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Metro's Design Studio created a Metro Rapid shoe and a Metro Local shoe—size twelve—complete with headlights and wheels.

Design Studio Creates Buses with Soles

By NED RACINE, Editor

(May 28, 2008) There is more than one way to promote the Metro identity. Certainly buses and trains are nice but who could resist shoes resembling Metro buses?

Apparently, no one.

As a submission to the Sole Search Design Contest sponsored by AIGA/LA (the Los Angeles chapter of a professional organization for designers) and TOMS shoes, Metro's Design Studio created a Metro Rapid shoe and a Metro Local shoe—size twelve—complete with headlights and wheels.

The Design Studio staff painted the canvas shoes with a primer and a final coat in Metro colors—including a layer of silver at the bottom—and added decals.

"The studio did a fantastic job," Christian Rocha, art director said. "This interview should be with all of us. I'm in their debt."

Rocha particularly praised Adam Rosen, husband of Melissa Rosen, senior graphic designer, who wired the shoes so their lights functioned, embracing the "Safety 1st" Metro goal, even for vehicles that carry only one human foot.

The shoes did not win the contest, however, which did not surprise Rocha, because the winning shoe had to be easily reproduced. The Metro shoes were too complicated for that.

"We really thought it would be fun" to do something for the contest, Rocha

added. "It was interesting to apply the Metro brand to another form . . . to see how we can apply the Metro brand to something as awkward as shoes."

AIGA/LA had philanthropic goals—contributing shoes to children and benefiting the AIGA/LA Scholarship fund. The shoes were unveiled at a design fest May 14, where they were encased in a glass case for display, much like a gallery opening. Metro's entry is pictured on the [AIGA/LA website](#).

Rocha has one lingering disappointment. "I was disappointed that we couldn't skate in the shoes; they wouldn't support our weight."