

 NORTHWEST AIRLINES

WORLD Traveler

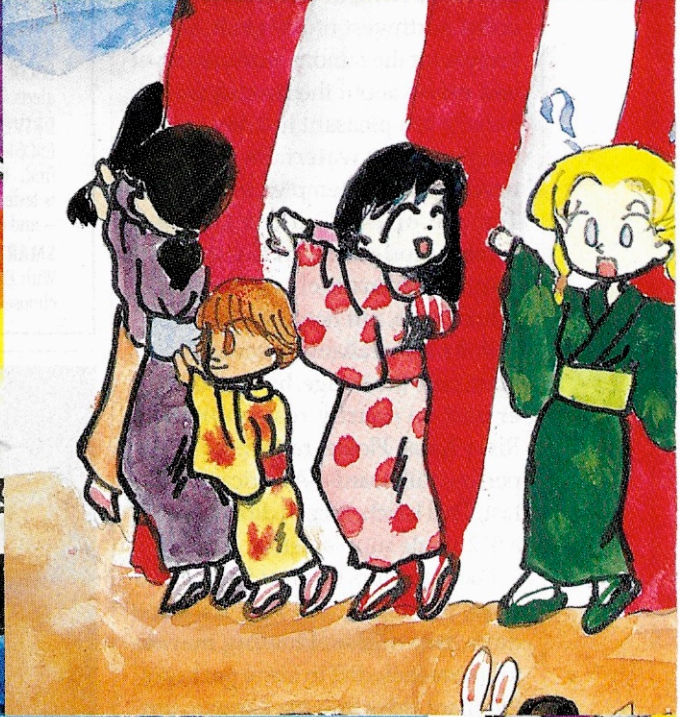
JUNE 1997



50
YEARS

BRIDGING
the PACIFIC

SPECIAL COMMEMORATIVE EDITION






Art

BY DAVE KIRCHNER

Takes Flight



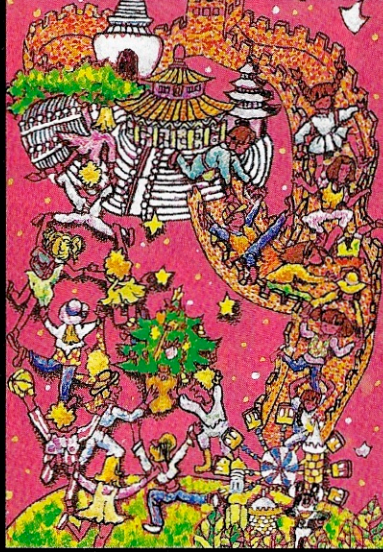
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ommissioned to paint the ceiling of the Sistine Chapel starting in 1508, Michelangelo had the luxury of taking four years to create one of the greatest wonders of Western art. When Jim Mach and his crew at Northwest Airlines were charged with transforming a 300-ton Boeing 747-400 into a globe-trotting art gallery, they had 12 days.

"We actually had the whole thing done in 10, but there were two days of [advertising] photography tacked on to the end," says Mach, Northwest's manager of intermediate-maintenance operations. "However, that represents only the time it took to paint the plane. There were many months of hard preparation and planning that led up to it."

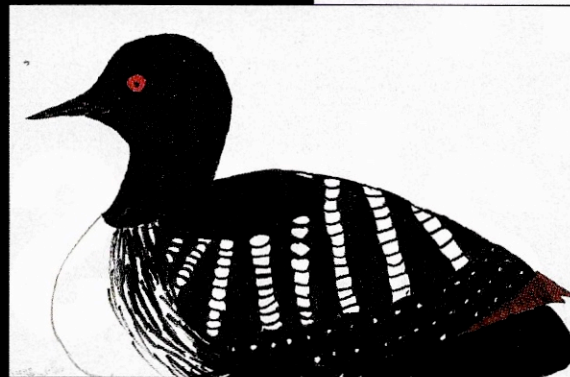
When it came time to commemorate their 50th anniversary of service to Asia, the people at Northwest





