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The work of Design Studio staff, pictured below, is featured in Communications Arts magazine.



## National Arts Journal Highlights Metro Design Studio's Work

(Sept. 12, 2006) "Thanks in part to the work Metro Design Studio is doing, more and more people in the single-occupancy-vehicle capital of the world aren't taking the freeways. They're taking the subway or the bus," begins an article in *Communication Arts*, the design world's premier journal.

A 10-page lead article in the September/October issue describes the Design Studio's creative process and the eye-catching posters, ads, brochures, magazines and merchandise designed by the 17-member staff.

It's the first time the magazine has featured the work of a transportation agency's graphic design department.

"Every time we design something that convinces one person to try Metro," the magazine quotes Creative Director Michael Lejeune, "we have a direct impact on traffic, air quality and quality of life for everyone who lives here."

The story highlights work by Lead Designer Neil Sadler and designers Melissa Rosen, Elizabeth Bain, Sharleen Yoshimi, Theresa Renn and others.

It includes photographs and reproductions of Metro timetables, passes, maps, logos, bus paint schemes and a photo of the Design Studio crew on board a train.

Poster encourages commuters to try the Metro Gold Line.

“This is design with a purpose, design that moves people,” Sadler says in the story. “It can impart information and still be bright and engaging.”

“Our customers deserve good design,” Communications Chief Matt Raymond is quoted as saying. “It enhances their experience and attracts new riders. Metro’s numbers bear it out. We’re experiencing the highest levels of customer satisfaction and new rider growth in history.”

