

AMANDA ZURITA

COPYWRITING PORTFOLIO 2023

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LEARN MORE ABOUT THIS SPECIAL AIRCRAFT.

LEARN MORE ABOUT THIS SPECIAL AIRCRAFT.

CONNECTION TO COMMUNITIES

“We are honored to share the vibrant art of Northwest Coast formline with Alaska Airlines and the world. We see the “Salmon People” design symbolizing the Tlingit, Haida and Tsimshian cultural value of *Wooch*. *Yax, Gu dlúu, Ama Mackshim*: social and spiritual balance. Our Indigenous artists continue to utilize and evolve formline art, honoring our ancestors and inspiring future generations.”

– Sealaska and Sealaska Heritage Institute

“This beautifully painted aircraft is not only a stunning illustration of extraordinary original Indigenous artwork but also an example of Alaska’s commitment to our guests, the communities we serve and each other—honoring and celebrating our Native employees and culture.”

– Robyn Downs

Steilacoom Indian Tribe, Steilacoom, WA
Co-Chair, Native Employee Network, Alaska Airlines

“For me, this plane is a confirmation that the art, language and culture that our Ancestors practiced and hoped to pass on to future generations is not only alive and well, but is thriving. It is a statement for all Indigenous people that we are still here.”

– Dawn Smith

I am Tsimshian, my clan is wolf.
Co-Chair, Native Employee Network, Alaska Airlines

“I feel great pride knowing that the Salmon People airplane is covered with Alaska Native art. My hope is that it will pique the curiosity of travelers to learn more about Alaska Natives, our homelands in Alaska and our ties to salmon—as well as our important history and current contributions our people make to the United States. *Tsin’ee to Alaska Airlines* for helping us tell our stories through Crystal’s art.”

– Aaron Schutt

President and CEO of Doyon, Limited

“Alaska has always been, and will always be, a Native place with deep, rich cultural heritages. We honor and appreciate Alaska Airlines’ commitment to ensuring that from the moment someone sets foot on this airplane, they will have an opportunity to learn about Alaska’s First Peoples, who have inhabited Alaska since time immemorial.”

– Emily Edenshaw

President and CEO,
Alaska Native Heritage Center

Welcome on board

Xáat Kwáani

“Salmon People”

Xáat Kwáani means “Salmon People” in the Alaskan Tlingit language and refers to the spiritual link between the people who interact with the beloved salmon and all of us who benefit from their stewardship of the environment.



X Á A T K W Á A N I L I V E R Y

Alaska Airlines first took flight in 1932 by connecting small towns across Alaska including a route between Anchorage and Bristol Bay, home of the world's largest sockeye salmon run. We have always had a proud and deep connection to the state of Alaska—after all, it's the foundation for becoming the premier West Coast airline.

Salmon has a special meaning and significance in the State of Alaska and the Northwest Coast. For Alaska Natives and Native American cultures of this region, the salmon is part of a spiritual and cultural identity.

As a tribute to salmon and its ancestral importance, this Alaska Airlines aircraft is the first of any domestic airline fleet to be named in an Alaska Native language and to depict salmon through a Native Alaskan art form.

GOING THE DISTANCE

There are five species of salmon found in the Pacific Northwest and Alaska: Chinook, Chum, Coho, Pink and Sockeye. Each is uniquely adapted to its particular river system, ocean and watershed environment. Pacific salmon are anadromous, meaning that they spend their early years in freshwater, then migrate to the ocean where there's more food available—and, as adults, they return to the same streams where they were born to spawn and die. Some salmon travel as far as 600 miles each way on their journey from freshwater to the ocean and back.



ABOUT THE ARTIST

Crystal Worl, Tlingit | Athabascan | Filipino

The salmon design on this livery was created by Alaska Native artist, Crystal Worl, whose work explores the relationships and bonds connecting her people, the land and the animals of Alaska. Through her art, she aims to bring attention to Indigenous culture and to pass on ancestral values to a new generation through traditional formline design and subject matter. Worl has a history of showcasing fishing imagery in her work.



