIAT partnered with Steinway & Sons to bring the unmistakable sounds of Steinway for a week-long series of performances in the Retail Hall spotlighting 17 talented local pianists and artists as part of a *Valentine's Festival of Music*.

"We were very proud to partner with JFK International Air Terminal's T4 on this uniquely New York project," said **Gavin English, President of Steinway & Sons Americas**. "For the many travelers arriving and departing from the terminal, the Steinway Skyline piano provided a welcome taste of music and art during their busy days. We saw Valentine's Day as an appropriate time to celebrate the strong bond Steinway & Sons has always had with New York City. It's truly a love story, 170 years in the making."

The T4 Arts & Culture program is part of JFKIAT's commitment to supporting the local community and providing enriching experiences for travelers that epitomize New York City. Previous programs and installations at the terminal have included: a mental health-themed mural that raised awareness around mental health and helped to reduce the stigma toward people who experience mental illness, created as part of the NYC Mural Arts Project and displayed in the Arrivals Hall last summer; and a powerful musical performance honoring 32 veterans at Terminal 4 in partnership with CreatiVets, in celebration of Veterans Day in 2022.

## About JFKIAT

JFK International Air Terminal, LLC. (JFKIAT) is the operator of Terminal 4 at John F. Kennedy International



Airport, one of the most active air terminals in the New York area, serving 22 international and domestic airlines with an annual passenger volume of more than 24 million travelers in 2023. In 2017 Terminal 4 became the first existing airport terminal in the U.S. to receive LEED Gold certification by the United States Green Building Council (USGBC) for operations and maintenance, and in 2022 it became the first air terminal in the U.S. to receive Platinum recognition for pre-existing air terminals. The Terminal's expansive Retail Lounge offers an unparalleled experience for travelers with a wide range of food and beverage and retail options, from chic to upscale and from convenience stores, to electronics, accessories, and gifts. Terminal 4 was the first air terminal in North America operated by a private management company. JFKIAT's managing member is Schiphol USA Inc., a U.S. affiliate of Royal Schiphol Group.

Visit us at <http://www.jfk4.nyc>, like us on Instagram and follow us on Facebook and Twitter.

### **About Museum of the City of New York**

Celebrating its 100th anniversary this year, the Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. Winner of "Best Museum" in *Time Out New York's* "Best of the City 2021" and multiple American Alliance of Museums awards, MCNY engages visitors by celebrating, documenting, and interpreting the city's past, present, and future. Visit us at [www.mcny.org](http://www.mcny.org); or follow us on Instagram, TikTok, and Twitter at @MuseumofCityNY and on Facebook at Facebook.com/MuseumofCityNY.

###