

Bohemian Creative Lifestyle

By Lisa Hall

Airport Murals

**Enhancing the airport
experience through art:**

- Increase traveler satisfaction
- Improve wayfinding & flow
- Support commercial activity
- Strengthen airport identity

Let's chat



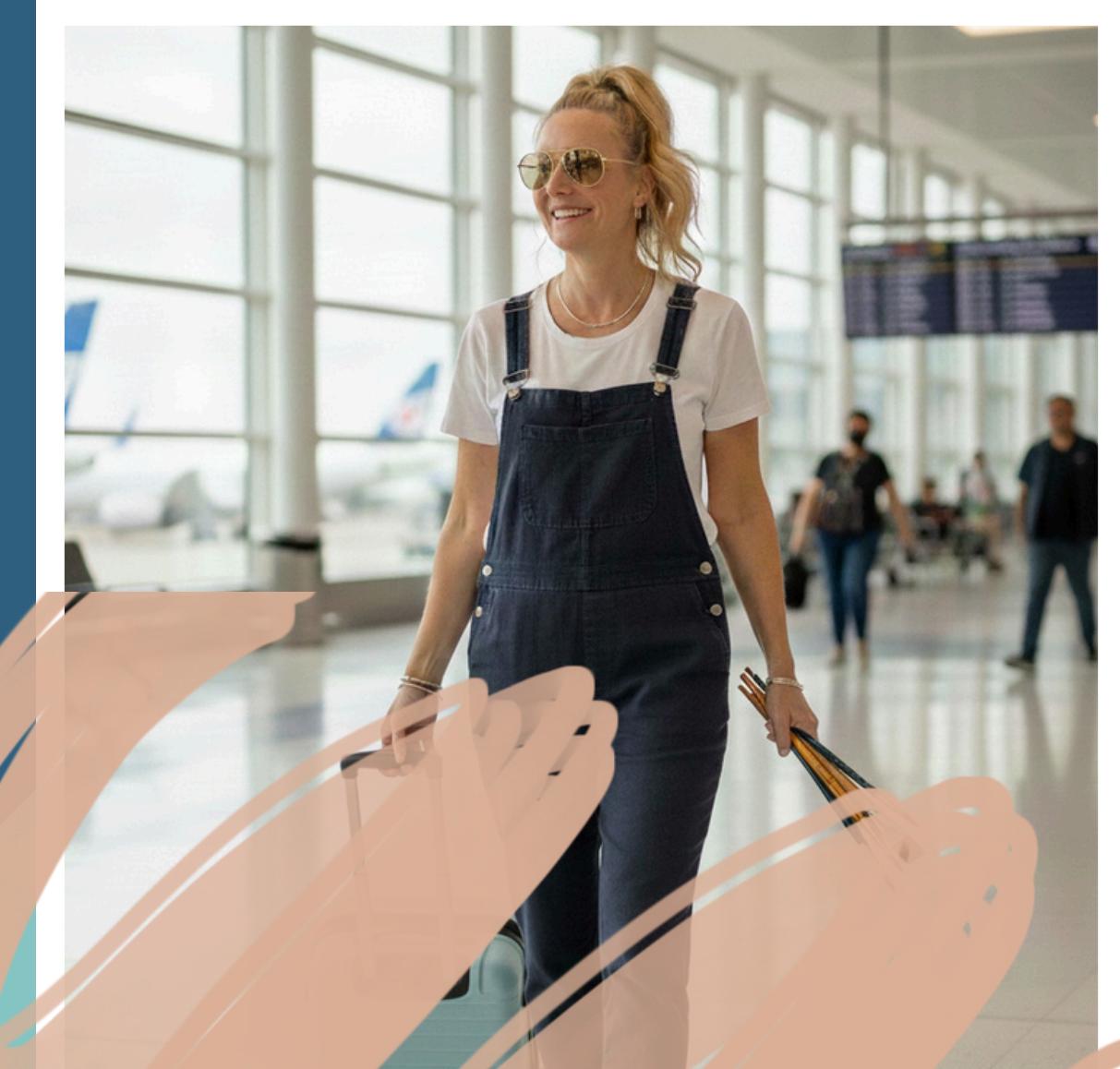
I am a world traveler, muralist and marketing specialist who loves to create connections between people and spaces through art.