Crystal Worl's Instagram

TAKING SHAPE

Northwest Coast formline art, which dates back thousands of years, is a two-dimensional design style integral to the culture of the Tlingit, Haida and Tsimshian peoples of Southeast Alaska. The primary formline in a design is continuous and creates the outline of the subject. Characteristic shapes include ovoids (bean-shaped forms that represent heads, bodies, joints or eyes), U forms (which work cooperatively with the ovoid) and S forms.

"I have high hopes that this project will encourage people to learn and embrace Indigenous culture and values," says Worl. "We have much to learn about this planet and its inhabitants." Salmon, for example, are incredibly intelligent beings that travel long distances to return home so that they can spawn and provide their bodies as nutrients for the next generation. They deliver nitrogen from deep waters to the Tongass rainforest, helping it flourish and grow. "The salmon have been teaching us for a long time and it's important that we see and hear them—and change our actions and thinking about our environment," adds the artist. "As people of the tide, Tlingit people and Alaskan Native people, we don't differentiate ourselves from animals. We are one and the same."

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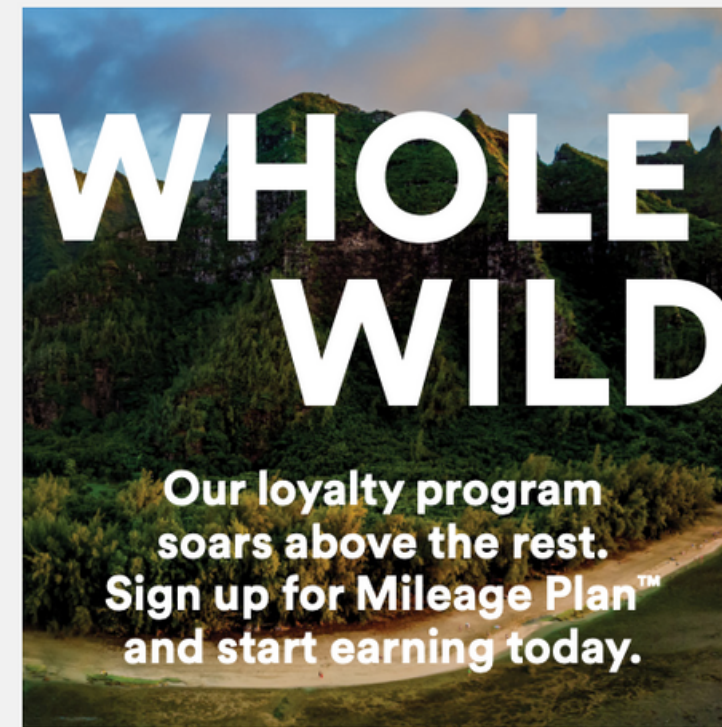
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E M A I L



Hi, Elizabeth



You're invited to a private performance of George Balanchine's *The Nutcracker*® by Pacific Northwest Ballet.

Enjoy one of the Northwest's favorite holiday traditions, with exquisite costumes and scenery by Ian Falconer (*Olivia the Pig*), brilliant dancing by PNB's internationally acclaimed dancers, a snowfall mid-performance and the celebrated PNB Orchestra performing Tchaikovsky's cherished score live. The magic of the holidays awaits you and yours at *The Nutcracker* at McCaw Hall.

