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AIRLINE LAUNCHES IN-FLIGHT 'ART GALLERY' FOR ITS BUSINESS CLASS PASSENGERS

 TRAVEL & TOURISM

Virgin Atlantic has launched an in-flight art gallery for culturally-minded passengers.

It was only a few months ago that Virgin America launched its [in-flight voter registration program](#), but just in the last few weeks we've come across another notable venture from Virgin. The spotting this time? None other than an in-flight "art gallery" for culturally minded passengers. Throughout the month of February, Virgin Atlantic's 'Gallery in the Air' gives Upper Class passengers flying between New York and London the opportunity to view and purchase one-of-a-kind paintings by renowned British street artist Ben Eine, both at Virgin Atlantic's "clubhouses" at JFK, Newark and Heathrow, where the works are currently hung, and through a virtual tour from the comfort of their seats onboard. Special videos on "the making of" and a behind-the-scenes look, meanwhile, are being featured on the in-flight entertainment system. Eine's paintings reflect his own experiences of Virgin Atlantic, New York and London, and feature words and phrases including 'Virgin on the Impossible', 'Great Adventure' and 'Man and His Machines'. Paintings can be purchased just like any duty-free item; pricing ranges from USD 4,000 to USD 24,000. The Gallery in the Air with Ben Eine is set to be the first in a series of unique onboard collaborations with renowned artists, Virgin Atlantic says, and is part of a recent upgrade to the airline's Upper Class service. Airline and hospitality entrepreneurs: one for inspiration?

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Website: www.virgin.com/travel/news/art-in-the-skies-with-ben-eine

Contact: www.virgin-atlantic.com/gb/en/travel-information/customer-service/phone.html