My murals feature a fun, bright illustrative style of art designed to inform and uplift travelers and improve their airport experiences.

The integration of art is a strategic approach to enhance the passenger experience and contributes to an airport's cultural and economic value.

Let's work together to create a vision for your airport walls and turn blank spaces into creative marketing assets that travelers will remember.

[View mural examples](#)



Lisa Hall

of Countries Visited: 54

Top Destination: Nice, France

Seat Preference: Window

Fave Layover Activity: Gift Shop Browsing

Murals enhance the airport experience:



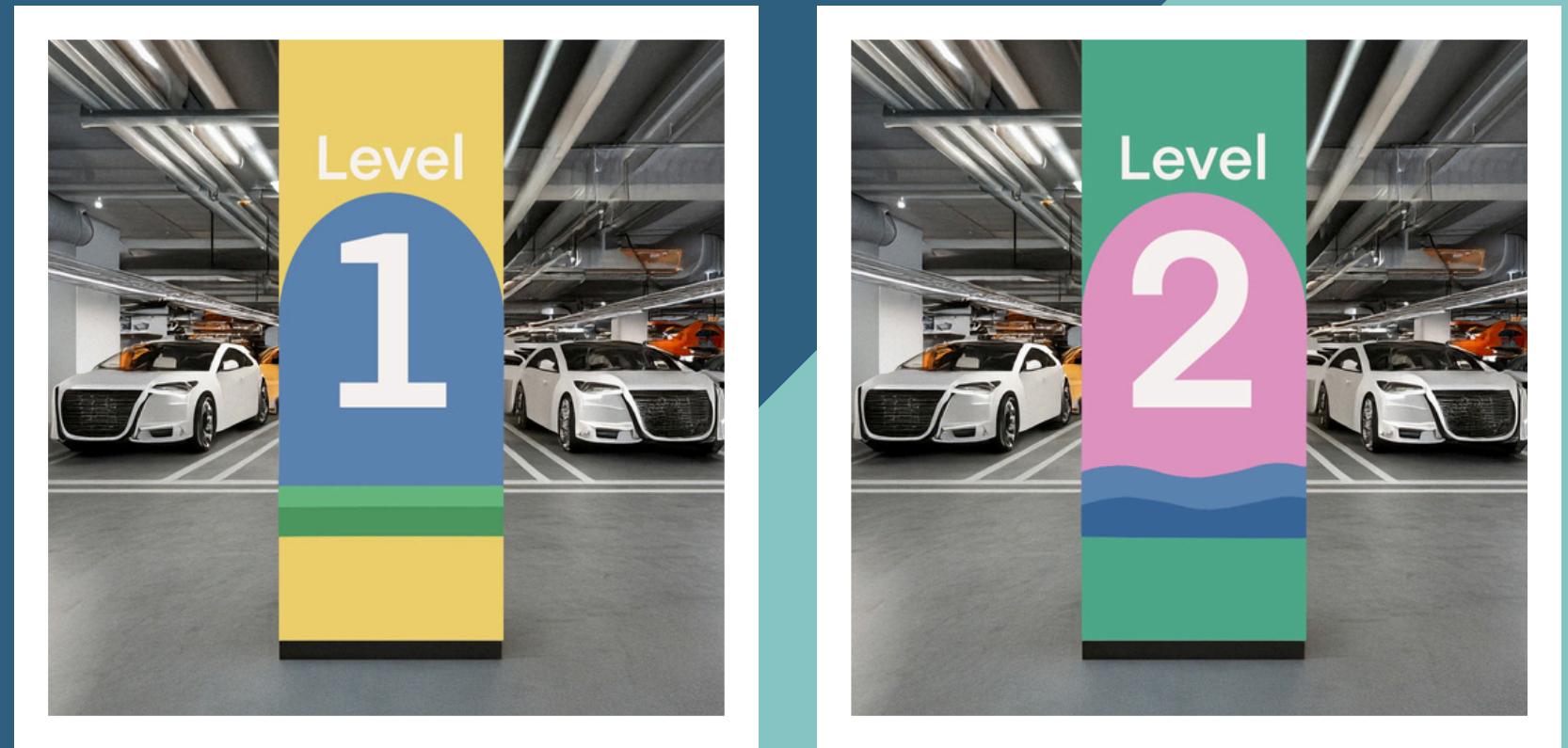
1. Increase traveler satisfaction

- Creates a more welcoming, interactive and overall pleasing environment for passengers
- Humanizes large-scale transit spaces
- Can reduce perceived wait times in queues and congested areas
- Supports higher customer satisfaction scores and enhances standing in national and international airport rankings



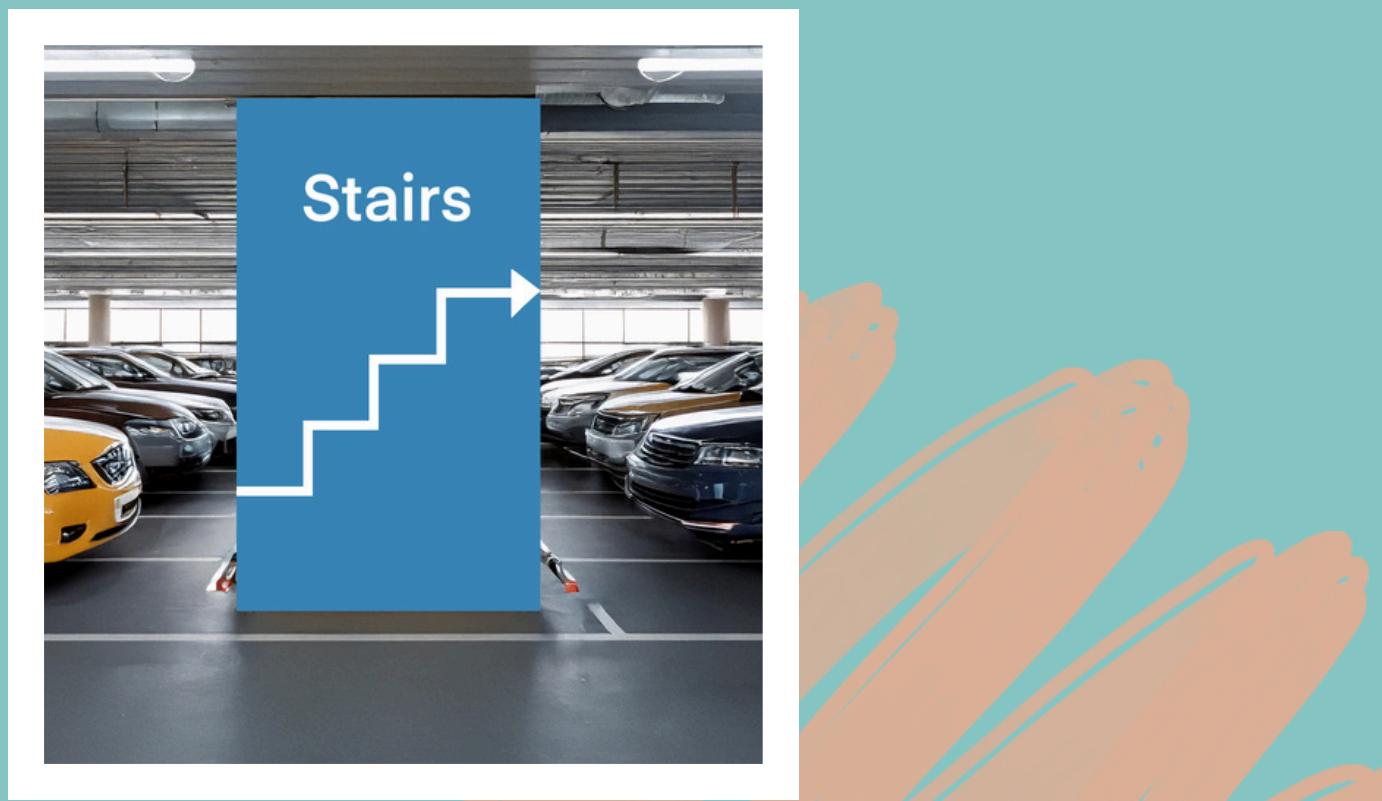
2. Improve wayfinding & flow

- Provides intuitive visual direction and helps to orient and comfort passengers unfamiliar with the airport
- Can be strategically designed to support smoother traffic movement



