
Westfield launches Liberty Terrace at EWR

By **Rick Lundstrom** on December, 9 2014 | Airline & Terminal News



The Port Authority of New York and New Jersey and [Westfield](#) today unveiled Liberty Terrace, the \$3.5 million transformation of the old food courts at Newark Liberty International Airport's Terminals A and B.

The major overhaul of the dining experience at Terminal B and a lighter refresh in Terminal A, will serve approximately 15 million travelers per year – nearly half the airport's travelers. Among Liberty Terrace's key features is a new pop-up shop spearheaded by Westfield featuring rotating retail concepts.

Inspired by the meandering path of an urban park, Liberty Terrace invites travelers in to dine, relax and recharge through naturally inspired design elements paired with soft lighting, charging outlets and a unique collection of seating ranging from modern banquettes to bar-height tables to dine, work and socialize. Blending urban, linear elements like metals and concrete with organic patterns and soft lines, a focal point of the new design is a 250-foot chain wall mimicking the fluid, dynamic flow of air. The floor design tiles resemble a boardwalk akin to the iconic pedestrian walkways located along New Jersey's shoreline.

The food and beverage spaces within the food courts have been redesigned over the past two years, but the existing food court environment that was constructed in 1973 was last refurbished approximately 14 years ago. Construction of the project kicked off in August and occurred at night during non-operating hours. All existing dining concepts before redevelopment remain in place.

“With a premium variety of restaurants and shops at Newark Liberty International Airport, travelers get a unique experience that mixes local products with national brands,” said Port Authority Deputy Executive Director Deb Gramiccioni. “The new design features some of the very best that New Jersey has to offer in terms of handcrafted products and works by local entrepreneurs and artisans. It’s a great opportunity to support local enterprises.”

“With another busy holiday travel season underway, we’re excited for millions of travelers at Newark to experience a new and inviting urban oasis in which to dine and relax at Liberty Terrace,” said Dominic Lowe, Executive Vice President, Westfield. “Vibrant lighting and design features such as comfortable seating alternatives and ample charging outlets create a modern and inviting environment.”



Newark Liberty’s Terminal A has 28 gates, and Terminal B has 24 gates. In 2013, the airport served 35 million passengers, 15.2 million of whom passed through Terminals A or B.

Pop-Up Shop First of its Kind at Newark

Featuring locally sourced art and regional goods such as handcrafted jewelry, apparel, literature and keepsakes, the inaugural pop-up shop concept, Jersey Bound, showcases the artistry and creativity of New Jersey artisans and entrepreneurs to travelers from around the world.

Spearheaded by Westfield, Jersey Bound is a pilot project in partnership with *Newark Bound* magazine, Newark Convention and Visitor’s Bureau, Green Distribution, Spectrum Works, Omni Distribution and Union Wear. At 130 SF, the wall shop – a first of its kind at Newark Liberty – enables local entrepreneurs to foray into airport retail at a minimal investment.

“We are thrilled that visitors to the region will have the option to get their Jersey on at the Jersey Bound store,” said Michael Davidson, Executive Director, Greater Newark Convention and Visitor Bureau. “Newark is a happening place and travelers will be able pick up the latest New Jersey gear and goodies, all of which were made right here in the Garden State.”