

Award-winning poster by artist Walter Askins celebrates activities in his hometown of Pasadena. The poster was designed for Metro Art's "Neighborhood Posters" series.



### Metro Art Poster Design Wins Silver Medal Award

By ADRIENNE S. BLYTHE

(Nov. 19, 2003) A poster designed for Metro Art's "Neighborhood Posters" series was awarded the Silver Medal, recently, at the Los Angeles Society of Illustrators annual awards.

Walter Askins, a native of Pasadena and a highly acclaimed artist, created a watercolor depicting some well-known festivities in his hometown of Pasadena.

The poster, which has been placed in Metro buses and trains, shows a procession of playful characters marching down the street. It is meant to pay homage to the Rose Bowl Parade and the Doo-Dah Parade, both of which are special to those who live in Pasadena.

"I thoroughly enjoyed working with the MTA," says Askins. "Every artist wants to be visible and reach out to new audiences. What better way to do this than to have your art displayed on public transportation."



A version of the poster has been placed in Metro buses and trains.

Askins' poster was one of five in the "Neighborhood Posters" series that Metro Art started this year.

### 'Different destinations'

"The goal of the project is to celebrate different destinations in the LA area," says Susan Gray, senior public arts officer. "Each artist was allowed to choose their own destination and it worked out well that we got a nice range all over the county."

After Metro Art announced the competition, 99 artists applied by submitting resumes, cover letters and ten slides of their artwork. A committee of three MTA employees narrowed it down to ten artists to develop their proposals.

Lynda Bybee, deputy executive officer, Community Relations, Elizabeth Bain, graphic designer, and Jorge Pardo, transportation planning manager, selected five designs to be displayed in MTA buses and rail cars.

"The project has been a great success, so we plan to continue it next year and we will aim to cover different parts of LA," says Gray. "We have received many calls from the public and other agencies inquiring about the art work, which is a good sign."

A copy of Askins' award-winning poster will be on display at the Burbank Creative Arts Center beginning in January. The original artwork of all five designs is now a part of Metro Art's portable collection and will be displayed at MTA Headquarters.

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