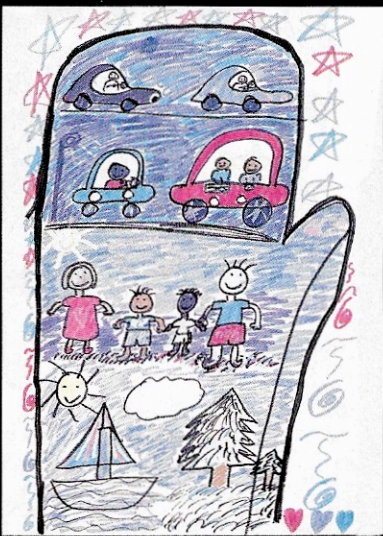
Building the Friendship Bridge

Zhang Kun, age 13
Beijing, China



The Minnesota Loon

Sheena Sood, age 12
Minneapolis/St. Paul,
Minnesota



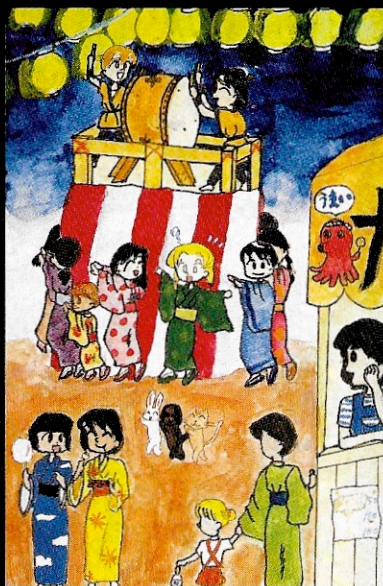
The World Is in Our Mitten

Sarah Maesch, age 10
Detroit, Michigan



Dragon Boat Race

Ya-Lin Wu, age 10
Taipei, Taiwan



Let's Dance Together

Keiko Terasaka, age 10
Osaka, Japan



Japong Dance

Esther Johanna, age 10
Jakarta, Indonesia

ART TAKES FLIGHT

wanted to celebrate in a big way. And in the case of WorldPlane, the sky is the limit.

The challenge was how to mark the anniversary in an extra-special way. Exactly how big? "Well, the Boeing 747-400 is definitely the flagship of our fleet," says Deborah Burroughs, Northwest's manager of international and offshore advertising. "It's the nicest and the largest. It's big—really big."

"Plans for getting WorldPlane off the ground began in earnest around November of last year," Burroughs says. She and everyone else at Northwest have known for some time that 1997 was going to be a special year for the airline. It was 50 years ago

Northwest began the first passenger service to Asia over the Arctic Circle, an innovation that shaved hours off the trans-Pacific flight. And today, Northwest is the leading airline serving Japan and one of the largest carriers between North America and the Far East.

"As we began planning our 50th-anniversary celebration, somebody came up with the terrific idea to involve children from all around the world—to invite them to draw pictures of their native lands to adorn the airplane," explains Chris Clouser, Northwest senior vice president, administration. "It seemed appropriate in honor of the celebration of service to Asia. And now WorldPlane has become the most visible part of the anniversary."

DRAWING CULTURES TOGETHER

It's always a revelation whenever you get the opportunity to view the world through the perspective of a child. And so it was with much excitement that Northwest

Airlines invited children at elementary and art schools in nine U.S. and 10 Asia-Pacific cities to share their unique visions of the places they call home. More specifically, the children were asked to think about what landmarks and traditions make their city special and imagine they were introducing this place to someone who had never visited there before.

It wasn't long before entries for the WorldPlane contest began to pour in—hundreds of them—from U.S. cities such as Memphis, Seattle and San Francisco to exotic locations such as Hong Kong, Taipei, Tokyo and Jakarta. These young artists—all between the ages of five and 12 at the

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time they submitted their creations—collectively symbolized the imagination, creativity and civic pride of children from around the world.

Judges in each city then faced the difficult task of selecting five finalists based equally on creativity, aesthetic quality, adherence to the contest guidelines and relevance to Northwest's Bridging the Pacific theme for the anniversary commemoration. From these 95 entries, a panel at Northwest's Eagan, Minnesota, headquarters selected the 19 winners. In addition to the pride of seeing their artwork displayed larger than life and on exhibit literally around the world, the winning artists also will be flown on an all-expenses-paid trip to Northwest's headquarters later this summer where they'll be honored at a reception hosted by Northwest senior officials. Also, Northwest will be donating almost \$100,000 to nonprofit organizations selected by the children. (To meet a few of these young artists and find out where they're directing their charitable donations, see page 100.)

A FLYING CANVAS

As difficult as it was to choose only 19 winning entries, the contest judging paled to the next challenge—reproducing the children's artwork on the sides of an airplane.