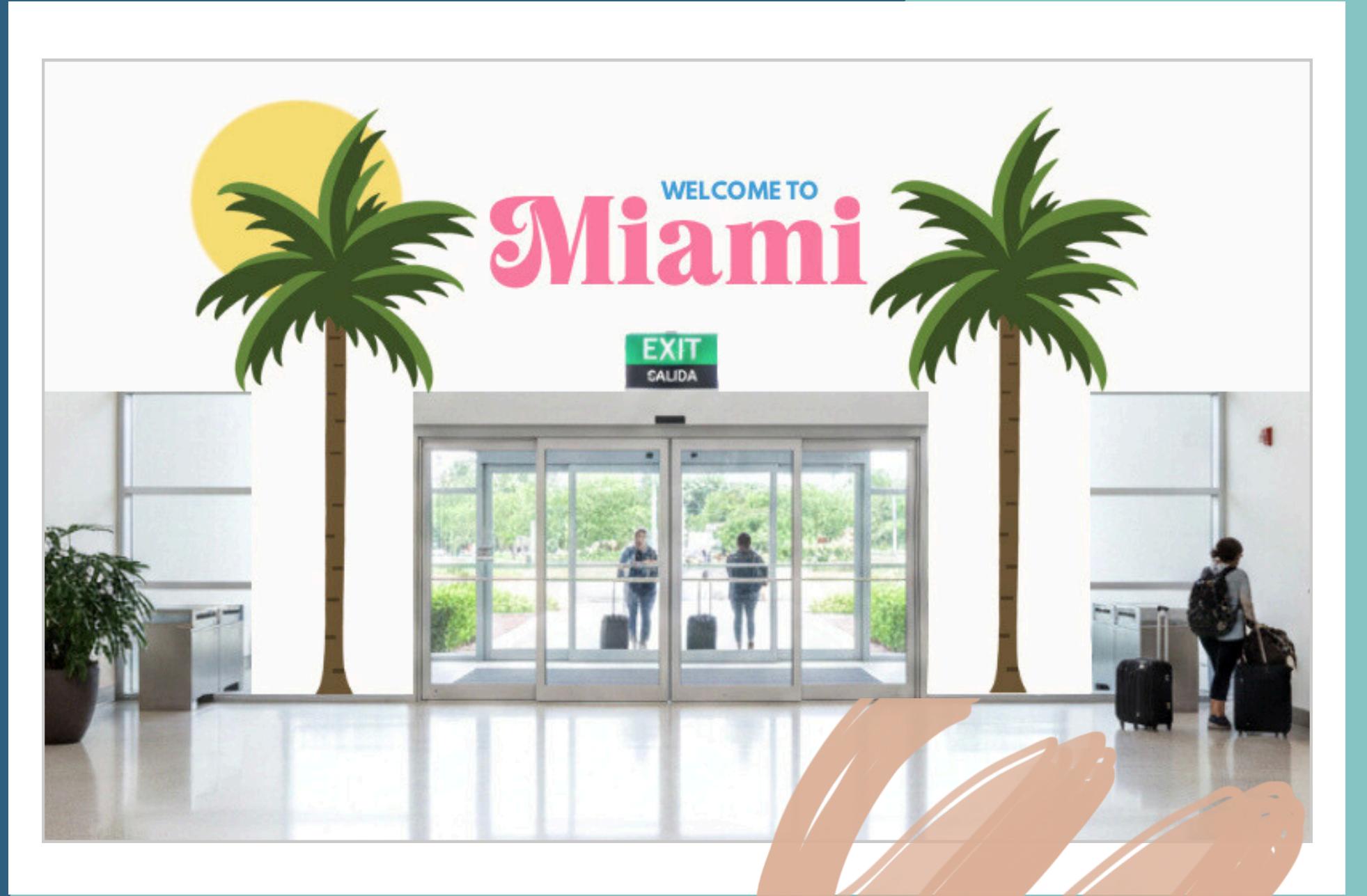
3. Support commercial activity

- Helps guide passengers to retail and dining through visual cues
- Encourages increased dwell time, correlating with higher concession spending
- Activates underutilized spaces to enhance their commercial value



