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FOR IMMEDIATE RELEASE

Metro Features Hermosa Beach on New Poster by Local Artist

A new poster celebrating Hermosa Beach -- 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 Cynthia Evans. As seen through the eyes of Evans, Hermosa Beach is depicted in the style of vintage postcards. Evans celebrates the city's centennial and 100 years of beach culture by commemorating its groundbreaking lifeguard service, iconic pier and museum, a female surfing champion from the 1930s and the quirky enjoyment of surf and sand culture.

"I wanted this painting to look fun, since the beach is definitely that," said Evans, "It is loosely based on vintage postcards and features old fashioned bathing costumes, an historic map and made up postage stamps."

Cynthia Evans received her Masters of Fine Arts at the Claremont Graduate University in Claremont, California. She has exhibited her paintings throughout the West coast including the Koplín del Río Gallery in Los Angeles, and the Linda Hodges Gallery in Seattle, Washington.

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 Hermosa Beach poster is the 16th 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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Hermosa Beach through the eyes of artist Cynthia Evans

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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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