First the aircraft had to be stripped of its regular Northwest Airlines livery, primed and painted white. Then, rather than painting a reproduction of the designs directly onto the aircraft, the original artwork was enlarged and reproduced on decals, some of which measured nearly three stories tall. Roy Herbert, an art director at Northwest's ad agency, worked with a scale model airplane to determine the best position for each megadecal. (Besides being on the plane's exterior, a number of winning entries are currently featured on menu covers in Northwest's World Business Class service.)

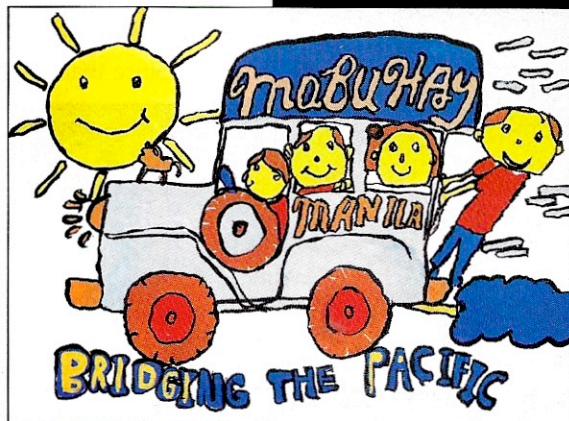
It was up to Herbert to figure out how to make each image stand out on the fuselage and to make sure the decals wouldn't interfere with the plane's doors, windows and flight equipment.

Getting the decals to adhere to the fuselage was a sticky problem—literally. During routine cabin pressurization, the fuselage is subject to minor expansion and contrac-



My Singapore

Chee Xiu Xian, age 8
Singapore



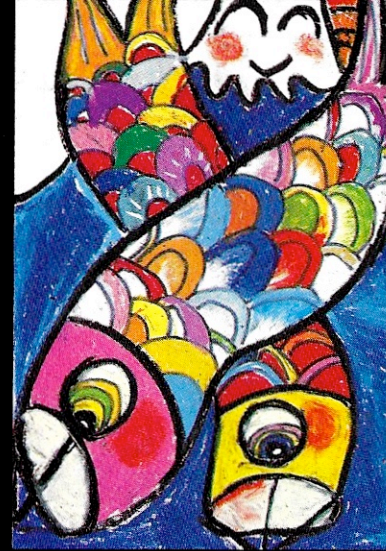
MaBuHay Manila

Kristen A.D. Capili, age 8
Manila, Philippines



The Trip to Hong Kong

Christopher Ng, age 7
Hong Kong



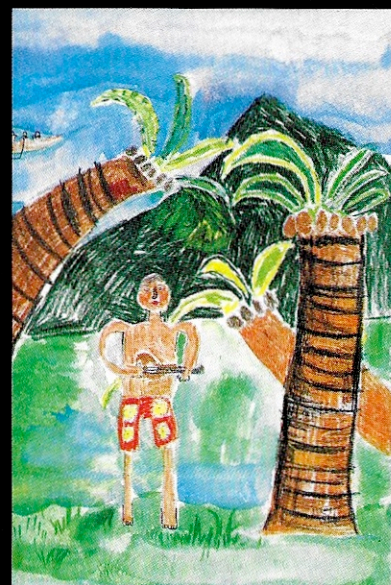
Mount Fuji and Carp Streamers

Akie Ohkubo, age 7
Tokyo, Japan



Seattle, WA

Micheal Pennock, age 10
Seattle, Washington



Beautiful Hawaii

Thomas Robillard, age 9
Honolulu, Hawaii



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tion. This poses no problem to the plane or its painted surface, but it could have caused the decals—in this case, the largest ever manufactured by 3M—to tear and come off while the aircraft was in flight. To prevent this from happening, the decals were perforated with a nearly invisible pattern of holes, much like an adhesive bandage. Then the decals were carefully affixed to the fuselage—an operation that ended up requiring more than 40 cans of edge sealant to ensure they stayed securely in place.

Finally, after long months of planning, painting and preparation, WorldPlane made its inaugural flight on March 12 from Minneapolis/St. Paul to Tokyo.

For the christening ceremonies that were held earlier that morning, Northwest President and CEO John Dasburg was joined by Sheena Sood, who is the artist responsible for creating *The Minnesota Loon*, the winning WorldPlane contest entry from the Minneapolis/St. Paul area.

