



SAN DIEGO
INTERNATIONAL
AIRPORT

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The Art of Water Conservation Showcased Among Many Unique Works at San Diego International Airport

San Diego Children Share Conservation Message with Visitors

SAN DIEGO - The winning entries in the City of San Diego's 2012 Water Conservation Poster Contest have reached new heights. The 19 works of art by San Diego children are carrying the conservation message to 40,000 travelers daily through an exhibit currently on display at the San Diego International Airport.

Featured on the "Youth Art Wall" in the lower level, pre-security area of Terminal 2 East, the winning water conservation posters are currently part of a progressive arts program at the airport. The children's art exhibit provides a unique opportunity to reach out to visitors, beyond the local community, and share critical water messages through art.

"San Diego is a top travel destination and we want our welcome visitors to know how important wise water use is to our community while they are enjoying all that San Diego has to offer," said San Diego Mayor Jerry Sanders. "Communicating this important message through the creative talents of San Diego children should bring quite a few smiles to the faces of our visitors," added Sanders.

Nearly 200 square feet in size, the "Youth Art Wall" exhibit space is open to San Diego students and local organizations that promote their artistic endeavors. The winning posters currently on display are dynamic in two ways. Not only colorfully drawn and teeming with much imagination, the posters tell the important message that "San Diegans Waste No Water," which was theme of this year's 12th annual contest and is the name of the ongoing City campaign to reduce water waste every day of the year.

Run by the City of San Diego's Public Utilities Department, the Water Conservation Poster contest is open to City of San Diego, Coronado, and Imperial Beach public, private and home-schooled 1st-6th graders.

By creating artwork, the children learn the importance of water conservation and help spread that message throughout the local community and now to an expanded audience. They also get the chance to begin dabbling in the wonderful world of art, which the San Diego International Airport is committed to showcasing.

The posters are aligned under headings that stress different aspects of being water wise: “Who Wastes No Water,” “Why Waste No Water,” “How to Waste No Water by Conserving” and “How to Waste No Water by Recycling.”

The bustling airport is home to a host of artistic displays featuring a variety of both still and live performance works. The airport features a “Portrait Gallery” in the upper level of Terminal 2. At four other areas – in the Commuter Terminal and throughout Terminal 2 – “Cultural Exhibits” are showcased in 24 exhibition cases.

The Airport Art Program cleverly uses space to showcase creativity, making the travel experience second to none. One exhibit area is called “Gate 22,” which is a temporary solution to the closing of the WestEnd Gallery in the upper level of Terminal 2 East. There, visitors can find three walls used for art display.

Much of the artwork, including that on the “Youth Art Wall,” is on display on a rotating basis to give an opportunity to many artists to showcase their work to such a large audience. The San Diego International Airport serves more than 17 million passengers annually.

The City of San Diego Public Utilities Department’s Water Conservation Program reduces water demand through promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. For more information about Water Conservation, visit www.wastenowater.org or call (619) 515-3500. Complementary programs that support wise water use through water reuse include the City’s Recycled Water Program and the Water Purification Demonstration Project. For more information on those programs, contact (619) 533-7572 or visit www.sandiego.gov/water/recycled or www.purewatersd.org.

The San Diego International Airport Art Program provides enhanced customer service by exhibiting artwork and presenting programs that engage travelers in innovative, memorable and considerate experiences, creating an ambiance unique to San Diego and welcoming people to the airport and to the region. The artwork the airport displays aspires to lead the region in vision, innovation and design. It brings texture and depth to the airport environment, and involves artists in the planning and design of the airport. For more information about art at the airport, or to learn about exhibit opportunities, visit art.san.org.