



Arts & Design

Media Announcement

New Arts & Design Posters In Stations and Subway Cars

(NEW YORK, NY — May 23, 2023) **Metropolitan Transportation Authority (MTA) Arts & Design** announces the release of a collection of six artworks for display within the transportation system. The graphic art cards and posters present bright and colorful transit-related scenes, through which Arts & Design seeks to enhance the commuting experience for the millions of daily riders.

Each of the six original artworks, three posters and three art cards, began being installed within the system in January 2023 and will continue to be installed throughout the year. The posters are installed at select locations on station platforms and mezzanines throughout the system for up to six months, while the art cards are posted inside the subway cars.

The new artworks feature a variety of transit-related subject matter, including a flower made of subway cars, a fantastical subway ride into space, the celebration of Grand Central Madison, the New York City Baseball Subway Series, an aerial view of the city alongside a flock of birds, and musical and cultural destinations near the subway.

“Through the display of artists’ and illustrators’ artwork, commuters may be uplifted and transported into magical and imaginary realms. The Poster Program offers riders moments of inspiration, creativity, and relaxation,” **said MTA Arts & Design Director Sandra Bloodworth.**



A Grand Connection (2022). © Laura Freeman. Commissioned by MTA Arts & Design; *The Ride* (2022) © Laura Freeman. Commissioned by MTA Arts & Design.

Laura Freeman’s *A Grand Connection* celebrates the new Grand Central Madison terminal, situated below the historic Grand Central Terminal. The illustration depicts a cross-section of the active midtown transportation hub, highlighting levels below and above ground. Grand Central Terminal’s iconic cerulean blue-sky ceiling and golden concourse clock fill out the upper level, with MNR trains directly below. Suggesting the depth of Grand Central Madison, the two bottom rows feature a LIRR train, commuters, and the terminal architecture complete with a mosaic installation. Now offering East Side access on the LIRR, Grand Central Madison serves as a connector for people and places.

In *The Ride*, Freeman likens the commute of subway passengers to an astronaut's journey. Set against a blazing red sky, the subway map appears on the face of the moon and a reflection on the rider's helmet. The surrounding stars and celestial bodies, like the map, suggest an abundance of places to be explored. Whether through adventuring into new neighborhoods or drifting into a daydream, the subway takes people to new experiences and discoveries.

Laura Freeman is an illustrator specializing in editorial, children's book, and licensing art. She has illustrated over thirty children's books and has been recognized by the Coretta Scott King Illustrator Award, Communication Arts Illustration Annual, and the NAACP Image Award. Originally from New York City, Freeman now lives in Atlanta.



Flower Power (2022) © Ken Orvidas. Commissioned by MTA Arts & Design.

Ken Orvidas' poster *Flower Power* sets a large central flower against a pattern of city buildings and skyscrapers. The flower is made up of subway cars, and at its center are bustling commuters, representing the seeds of the blossom. The work reflects the symbiosis between public transit and city and the importance of the subway as a vital part of daily life.

Ken Orvidas is an illustrator living in Seattle, WA, who specializes in conceptual illustration for clients in publishing, advertising, design, editorial and music. Orvidas has been recognized by organizations including the Society of Illustrators, Applied Arts Magazine, and Harper Collins.



Subway Series (2022) © John W. Tomac. Commissioned by MTA Arts & Design.

John W. Tomac's *Subway Series* captures the collective excitement around the baseball season. Named for New York City's famed "Subway Series," art card features iconic structures including the elevated subway, the Bronx County Court House, and Manhattan skyscrapers rendered in a graphic style.

John W. Tomac is an illustrator from Bay Ridge, Brooklyn. Tomac's work has appeared in publications including *The New York Times*, *Boston Globe*, *Washington Post*, and *Chicago Tribune*; and he has received numerous honors, including from The Society of Illustrators and American Illustration.



Josée Bisailon. Commissioned by MTA Arts & Design/

Josée Bisailon art card *NYC View* illustrates the hustle and bustle of city life from the vantagepoint of a pigeon. Detailed in pastels with a watercolor effect, birds fly high above buildings, trees, cars, and elevated trains. The soft and dark color palette creates a visual rhythm and movement that shifts elements to the forefront while others recede to a distance.

Josée Bisailon is a Canadian illustrator who has worked on more than 40 children's books and numerous editorial illustrations for magazines and newspapers. Her work has received recognition from a variety of graphic organizations and entities.



Transporting Art to Life (2022) © Rudy Gutierrez. Commissioned by MTA Arts & Design.

Rudy Gutierrez highlights the rich cultural, artistic, and musical experiences accessible by subway in *Transporting Art to Life!*. The lively composition includes vibrant ribbons of color streaming through the air alongside a curvy elevated flying subway train in the background. Sculpted figures reminiscent of artifacts one might find in the Met Museum come to life, playing musical instruments outside of the museum doors.

Rudy Gutierrez, a New Jersey artist and illustrator, seeks to lift and inspire the viewer's spirit, often combining elements of indigenous art and cultures. He creates pieces that are abstract, but rich with emotion and story. Gutierrez has illustrated numerous books, created a stamp for the U.S. Postal Service and received various awards including the Caldecott Honor Award.

About MTA Arts & Design (A&D)

MTA Arts & Design encourages the use of public transportation by providing visual and performing arts in the metropolitan New York area. The Percent for Art program is one of the largest and most diverse collections of site-specific public art in the world, with more than 350 commissions by world-famous, mid-career and emerging artists. Arts & Design produces Posters, Digital Art, photographic Lightbox exhibitions, as well as live musical performances in stations through its Music Under New York (MTA MUSIC) program, and the Poetry in Motion program in collaboration with the Poetry Society of America. It serves the millions of people who rely upon MTA subways and commuter trains and strives to create meaningful connections between sites, neighborhoods, and people. To learn more, visit www.mta.info/art.

About the Poster Program

Through MTA Arts & Design's Poster program, approximately five to six artists are commissioned each year to create transit-related artworks for reproduction into posters and art cards for display within the system. The program, now more than 30 years in practice, supports MTA A&D's mission to enliven the transit experience and promote mass transit. The Poster program was initiated in 1991 to

highlight neighborhood destinations and enhance the stations' environment, while the Art Card program was modelled after the success of the Posters in 1999.

MTA Arts & Design's popular posters have received various awards and recognition nationally and internationally; most recently from organizations such as the Society of Illustrators/Museum of Illustration and American Illustration as well as past recognition through the American Public Transportation Association.

Posters and Art Cards are available for sale at New York Transit Museum stores. The Transit Museum Stores support the exhibition and educational programming of the New York Transit Museum. Stores are located in the Museum's main subway station home in Downtown Brooklyn, at the Museum's Gallery Annex and Store at Grand Central Terminal and online.

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