Since that initial flight, WorldPlane has made several stops, including ones in Seoul, Honolulu, Manila, Beijing and Osaka. And before the plane's year of service is completed, it is scheduled to visit most of the cities depicted by its artwork for commemorative celebrations with the children who made the whole thing possible. Meanwhile, the visibility and goodwill generated by WorldPlane continue to expand quickly. "Everyone we have talked to has just been so tickled about it," says Burroughs.

"When people in an airport see it coming toward a gate, they're just glued to the windows. I believe it has generated a great deal of excitement."

Dasburg agrees: "The thing that makes our business different from others is the notion of bringing people together. And what better way to express it than through the eyes of children. WorldPlane expresses the fact that we're an agent of positive change in the Pacific, bringing peoples and cultures together. This plane will remind all of us every time we see it in the coming year how many people have worked to make the airline successful and to

keep this service as attractive as it has been over these 50 years. We can look at this with great pride."

Chris Clouser's praise is just as high, if a bit more succinct: "You look at it and just go, 'Wow!'"

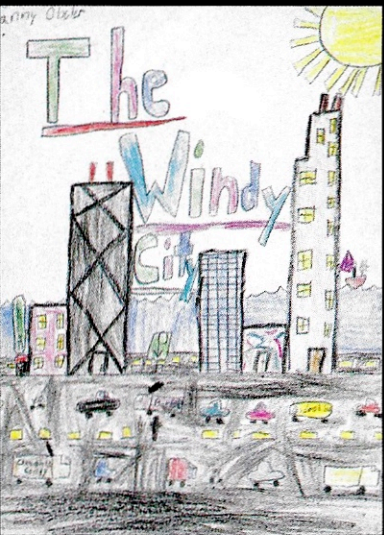
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Statue of Liberty
Nunzio Mancuso, age 7
New York, New York



Kites
Charinthorn Suriyaroj, age 11
Bangkok, Thailand



The Windy City
Danny Obeler, age 9
Chicago, Illinois



The San Francisco Sunset
Grace Collins, age 9
San Francisco, California



Korean Dance
Ji Ah Chang, age 11
Seoul, Korea



American Eagle
Janet Lin, age 10
Los Angeles, California

Bridging the Pacific



with high-flying art.

*The thing that makes our business
different from others is the
notion of bringing people together.
And what better way to express it than
through the eyes of children.*

—John Dasburg, President and CEO



PLANE FACTS

Aircraft: Boeing 747-400

Manufacture date:

August 1990

Fuel capacity: 57,285 gallons

Cruising speed: 600+ mph

Range: More than 8,100
statute miles

The paint job:

- 23 gallons of primer
- 50 gallons of white paint
- 8 gallons of red paint

It's all in the decals:

Each decal weighs about 40 pounds, and more than 40 cans of sealant were needed to ensure they would not come off in flight.

Artist Spotlight

Meet a few of the winning artists whose creations are making the WorldPlane and Northwest's Bridging the Pacific celebration such a success.

Grace Collins, 9, has always enjoyed drawing but had never entered an art competition before. She used watercolors and markers to create *The San Francisco Sunset*, which depicts a colorful twilight against the backdrop of the city's famed Golden Gate Bridge. This win came as quite a surprise: A family friend who admires Grace's talent entered the artwork without telling her. Grace has asked that Northwest donate her \$5,000 to Guide Dogs for the Blind, an organization that breeds and trains dogs specifically for the blind or visually impaired.

Esther Johanna, 10, is no stranger to art contests—the Jakarta student has won more than 100 trophies and prizes for her creations. Her entry, *Japong Dance*, depicts one of the famous dances of the indigenous people of Jakarta City—a dance that's still performed there today. Esther will present Northwest's \$5,000 donation to the national Foster Parenthood Program, which provides assistance to the families of elementary-age children who are at risk of dropping out of school for financial reasons.

Charinthorn Suriyaroj, 11, hails from Bangkok. His design is called *Kites* and showcases the traditional Thai art of kite flying to represent the culture of his homeland. Charinthorn has chosen the Cardiac Children Foundation of Thailand for Northwest's donation. The organization helps needy children who live in rural areas of the country where established cardiac-care centers are unavailable. ■

Dave Kirchner is a frequent contributor to WorldTraveler and thanks his favorite art teacher, Mrs. Stinn, for encouraging him to pursue a career in writing.