



FAM 14

Prepared by the SAN FRANCISCO AERONAUTICAL SOCIETY

Presidents Message

July 2011

SFO Museum: An Insiders View

By Peter Volny

SOCIETY HAPPENINGS

November 2010 marked the 75th anniversary celebration of the first trans-pacific commercial air service. The Society celebrated in grand style with a gala reception, a private screening of the movie, *China Clipper*, starring Humphrey Bogart and a Forum and Book Signing featuring Sergei Sikorsky, Jon Krupnick and Robert Gandt. We also kicked off our new online store featuring aircraft replicas, posters, publications and other memorabilia. It was a superb celebration of this historic event enjoyed by Society members, Museum volunteers and friends of the Society. Many thanks to all those who supported our efforts and please visit our website at www.sfaero.org for pictures from the week.

As we move into the summer the Society is working on a number of exciting initiatives for 2011 as well as expanding popular programs such as our Movie Nights at the Museum. We are happy to announce new and continuing benefits for our members including partnerships with SFO restaurants and shops, curator tours of the Museum and our new online newsletter AEROGRAM. For more information on our membership benefits please visit our website. We are also happy to announce quarterly SFAS member only drawings. Prizes include airline tickets, items from our online store and more. Our first drawing will be held September 1 - so make sure your membership is current. Winners will be announced in AEROGRAM so keep an eye on your inbox. If you haven't already shared your email with us, please drop us an email at SFAS@flysfo.com and we will add you to our list.

Make sure you take a few minutes to visit our website www.sfaero.org and check out the online store. We are excited about this new endeavor and will be adding to our inventory regularly.

Best wishes for a warm and relaxing summer and hope to see you at the Museum!

Louis A. Turpen
President

FAM 14 is the abbreviation for the world's first transoceanic Foreign Air Mail route, which originated in San Francisco and linked the East and West by air. The *FAM 14* masthead photograph, on page one, was taken by Clyde Sunderland and shows the Pan American Airways' *China Clipper* over the city of San Francisco on November 22, 1935, departing on the first trans-Pacific commercial flight to Manila, Courtesy of Pacific Aerial Surveys.

SFO Museum is staffed by more than twenty museum professionals that include curators, registrars, preparators, conservators, librarians and administrative personnel. Exhibitions reflect audience surveys and passenger response focusing on the Bay Area and California, as well as the United States and the world from which travelers originate. Included in exhibitions are historical, ethnographic, and archeological material, crafts, folk art, and photography.

SFO Museum has been able to successfully bring the museum experience to a wide audience of the close to 40 million annual passengers and the more than 23 thousand people who work at the Airport every day. The museum's staff of curators develop the exhibition storylines, select the objects to be shown, and write the label texts. The exhibition designer and the graphic designer create the layout of the objects, select the colors, and create the panels for the didactic and two-dimensional materials. The planning and production of exhibitions is done in compliance with the standards of the museum profession regarding care



The Enduring Designs of Josef Frank Gallery Perspective 1
SFO International Terminal Main Hall

SFO Museum

and handling of artifacts and the environmental control of the galleries to maintain their stability. Conservators and registrars monitor these conditions on a regular basis.

SFO Museum received American Association of Museum accreditation in 1999, the first museum located in an airport to receive this prestigious designation. The SFO Museum produces approximately forty exhibitions per year *cont. pg. 2*

SFO MUSEUM: AN INSIDERS VIEW *cont.*

in the terminal galleries and within the Louis A. Turpen Aviation Museum.

The aviation collection includes more than sixteen thousand museum artifacts, and over eight thousand books, periodicals, and archival items in the library. While the library collection is housed onsite in the San Francisco Airport Commission Aviation Library and Louis A. Turpen Aviation Museum, collection storage for museum artifacts, while not on exhibition, are professionally housed in a separate airport facility, which also contains the preparation areas for exhibit fabrication, installation design, graphic design, conservation, registration, and curatorial activities.