Date: Wednesday, December 7, 2022

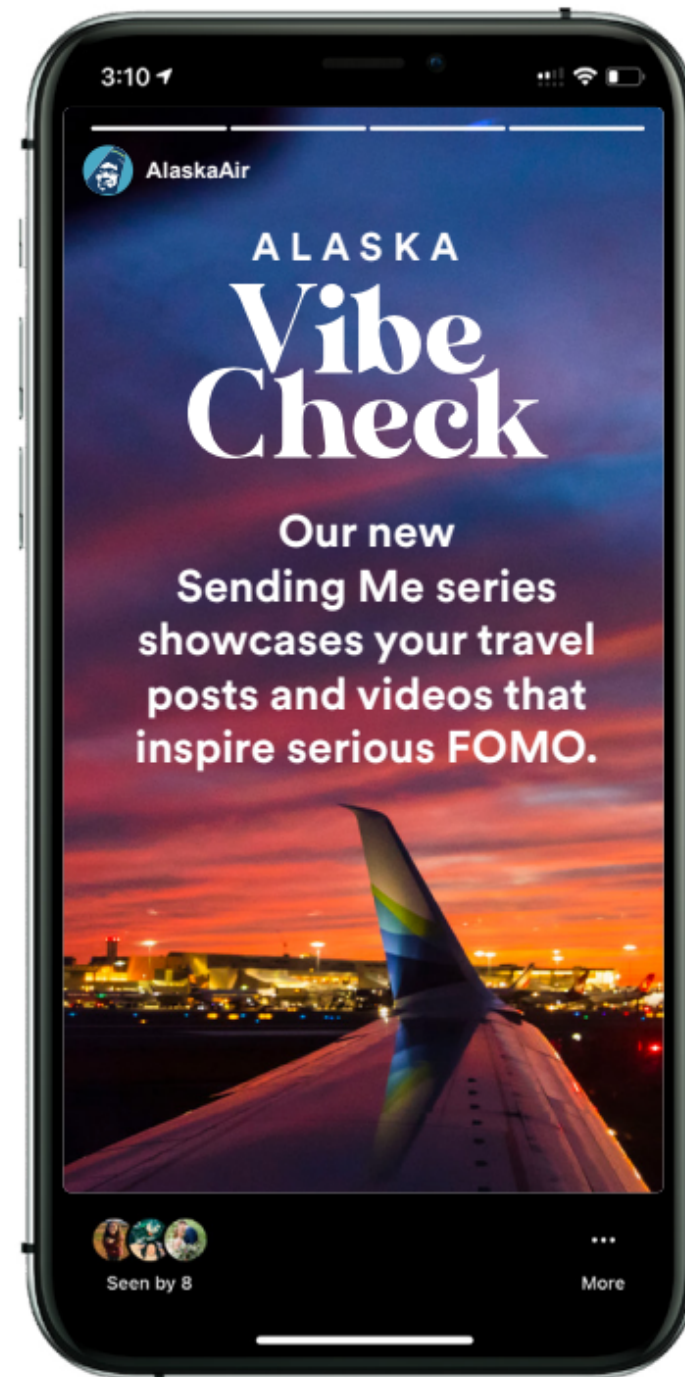
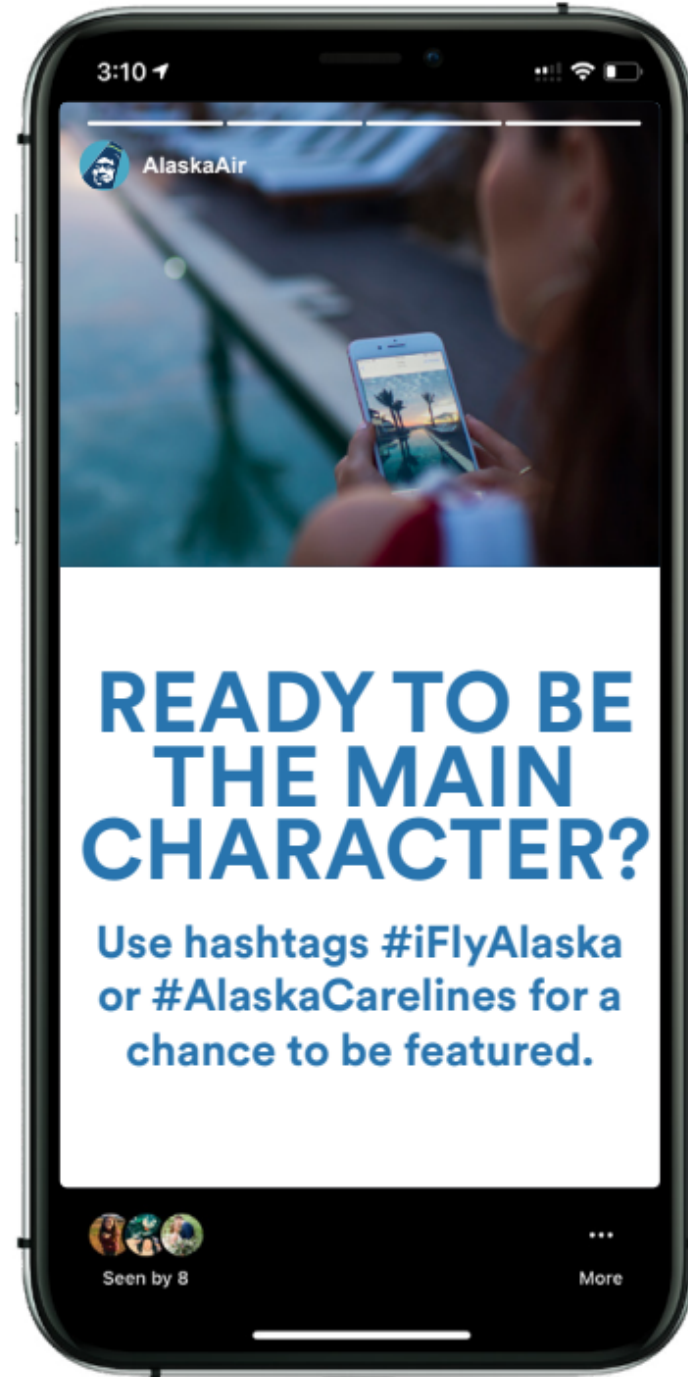
Time: 6:30 PM

