

BRANIFF AROUND THE GLOBE TRAVEL POSTER EXHIBIT BEGINS AT UT SOUTHWESTERN - Students and guests visiting the former Braniff Airways Tower at Exchange Park Dallas, which is now the Paul M. Bass Building and owned by University of Texas Southwestern Medical Center, will be greeted by the magnificent Braniff Around The Globe Travel Poster Exhibit in the main lobby. Exciting travel posters from Braniff destinations around the world are the main feature of the exhibit that also includes large banners of Braniff jetliners and information boards that detail the history of Braniff Tower and Exchange Park.

On Friday, January 11, 2019, the exhibit was installed on the impressive and original black and white marble walls of the main entrance to the sleek mid-century 10-story tower that was built for Braniff in 1958. UT Southwestern's Chief Art Curator assisted the Foundation with the installation of the ten posters, four retractable banners and four foldout informational boards.

The UT Southwestern exhibition is the third stop on a multi-city tour in the state of Texas. 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 but would be of interest to all age groups. The exhibit was fashioned so that it would be interactive so that the children could take an active role by matching the posters with their actual location on the large route map.

The four-month long exhibit, which ended on July 31, 2018, at Frontiers of Flight was a huge success. During the summer of 2018, the Foundation contacted our preservation and archival partners at University of Dallas about the possibility of continuing the exhibition at their fine institution. They were highly amenable to the continuation of Braniff Around the Globe and preparations were made to accept the exhibit, which debuted on October 15, 2018, and was on display through December 15, 2018. The next stop for the exhibition is Houston, Texas, beginning in the spring of 2019 and then Oklahoma City during the summer of 2019.

When you visit the exhibit, remember to take a walk up and down the unique indoor shopping mall that connects Braniff Tower with the food court and the former Exchange Bank Tower, which is also occupied by UT Southwestern. There are fantastic restaurants in the food court and in the Exchange Bank Tower there is an amazing buffet line. Enjoy that art, the architecture and the great food at Braniff at Exchange Park.

Braniff Airways Foundation

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Braniff Flying Colors Collection



