



Metro

Metropolitan Transportation Authority

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September 15, 2004

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE *[Signature]*
CHIEF EXECUTIVE OFFICER

FROM: MATT RAYMOND *[Signature]*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: NATIONAL AWARDS RECEIVED

I am pleased to inform you the American Institute of Graphic Arts' (AIGA) awarded Metro the "Outstanding Information Design" award for design of daily, weekly, semi-monthly and monthly passes. The AIGA awards are the "Academy Awards" for Graphic Design. In previous years, such organizations as the New York Times, IBM, and United Airlines have received AIGA awards in the same category.

The national exhibition of the winning passes will travel across the country, next year, to AIGA chapters, student groups and galleries. Winning entries will be inducted into the National Design Archive online.

The passes, designed by the Metro Design Studio, used elements of buses and trains as lights, wheels, seat patterns, and grills in an abstract design. The passes' iridescent background and vibrant colors make them hard to counterfeit. Also, the larger numbers are easier for operators to see.

Also...

The Portland Cement Association, a trade group in the US and Canada, selected a Metro Art project by artists Kipp Kobayashi, Marta Perlas and Noel Korten to receive its 2004 Concrete in Transit Award. The work is installed in the 7th/Metro Center/Julian Dixon Station and is a series of three seating areas for transit riders on both the Red Line and Blue Line platforms.

The award honors excellence in the design and construction of concrete transit and rail projects. This is the second time that a Metro Art project has received this national award. The Vermont/Santa Monica Station artwork by Robert Millar received the award in 2000.