Location: McCaw Hall



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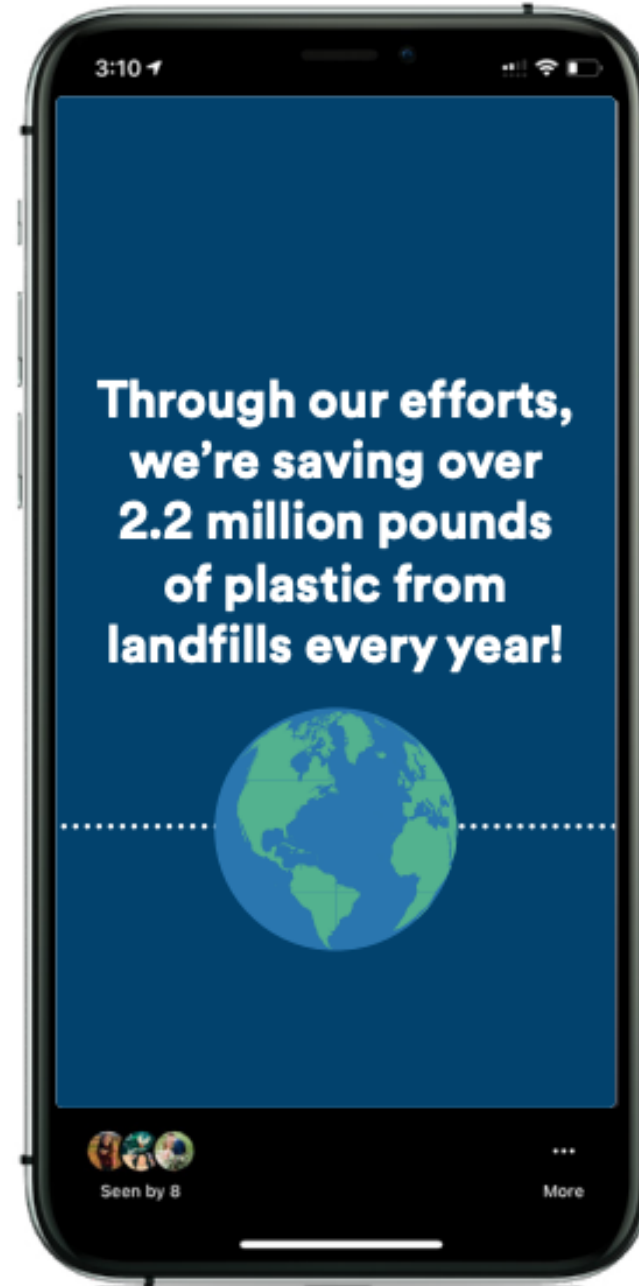
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