
Qantas showcases Aussie art on Business Class amenity kits

By **Melissa Silva** on April, 13 2017 | Amenities & Comfort



Qantas has teamed up with some of Australia's leading artists, photographers and digital influencers to feature their work on the airline's international Business Class amenity kits.



With artworks named Fairy Bread, 7000 Ironbarks and Maaate, the initiative called 'Qantas Curates' has seen the airline work with professional Australian contemporary art curators to select artworks from 16 Australians specializing in a variety of different styles including pop culture, photography, fine art, abstract landscape, Indigenous art and textile design. From May 1st, the new range of amenity kits (eight types for men and eight for women) will be offered to Business Class customers on international flights, with two designs launching every few months.

Qantas worked with longtime — more than 12 years — partner Buzz to ideate and facilitate the Qantas Curates program for the new luxury kits. Buzz's headquarters was transformed into an art gallery to workshop the various artists and narrow down the selection that would best demonstrate the breadth and depth of the artistic talent in Australia.

Qantas Group Executive Brand, Marketing & Corporate Affairs Olivia Wirth said the airline's vision is to grow awareness of contemporary Australian art and give travelers a collectible piece to take home with them. "As the national carrier, we're pleased to support talented Aussies telling uniquely Australian stories through their artwork and share them with a global audience," she said. "Along with inflight pyjamas, we know amenity kits are an important part of the international Business Class experience. Customers love the functionality of our kits and many use them after their flight as makeup bags, an evening clutch, or to carry their mobile phones. So, the exposure is broad."



Billie Justice Thomson, whose artwork Fairy Bread will be featured on an amenity kit for women, said she was proud to be part of a program that showcases artwork in such a unique way. “It’s really exciting to be part of an art exhibition at 38,000 feet. This is a powerful way to share contemporary art, particularly alongside some of Australia’s most talented artists,” she said.

The amenity kits include ASPAR products by Aurora Spa (hand cream, lip balm and face moisturizer), a wrap-around eye mask in the same artwork as the kit, Colgate toothpaste, toothbrush, earplugs and travel socks.

Qantas has a long history of providing opportunities for Australian artists to connect with global audiences. Most recently Qantas joined Sydney’s Museum of Contemporary Art and Tate in the UK in an International Joint Acquisition Program for contemporary Australian art made possible through a corporate gift from the Qantas Foundation.