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From left, Art and Design Manager Jorge Pardo, environmental specialist Tom Kefalas, artist Jim Isermann, Lead Designer Neil Sadler and Facilities Maintenance Director Brady Branstetter take a bow at the renovation dedication of the Wilshire Customer Center in January. The new facade is one of the award-winning projects of Metro's environmental design team taking top honors in an international graphic design competition. Members of the environmental design team are Neil Sadler, lead designer; Jorge Pardo, art and design manager; Angelene Campuzano, senior public arts officer; Carolynne Clifford, production manager; Mike Barnes, signage and distribution manager; Deniz Durmus, photography; and consultant Jim Isermann, the artist who created the Wilshire Customer Center façade design. Photo by Ned Racine.

## Metro Creative Services Wins International Design Award

(June 27, 2007) An international graphic design organization based in Washington, D.C., has selected Metro Creative Services as one of six winners of its Top Honor Awards for 2007.

The department's work won the prestigious award along with the National World War I Museum, the Arizona Cardinals Stadium, the Thailand Creative & Design Center in Bangkok and design projects at the University of Minnesota and Kent State University.

In its award narrative, the Society for Environmental Graphic Design (SEGD) cited Metro's new paint schemes for the bus fleet, new signage and identification for bus and rail stations, bus passes and brochures, image advertising, the agency's first comprehensive Signage Standards Manual, and the new façade for the Wilshire Customer Center.

The jury panel unanimously commended Metro "for its ability to create a strong graphic brand and a world-class system. Every graphic element – color, typography and color placement – was considered for its ability to

communicate information concisely and consistently.”

**Award-winning team**

Members of the award-winning design team were Neil Sadler, lead designer; Jorge Pardo, art and design manager; Angelene Campuzano, senior public arts officer; Carolynne Clifford, production manager; Mike Barnes, signage and distribution manager; Deniz Durmus, photography; and consultant Jim Isermann, the artist who created the Wilshire Customer Center façade design.

“Congratulations to the Creative Services team for their award-winning work – and to everyone else who turned their ideas into reality on the street,” said Communications Chief Matt Raymond. “Their imaginative contributions coupled with our determination to improve the system for our customers have been a key factor in improving Metro’s image in Los Angeles.”



Neil Sadler

Metro Creative Services has won more than 40 significant art and design awards in the past five years.

SEGD is an international non-profit organization whose members are leading designers of directional and attraction sign systems, destination graphics, identity programs and exhibits.