4. Strengthen airport identity

- Creates a visually distinct identity that travelers remember
- Reinforces the airport's position as the welcoming gateway to its community
- Offers recognizable, photo-worthy moments shared on social media
- Acts as a permanent, visually compelling marketing asset
- Expands opportunities for sponsorships with airlines, tourism boards and local partners



Process

Phase 1: Vision + Estimates (1-3 days)

- Initial video call to discuss your mural needs/goals
- Get to know my work, offerings & estimates

Phase 2: Design + Revisions (2-3 weeks)

- Discuss art direction for the design
- Up to 2 rounds of revisions
- Approve final design & project details

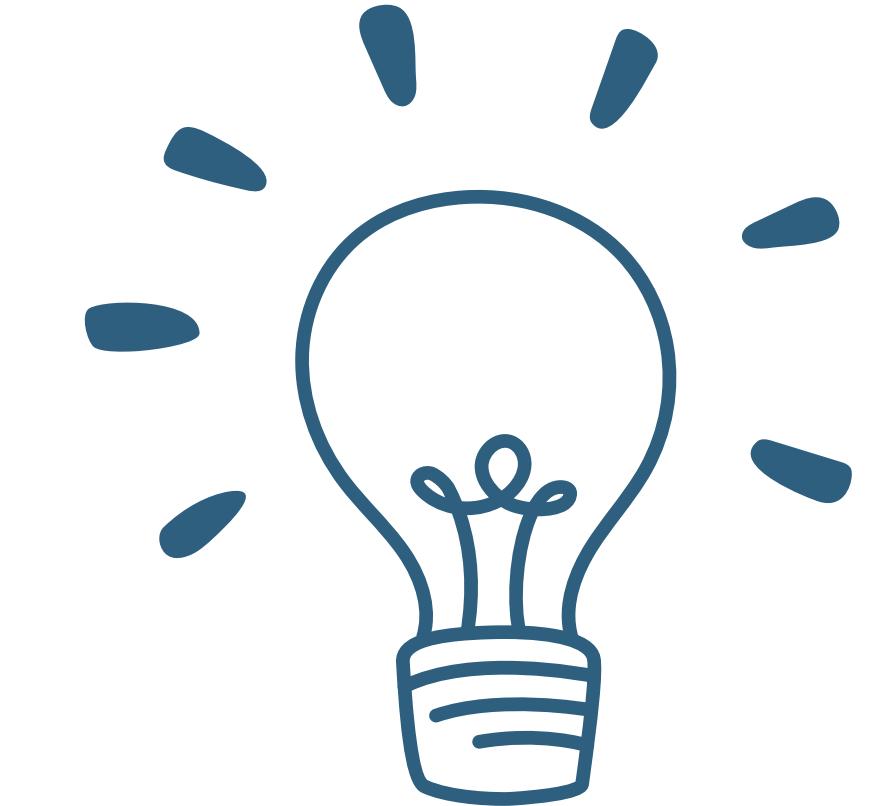
Phase 3: Painting + Marketing (1-2 weeks)

- Prep walls as needed and begin painting
- Incorporate marketing campaign (if requested)
- Celebrate mural completion

Pricing

Pricing depends on a number of factors such as wall size & material, level of engagement/marketing, timeline, materials needed, etc.

My starting base price is \$5,000 for a mural or starting from \$7,500 with a marketing campaign component.



Mural ideas:

- Play area or pet relief area
- “Welcome to” gateway mural
- Parking garage wayfinding
- Interactive scavenger “mural hunt”
- Insta-worthy “Taking off to...” world map

& many more!

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