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CONTACT--

Kim Upton/Marc Littman

Metro MEDIA RELATIONS

(213) 922-2703/922-2700

www.metro.net/press/pressroom

e-mail-- mediarelations@metro.net

FOR IMMEDIATE RELEASE



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

Metro Unveils New Noho Arts District Metro Neighborhood Poster on Bus and Rail Fleet

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 the Neighborhood Poster Series of original artworks commissioned by Metro.

Abramovic is one of three artists creating original works with a focus on San Fernando Valley neighborhoods. He is a Los Angeles-based freelance illustrator who has published work in The Idler magazine, NoHo News LA and the San Fernando Business Journal. Inspired by the eclectic nature of NoHo theaters, Abramovic 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 and its ADA Awards, NoHo's annual artistic director achievement award. "Madame Butterfly," one of the characters depicted in Abramovic's work, was the first play produced at the Secret Rose Theatre. The pirate in his piece 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.

Additional Metro Neighborhood Posters with a San Fernando Valley flavor are on the way. Look for Ronald J. Llanos' unique drawings depicting Van Nuys and Valley resident Nicholas Fedak II's evocative photograph of Topanga Canyon. These will appear on Metro buses and trains from April to June, 2006.

In the tradition of celebrating transportation through colorful travel destination posters, Metro commissions a diverse range of Los Angeles artists to create original artworks for its Neighborhood Poster Series. The intent of the series is to convey the distinctive character and vitality of

neighborhoods and destinations served by the Metro network. The posters are displayed throughout the Metro system on trains and buses and at stations and various other locations for the enjoyment of thousands of transit customers.

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. Artists are selected by responding to a Call to Artists issued by Metro Art and a review of past artwork by a selection panel that includes arts professionals and Metro representatives.

Established in 1989, Metro Art has commissioned more than 250 artists for a wide variety of temporary and permanent artworks throughout the Metro system. For more information about the Metro Art Program and its free docent guided tours, visit metro.net/art or call Metro Art at 213-922-4ART.

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