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Communications Arts Photography Annual picks Metro photographer's winning entry in national and prestigious competition

(July 7, 2009) One of Metro's nine photos submitted by the Creative Services photographers to the prestigious Communication Arts Photography Annual was selected as a winner among nearly 9,000 entries in a competition generally ranked highest in commercial art standards.

The selected photo, by Metro photographer Josh Southwick, is a visual trip underground to the Mariachi Plaza Station platform during construction of the Metro Gold Line Extension to East Los Angeles. Southwick captured an eerily lit scene that recalls a movie memory of a deserted space ship. Construction lighting, reflected in plastic coated walls, reveal an odd interior inhabited only by a single stretch of pipe, tubing that snakes along the wall, a spike of rebar and a fragile looking wooden frame over a mysterious shaft.

"It's quite a feat to be selected for this photography annual," said Maya Emsden, DEO, Creative Services. "It really demonstrates the quality of our photography team. They are a young crew who have really come together in a short period of time."

Metro photographers improvise a studio environment in conference rooms, the 3rd floor balcony and beyond. Barely pictured here are, from left in top photo, Peter Watkinson, Carl Greenlund, and, behind the lens, Josh Southwick.



Not only is the publication a permanent addition to most advertising agencies and design studio libraries for reference and sourcing, the photography annual sets the standard for commercial art, said Carolynne Clifford, Creative Services production manager whose husband, Mark, is a noted commercial photographer.

"When Mark's entry took a top category spot in 1993, he received inquiries on that image for the next 6 years. It's an excellent thing to have on your resume!" she said.

(See [Image](#): 'Christmas 1993' by Mark Clifford)

The photography unit in Creative Services, managed by Sr. Creative Designer Elizabeth Bain, is staffed by Southwick, Peter Watkinson, and intern Carl Greenlund.

Metro photography has developed from assorted contributions from staff and contracted photographers to a full range of corporate, commercial, and studio photography. Armed with professional camera and lighting equipment and creative know-how, the photographers are ready for the daily challenges of the institutional environment, including assembling and even improvising a studio environment for big shoots.

"Our photographers have to consider on-the-spot solutions and have the flexibility and creativity to come up with a way to make it work," said Bain. "It could be a bus, a location, people on the move or even a studio shot for a billboard."

The nine photos submitted to the CA annual illustrate the variety of creative challenges. Included are images of a traffic-blurred freeway for the Measure R campaign, a lone Metro Transit Security Officer holding vigil in a vast lot, a product shot of toy buses, and colorful insets of East Los Angeles.

--from Gayle Anderson

