BA Creates Giant Artwork of Statue of Liberty

Thursday 20 August, 2015

Related Sectors:

Travel & Tourism ::

Scan Me:

PICTURE NEW YORK WITH BRITISH AIRWAYS IN THE 'BIG BRITISH AIRWAYS TAKE OFF'

British Airways has created what is believed to be the world's biggest piece of money art*, using a combination of ten, five, two and one penny coins to celebrate the great value fares on offer on flights and holidays across the network.

Six hundred thousand coins were delivered from a London bank vault to the airline's Heathrow engineering base this week, and a small team created a giant mural on an aircraft hangar floor depicting the Statue of Liberty in New York, which is British Airways' flagship Atlantic route, which features as part of the 'Big British Airways Take Off'.

The artwork measured 10 metres by eight metres, took seven members of the British Airways team six hours to create, as they laid the coins out by hand. The money, which weighed in at a whopping (2,725kg), was delivered by a high security vehicle from London bank vaults, complete with two bodyguards.

Sara Dunham, British Airways' head of marketing, retail and direct, said: "We've decided to re-create an iconic image from one of our most popular destinations to celebrate the 'Big British Airways Take Off' this week. We offer a great range of fares and holiday packages, which will allow our customers to bank plenty of money to spend on their holidays".

British Airways operates a joint-business with American Airlines, offering 13 direct flights and 1,000 flat beds a day to New York's JFK airport.

FLIGHTS AVAILABLE IN THE BIG BRITISH AIRWAYS TAKE OFF:

CLUB EUROPE
• British Airways offers return flights to Amsterdam from London City, for travel on selected dates between September 2015 and May 2016, starting from £199.
• British Airways offers return flights to Zurich from London City, for travel on selected dates between September 2015 and May 2016, starting from £199.
• British Airways offers return flights to Ibiza from London City, for travel on selected dates between September 2015 and May 2016, starting from £239.

WORLD TRAVELLER
• British Airways offers return flights to Kuala Lumpur from Heathrow, for travel on selected dates between October 2015 and December 2015, starting from £499.
• British Airways offers return flights to Boston from Heathrow, for travel on selected dates between January 2016 and March 2016, starting from £379.
• British Airways offers return flights to Los Angeles from Heathrow, for travel on selected dates between January 2016 and March 2016, starting from £479.

WORLD TRAVELLER PLUS
• British Airways offers return flights to Rio de Janeiro from Heathrow, for travel on selected dates between November 2015 and June 2016, starting from £1,034.
• British Airways offers return flights to Denver from Heathrow, for travel on selected dates between January 2016 and March 2016, starting from £1,116.
• British Airways offers return flights to Johannesburg from Heathrow, for travel on selected dates between April 2016 and 19 June 2016, starting from £1,174.

CLUB WORLD
• British Airways offers return flights to Miami from Heathrow, for travel on selected dates between September 2015 and June 2016, starting from £2,441.
• British Airways offers return flights to San Francisco from Heathrow, for travel on selected dates between November 2015 and April 2016, starting from £2,902.
• British Airways offers return flights Cape Town from Heathrow, for travel on selected dates between November 2015 and June 2016, starting from £3,214.

FIRST
• British Airways offers return flights to New York from Heathrow, for travel on selected dates between

September 2015 and June 2016, starting from £3,223.
• British Airways offers return flights to Barbados from Gatwick, for travel on selected dates between November 2015 and July 2016, starting from £2,866.

HOLIDAYS AVAILABLE IN THE BIG BRITISH AIRWAYS TAKE OFF:

New York - British Airways Holidays offers three nights at the 3* Days Hotel Broadway, from £449 per person, travelling between January 4 and February 29. Includes World Traveller return flights from Heathrow and accommodation. For reservations visit ba.com/New York or call 0844 493 0122.

