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Metropolitan Transportation Authority

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FOR IMMEDIATE RELEASE

## Metro Features Griffith Park on New Poster by Local Artist

A new poster celebrating Griffith Park -- one of many destinations customers can travel to via Metro -- will be on display on Metro buses and rail cars through January.

Commissioned by Metro Art, the new poster is by local artist Bob Zoell. As seen through the eyes of Zoell, Griffith Park is depicted as a whimsical, fun environment boasting many attractions. Covering 4000 acres it's the largest municipal park in the United States.

"What especially attracts me to the early posters of the 20s, 30s and 40s is the simplicity and minimal thinking in order to reach an audience of a busy modern world," said Zoell. "The colors were often very bold and screamed 'Look at me, forget those other guys, I am very simple, LOOK AT ME!'"

Bob Zoell's artwork has been published in the New Yorker Magazine and he has authored many children's books. He has been included in exhibitions throughout the world including the Fundacio Joan Miro, Barcelona and the Center Georges Pompidou, Paris. His artwork is included in the permanent collection of the Los Angeles Museum of Contemporary Art. He also completed a public art project for the Wilshire/Vermont Station in Los Angeles.

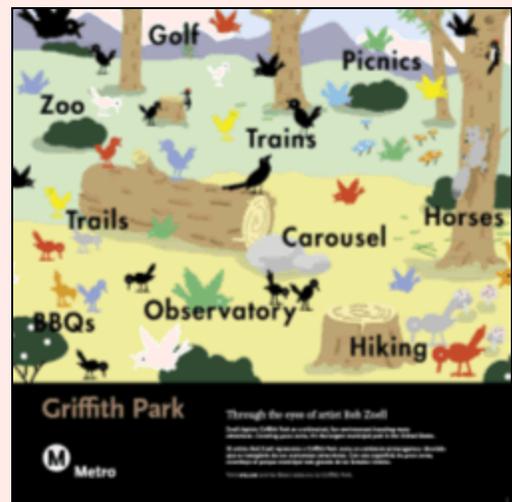
In the tradition of celebrating transportation through colorful travel destination posters, Metro commissions a diverse range of Los Angeles artists to create original artworks for the Metro Neighborhoods poster series. The purpose of the series is to express the distinctive character of neighborhoods 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](http://metro.net/metrostore).

Media may request hi-res image sized for print: <mailto:yamamotoz@metro.net>



Griffith Park through the eyes of artist Bob Zoell.

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The Griffith Park poster is the 17th 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.

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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 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](http://metro.net/art) or call 213/922-4ART

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