

Linstol and AmericaShare launch youth art initiative for inflight amenity kits



Amenity kits featuring artwork from African youth artists as part of Linstol and AmericaShare's "Where Art Takes Flight" initiative

[Linstol](#) has partnered with nonprofit organization [AmericaShare](#) to launch a new youth art initiative, transforming creative works from young artists into bespoke airline amenity kits.

The program, titled "Where Art Takes Flight," invited children from South Africa and Kenya to create designs inspired by the culture, landscapes and spirit of Africa. Selected artworks have been adapted into amenity kits, offering airlines an opportunity to incorporate storytelling into the onboard experience.

The initiative aims to connect passengers with the regions they travel to, while supporting youth development and creative expression in underserved communities.



Colorful amenity kits showcase original designs inspired by African wildlife and culture created by young artists

"We are honored to support and celebrate the imagination and talent of these young artists," said Mark Russell, Chief Executive Officer at Linstol, in a statement released on April 17.

He added that bringing the artwork onboard creates a more meaningful connection between passengers and destinations, enhancing the overall travel experience.

AmericaShare supports education and community development initiatives in Kenya and South Africa, including scholarship programs, learning centers and creative workshops designed to expand opportunities for young people.

Linstol says airlines interested in incorporating the program into their onboard offering can collaborate to bring the initiative to life across their cabin products.

The partnership reflects a growing focus within the inflight sector on integrating cultural storytelling and social impact into passenger experience design.