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FOR IMMEDIATE RELEASE

Metro Features East L.A. on New Poster by Local Artist

A new poster celebrating East LA – one of many destinations customers can travel to via Metro – will be on display on Metro buses and rail cars through December.

Commissioned by Metro Art, the new poster is by local artist Artemio Rodriguez. As seen through the eyes of Rodriguez, East LA cemeteries honor its diverse history and reflect the community's sense of family and soul.

"There are at least 6 cemeteries in East LA," said Rodriguez, "I think of cemeteries as a museum, a park and a garden. There you will find beautiful art pieces in the open air, palms and flowers."

Artemio Rodríguez apprenticed to the master printmaker Juan Pascoe, Mexico and was awarded the Jovenes Creadores Award. He has published over 7 limited edition books. His work is included in the collections of the Los Angeles County Museum of Art; Mexican Fine Arts Museum, Chicago and the Laguna Art Museum. He recently completed "Modern Broadside" in association with Self Help Graphics and the Graphic Council of the Los Angeles County Museum of Art and his work was featured in the Los Angeles Times Magazine earlier this year.

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 the Metro Neighborhoods poster series. The purpose of the series is to express the distinctive character of neighborhoods and destinations served by Metro. The posters are displayed throughout the Metro system, including on trains and buses and in stations and various other locations. The limited edition posters are available for purchase at the Metro Store, metro.net/metrostore.

The East LA poster is the 15th in a series of posters commissioned by Metro Art. Posters in the series have garnered a Print Magazine Regional Design Annual Excellence Award, a Tranny Merit Award, a "Fresh" Illustrator Award from Illustrations Magazine Annual and a Los Angeles Society of Illustrators Silver Medal.

Metro seeks to change public perception about transit and to transform the customer's experience through excellence in art and design. Central to this objective, Metro Creative Services includes the agency's in-house design studio, which creates Metro's brand communications, and the agency's art and design excellence programs, which commission wide-ranging projects by visual artists and promote overall design quality of customer environments. From intelligently designed, user-friendly customer information, engaging and effective advertising and a newly designed fleet of buses and trains to large scale site-specific artworks by world-class artists and live poetry readings, Metro employs art and design to create a sense

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East Los Angeles | Artemio Rodriguez, artist

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of place, engage transit riders, and improve the quality of life throughout Southern California.

For more information about Metro's art programs and its free docent guided tours, visit metro.net/art or call 213/922-4ART.

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