The inspiration behind the aviation museum itself came from Louis A. Turpen, a graduate of the United States Air Force Academy, and Director of San Francisco International Airport from 1981 to 1995. Turpen recalls, "In the early '80s I became concerned that the history of Pan Am, the Pacific and SFO as the launching pad for trans-Pacific air travel might be lost as Pan Am's financial

difficulties escalated. I have been collecting aviation memorabilia for most of my life and had been working with Pan Am when I was in the Air Force in the 1960s. In addition to my personal collecting we began collecting on behalf of the Airport. When Pan Am sold its Pacific division to United Airlines, Pan Am was kind enough to donate everything in its hangars and offices to the Airport. As the years went by, I wrestled with what we should do with this valuable and



Aviation Museum at SFO

growing collection. On Christmas Eve 1987, as I walked through our Airport offices, a picture of the original terminal at Mills Field, taken coincidentally on Christmas Eve 1937, caught my eye. At the time, in 1987, we were planning the new SFO International Terminal and I thought what better way to preserve the history of SFO and its part in trans Pacific aviation than to recreate the original terminal as a museum inside the modern new terminal, a full half century later. Fong & Chan Architects generously donated their services to recreate the original terminal inside the new one."

The SFO Museum has established a reputation for quality and was the first program of its kind in the United States. An article in *Hemisphere Magazine* (August 1993) referring to SFO states: "...the undisputed crowd-pleaser is the Airport's Exhibition Program." This high standard of design and concept, coupled with an audience of over 8,000 persons per day in each gallery area, has resulted in exhibitions that include loans of objects from the American Museum of Natural History, New York; the Asian Art Museum, San Francisco; the California Academy of Sciences, San Francisco; the Fowler Museum of Cultural History, University of California, Los Angeles; the Phoebe Apperson Hearst Museum of Anthropology, University of California at Berkeley, the Smithsonian Institution, Washington DC and the Oakland Museum of California.

NEW TERMINAL 2 AT SFO

San Francisco's first municipal airport opened to the public in June 1927. Officially named Mills Field Municipal Airport of San Francisco, it was situated twelve miles from the city's civic center on 150 acres of cow pasture leased from the Mills Estate at an annual rate of \$1,500. The airport was considered experimental and its location temporary. A dirt runway was graded and a small wooden administration building served as the terminal. In its first year of operation there were 4,562 passengers.

By 1930, the location was declared suitable, and commercial aviation's growth appeared certain. 1,112 acres were purchased by the city—including the original 150-acre parcel—and renamed San Francisco Airport. Expansion of the airfield and



Terminal Building opening celebration 1954

construction of a new administration building and control tower began in 1934. Designed in the Spanish Revival style, it opened in October 1937. As airlines began profiting from passenger service a plan was created to increase the airfield capacity and add a seaplane harbor.

In anticipation of the post-War air travel boom, San Francisco formulated a master plan that dramatically reconfigured its municipal airport. Reclamation to the east for runway expansion and a new freeway located further west of the original highway created space for a new terminal. The new facility would accommodate growth for the airport's increasing domestic and international traffic as San Francisco established itself as the aerial gateway to the Pacific and prepared for the jet age.

The new terminal building comprised seven stories with 317,097 square feet of floor space, and a control tower. Designed in the International and Mid-Century Modern architectural styles, the building and its radial "piers" extending onto the airfield began the airport's circular growth pattern that developed in the following decades. After a three-day celebration, operations at the new \$15 million facility—now called San Francisco International Airport—began September 1, 1954.

The 1954 San Francisco International Airport Terminal Building has anchored over five decades of terminal development and improvement at SFO. Designed for subsequent expansion, it became the Central Terminal with the additions of

TERMINAL 2 *cont.*



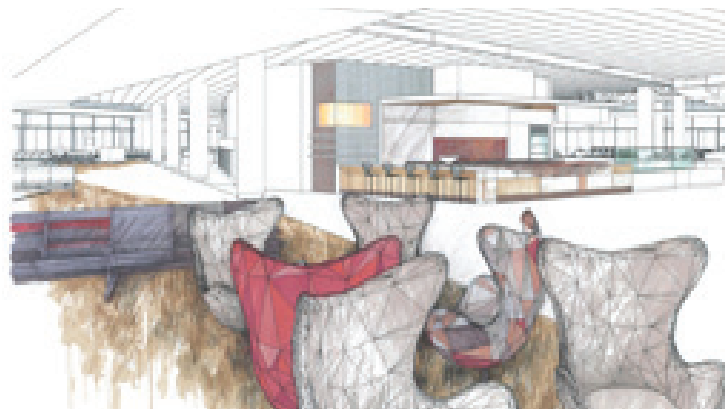
San Francisco International Terminal 2 departures level approach rendering 2010 Courtesy of Gensler

the South Terminal and the North Terminal in the 1960s and '70s, now Terminal 1 and Terminal 3 respectively. It then served as the International Terminal until it was closed in 2000 when the new International Terminal opened.