Orlando - British Airways Holidays offers seven nights at the 3* Ramada Hotel Gateway, from £499 per person, travelling between January 4 and February 24. Includes World Traveller return flights from Gatwick and accommodation. For reservations visit ba.com/Orlando or call 0844 493 0124.

Tampa - British Airways Holidays offers seven nights at the 4* Holiday Inn & Suites Harbourside, from £579 per person, travelling between January 3 and February 11. Includes World Traveller return flights from Gatwick and accommodation. For reservations visit ba.com/Tampa or call 0844 493 0124

Las Vegas - British Airways Holidays offers four nights at the 3* Circus Circus Hotel and Casino, from £549 per person, travelling between January 10 and February 4. Includes World Traveller return flights from Gatwick and accommodation. For reservations visit ba.com/Las Vegas or call 0844 493 0122.

Algarve/Faro - British Airways Holidays offers seven nights at the 4* Quinta Pedra, from £159 per person, travelling between November 9 and November 30. Includes Euro Traveller return flights from Gatwick and accommodation. For reservations visit ba.com/Algarve/Faro or call 0844 493 0125.

Amsterdam - British Airways Holidays offers two nights at the 4* Best Western Blue Square, from £119 per person, travelling between November 1 and November 30. Includes Euro Traveller return flights from Gatwick and accommodation. For reservations visit ba.com/Amsterdam or call 0844 493 0125.

Barcelona - British Airways Holidays offers three nights at the 4* Derby, from £289 per person, travelling between November 6 and November 27. Includes Club Europe return flights from Gatwick and accommodation. For reservations visit ba.com/Barcelona or call 0844 493 0125.

Barbados - British Airways Holidays offers seven nights at the 3* Dover Beach Hotel, from £499 per person, travelling between May 2 and June 24. Includes World Traveller return flights from Gatwick and accommodation. For reservations visit ba.com/Barbados or call 0844 493 0120.

Mauritius - British Airways Holidays offers seven nights at the 3* Coin De Mire Attitude, from £819 per person, travelling between June 1 and June 23. Includes World Traveller return flights from Gatwick and accommodation with breakfast. For reservations visit ba.com/Mauritius or call 0844 493 0778.

Dubai - British Airways Holidays offers three nights at the 4* Doubletree by Hilton Ras Al Khaimah, from £399 per person, travelling between May 8 and June 30. Includes World Traveller return flights from Heathrow and accommodation with breakfast. For reservations visit ba.com/Dubai or call 0844 493 0758.

St Lucia - British Airways Holidays offers seven nights at the 3* Bay Gardens Inn, from £599 per person, travelling between June 1 and June 24. Includes World Traveller return flights from Gatwick and accommodation. For reservations visit ba.com/St Lucia or call 0844 493 0120.

Barcelona fly-drive - British Airways Holidays offers seven days car hire, from £99 per person, travelling between November 1 and December 7. Includes Euro Traveller return flights from Gatwick and a Mini car. For reservations visit ba.com/car or call 0844 493 0125.

Orlando fly-drive - British Airways Holidays offers seven days car hire, from £456 per person, travelling between January 3 and February 11. Includes World Traveller return flights from Gatwick and an Economy car. For reservations visit ba.com/car or call 0844 493 0124.

Turn your USA Flight into a fly-drive from £1 per person (for 7 day fly-drive Holidays). For reservations visit ba.com/carhire or call 0844 493 0124

Ends

NOTES TO EDITORS:

Contacts: BA press office: 0208 738 5100

Email: press.office@ba.com

***Biggest piece of money art – the record for the most number of coins used.**

WEBSITE For fares please visit:http://www.britishairways.com/en-gb/offers/ba-take-off

IMAGES
Additional images are available from Getty:
http://mm.gettyimages.com/mm/nicePath/gyisports?nav=pr292861303

TIME-LAPSE VIDEO
A time-lapse video showing the creation of the artwork can be found at:
https://youtu.be/Wm4GMqH3KdY

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk