

VISIT BRANIFF AIRWAYS FOUNDATION POSTER EXHIBIT AT FRONTIERS OF FLIGHT - A spectacular and colorful sampling of the poster collection of Braniff Airways Foundation, dubbed Braniff Around The Globe, was opened on April 15, 2018, at Frontiers of Flight Museum in Dallas, Texas. The event, which is housed in the Browning Gallery on the upper level of the museum adjacent to the Braniff Gallery and the Hamilton Family Auditorium will exhibit through July 2, 2018.

In February 2018, Braniff Airways Foundation, during a planning meeting with the curators at Frontiers of Flight, asked Dallas' most famous museum and caretaker of the Braniff Gallery if they would be interested in creating a Braniff poster exhibit during 2018. The museum was very amenable and asked that we move forward with the plan.

The Foundation began looking through its poster collection, which features Braniff produced and Braniff-related posters beginning in the 1930s through 1989, to select 10 posters that would best represent Braniff's presence around the world. From this list, an Object Capture list was created and sent to the museum staff for final approval. The initial list was approved without change.

It was decided that the exhibit would feature a poster from each of the major cities and/or countries that Braniff served, which would be further illustrated on a large Braniff route map. The Foundation would create the large map on a 4'x6' banner which would be placed on the wall. The exhibit would be specifically aimed at elementary school level children that would visit the museum during the summer vacation period. The exhibit was fashioned so that it would be an interactive so that the children could take an active role by matching the posters with their actual location on the large route map.

The posters would be mounted on the wall in the William W. Browning Gallery, which is located on the second floor of the museum between the Braniff Gallery and the Hamilton Family Auditorium. Next to each poster a number would be placed that could be removed and then taken by the student to place, hopefully, on the correct corresponding city or country depicted on the poster. If the student is able to match all of the numbers with the correct destination on the route map, then they will win a small gift from Frontiers of Flight Museum.

The Foundation began removing the selected posters from their protective archival portfolios and prepared for placement in their respective frames. Braniff posters are notorious for their strange sizing and wide-range of different sizes, which requires using frames of different sizes or a single-size enlarged frame. The larger frame was chosen for uniformity purposes. A sleek white Glassine paper was selected as the mounting board for each poster and an archive safe double-sided non-permanent sponge tape was used for mounting to the Glassine paper. This type of paper is smooth and glossy that looks attractive and is air, water and grease resistant.

Once the ten posters were framed, they were ready for delivery to the museum. On April 15, 2018, the Foundation transported the posters to the museum. In addition, the Foundation suggested that some of its large 4'x6' colorful banners featuring Braniff's 727, DC-8 and 747 aircraft might be the perfect entrance guide to the poster exhibit. The museum agreed and four banners placed on retractable mounts were chosen that featured two 747s departing, a 727 taxiing at DFW and a DC-8 inflight. The retractable banners were delivered to the museum along with the posters.

A stylish route map featuring multiple bands of bright colors that depicted Braniff's destinations in early 1980, which were depicted in black, was chosen for the wall mounting. The design was sent to the printer and a sleek 4'x6' foot banner was ordered and arrived at the Foundation on May 8, 2018. This was delivered to the museum the following day and by this time the posters had been mounted along the walls of the Browning Gallery and the retractable banners were placed to greet the guest at both entrances to the exhibit.

The attractive Browning Family gallery is the perfect place for this colorful, exciting and interactive Braniff Around The Globe exhibit. Guests of the upcoming Braniff Airways Foundation 90th Anniversary Celebration event on June 20, 2018, will be greeted by the poster exhibit as they arrive at the Hamilton Auditorium where the event will be held.

Braniff Airways Foundation
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