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## **“L.A. Metro” Wins Prestigious International Design Award for Environmental Graphic Design**

The Los Angeles County Metropolitan Transportation Authority (Metro) Creative Services Department has been selected by an international graphic design organization based in Washington, D. C., as one of six winners of its Top Honor Awards for 2007. The department’s work earned 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 its new building façade for the Wilshire Customer Center.

The panel of judges 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.” Members of the award-winning design team were Neil Sadler, lead designer; Jorge Pardo, art and design manager; Angelene Campuzano, senior arts officer; Carolynne Clifford, production manager; Mike Barnes, signage manager; Deniz Durmus, photographer, 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 communicating with our customers,” said Metro CEO Roger Snoble.

Metro Creative Services has won more than 40 significant art and design awards in the past five years. Metro was named America’s Best Transportation System of 2006 by the American Public Transit Association (APTA).

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

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