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Metro Neighborhood Series Poster: NoHo Arts District through the eyes of artist Karl Abramovic.



NoHo Theater Scene Featured in Metro's Latest Neighborhood Poster

By KIM UPTON

(Jan. 19, 2006) On display on Metro buses and rail cars through early March 2006 is a beautiful new poster, NoHo Arts District by Karl Abramovic.

The latest in Metro's Neighborhood Poster Series – an original artwork depicting the North Hollywood theater scene – is now on display on Metro buses and rail cars through March. The poster also is on sale in the Metro Store.

A Los Angeles-based freelance illustrator, Abramovic is one of three artists creating original works with a focus on San Fernando Valley neighborhoods.

Abramovic has published work in The Idler magazine, NoHo News LA and the San Fernando Business Journal. Inspired by the eclectic nature of NoHo theaters, he has depicted the comedy, musicals and cabarets featured at the respected Whitefire, El Portal, Secret Rose and Raven theaters.

To research his project, the artist interviewed theater owners and representatives of the Valley Theatre League. "Madama Butterfly," one of the characters depicted in Abramovic's work, was the first play produced at the Secret Rose Theatre.

The pirate shown in his poster represents musicals, such as the "Pirates of Penzance," as well as children's features performed at the Joy Theatre at the Raven Playhouse in North Hollywood. The cabaret actor in the piece represents shows staged at the Whitefire and El Portal theaters.

Others in the Neighborhood Poster Series with a San Fernando Valley flavor are set to appear on Metro buses and trains from April to June.

Initiated in 2003, the Neighborhood Poster Series has commissioned 12 original artworks and garnered a Print Magazine Regional Design Annual Design Excellence Award, a Tranny Merit Award, a "Fresh"

Illustrator Award from Illustration Magazine Annual and a Los Angeles Society Illustrators Award Silver Medal.

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