



February 28, 2000

**TO: BOARD OF DIRECTORS**

**FROM: JAMES L. de la LOZA, EXECUTIVE OFFICER,  
REGIONAL TRANSPORTATION PLANNING &  
DEVELOPMENT**

**SUBJECT: ARTIST TO PARTICIPATE IN METRO RAPID BUS  
PROGRAM**

Metropolitan  
Transportation  
Authority

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**ISSUE**

We are pleased to announce that a well qualified visual artist team has been selected to participate in the Metro Rapid Bus Program. The artist team will focus on enhancing the bus stop environments as well as the interiors of the buses and will work to visually distinguish this new service. While the MTA's rail related projects have long benefited from the participation of artists this is the first time that an artist has been selected to enhance the designs of an MTA bus related project.

**BACKGROUND**

The Metro Art department issued the attached RFQ to over 900 artists/artist teams requesting that they submit their qualifications for consideration. A distinguished panel of arts professionals and transit riders reviewed the qualifications and selected five finalists. After artist presentations, extensive interviews, and reference checks, the panel selected the artist Pae White and her collaborator Tom Marble (who have adopted the name "Beep'Inc." for this project).

Pae White is a highly acclaimed artist whose work is exhibited extensively both nationally and internationally and has worked in a wide variety of mediums and materials. "I am interested in how a shift through the presence of an art element, subtle or otherwise, can alter, if only briefly, the way we perceive a common situation. Perhaps art can re-define this everyday experience," says White. Some of her most recent projects are the family reading room in the Anderson Building at LACMA entitled "Incidental Illuminated Reading Room"; and the "MOCA Artist Ad Campaign" an advertising campaign for MOCA in which banners depicting colors were hung from light standards on prominent streets in Los Angeles and billboards utilizing images from MOCA's permanent collection.

Pae White's collaborator is Tom Marble. AIA, whose past projects include Fox Broadcasting Company's new executive building in Century City, Disney Children's Center in Burbank, and the MCA-Universal Child Care Center.

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