

## The flying of art

Andy Warhol famously went on and on about art being the final frontier, the ultimate in sophisticated grandeur and whatever else he so firmly believed in. He created art through the masses, perhaps not for the masses but his inspiration came from every day as much as it did from Miss Marilyn. So what is art then, in 2013 – still the outpost of all that is civilized?

Virgin Atlantic has taken their art in the clouds, at 35,000ft to be exact. The first-ever commercial art gallery on a plane launched this February with a series of unique paintings by British artist Ben Eine. “We have created a completely original way of appreciating and buying art – a new frontier for the industry” said Eine. And he is right, if art is that much more refined than say fashion or design or architecture then finding new ways for it to live outside of museums can be just what it needed to show its dynamism. Reminding the world that art lives above the globe as much as it lives on the globe.

Art is after all, what’s left for the world to indulge in and a totally non-functional personal experience. What could be more luxurious than having an opinion, what could be more delicious than appreciating art in a way that requires no former knowledge or perhaps even a fat cheque book. Virgin has historically brought memorable experiences to their customers and this is just another way that Virgin shakes up the industry, this time the art industry, and chuckles: “Hey perhaps we need to see all of this in a new way”. Changing access, changing perceptions and moving the zeitgeist along: this is how parts of that happens, thank you Sir Branson.

Perhaps including art as an “in-flight shop” is very Warhol after all, commercialize was his middle name. That we, and Richard Branson’s pop brand, haven’t overlooked or forgotten.

**By Daniel Scheffler**



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