The building's reopening to the public in April 2011 marked the completion of an accelerated thirty-six-month renovation managed by the San Francisco Airport Commission Bureau of Design and Construction. The Design-Build Team collaboration of Turner Construction Company and Gensler, in association with Michael Willis Architects, has recast this historic structure in its new role as a state-of-the-art airport facility named Terminal 2.

In approaching this adaptive reuse, Gensler identified several organizing concepts that inspired the design. These include four experience principles: Comfort and Control, Sense of Purpose, Delight, and Bridge to the City. Equally important to the program development was environmental sustainability. Gensler prioritized this as "green with a point-of-view" in order to integrate such values in the passenger experience while secondarily attaining a LEED (Leadership in Energy and Environmental Design) rating.

In contrast to the internationalism and cultural anonymity of the original 1954 terminal design, Gensler set out to purposefully endow the new Terminal 2 experience with a strong sense of regionalism—a celebration of San Francisco Bay Area localities and appreciations in both aesthetic and functional terms. A select display of conceptual sketches, renderings, and furnishings are on display in the Louis A. Turpen Aviation Museum. This exhibit reveals a glimpse of the design process that went into creating the new Terminal 2



Departures lounge perspective drawing 2009 Courtesy of Gensler

MEMBERSHIP HAS ITS BENEFITS

San Francisco Aeronautical Society members can now enjoy new membership benefits including entries in quarterly drawings for give-a-ways and free admission to SFAS Curator Tours of the Aviation Museum. We have also created a new membership category for individual supporters. SFAS memberships are valid for one year.

SFAS Membership Benefits

- ▶ Subscription to FAM14, the newsletter of the San Francisco Aeronautical Society
 - ▶ Subscription to AEROGRAM, the online newsletter of the San Francisco Aeronautical Society
 - ▶ Priority Admission to Society events
 - ▶ Admission to SFAS Curator Tours of the Aviation Museum
 - ▶ Automatic entry in quarterly drawings for prizes (prizes include airline tickets and merchandise)
 - ▶ Discounts on Society online store merchandise at www.sfaero.org
 - ▶ Discounts at participating San Francisco International Airport restaurants and shops*
 - ▶ Discounted event rental of the Aviation Museum
- *subject to change

SFAS Membership Categories

Senior/Student \$25

All of the above benefits

Individual \$50

All of the above benefits

Supporting Individual \$500

All of the above benefits

Priority admission to Society events for two

Annual recognition in FAM14

Annual recognition in AEROGRAM

Annual recognition at Society events

Supporting Corporate \$1000

All of the above benefits

Priority admission to Society events for four

Annual recognition in FAM14

Ongoing recognition in AEROGRAM

Annual recognition at Society events

DID YOU KNOW?

The only way to ensure that you are receiving our online newsletter, AEROGRAM, is to send us your email address! We do not share or sell our membership email addresses and promise not to inundate your inbox. You can email us at SFAS@flysfo.com and enter *Add Me to Your List* in the subject line of your email.

An SFAS membership is a great gift. You can buy a membership for a family member, a friend, a colleague or your spouse and share your love of aviation history. Please visit our website at www.sfaero.org for more information on Society membership, to download a membership application or to purchase a membership.

Louis A. Turpen Aviation Museum EXHIBITION SCHEDULE

Postwar Propliners in Miniature: Models from the Collection of Anthony J. Lawler

Front Wall Cases

June 2011 - December 2011

SFO Terminal 2: Origin | Renovation

Back Wall Cases

March 2011 - December 2011

China Clipper

Lobby Gallery

Continuous

A New Standard in Air Travel: Airliner Introductions in Brochures and Advertisements

2nd Floor Alcoves

March 2011 - August 2011

Terminal 2 - ORIGINS: Photographs from Gabriel Moulin Studios

Photography Gallery

February 2011 - August 2011

CONTACT! For Society general membership and other programs, please contact:

San Francisco Aeronautical Society

P.O. Box 250250

San Francisco, CA 94125-0250

Tel: (650) 821-7620 Fax: (650) 821-6721

Email: SFAS@flysfo.com

WEBSITE: www.sfaero.org



The San Francisco Airport Commission Aviation Library and Louis A. Turpen Aviation Museum is located at San Francisco International

Airport, International Terminal, Pre-Security, Level 3. It is open Sunday - Friday from 10:00 am to 4:30 pm. The telephone number is (650) 821-9900. For additional information and to learn about volunteer opportunities, please contact the SFO Museum at (650) 821-6700, or email curator@flysfo.com or visit www.sfoairport.com.

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San Francisco Aeronautical Society

P.O. Box 250250

San Francisco, CA 94125-0250