



News Release

For Release: IMMEDIATELY
March 7, 2011

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Moving pictures on your bus or SkyTrain

TransLink, Emily Carr University of Art + Design present Art In Transit

Customers on buses and SkyTrains in Metro Vancouver will have a great reason to lift up their eyes this year, as TransLink and Emily Carr University of Art + Design launch **Art In Transit**, a rolling showcase of some of British Columbia's most promising visual artists.

A total of 31 works by 18 artists will be displayed in the pilot project, which builds on the amazing popularity of Poetry In Transit, a feature of the region's transit system since 1996. TransLink is contributing more than 700 interior advertising panels on buses and SkyTrains, so that the odds are better than 1 in 3 that you'll be on a bus or SkyTrain car displaying one of the works.

"TransLink is constantly looking for ways to improve the customer experience," says Angela Otto, TransLink's Manager of Enterprise Marketing and one of the members of the selection jury. "We're delighted to contribute space on our vehicles in a way that shows we value the time customers spend with us and helps up-and-coming young artists at the same time."

Adds Susan Stewart, Dean, Faculty of Culture + Community at Emily Carr, "In highlighting the work of Emily Carr students, TransLink is showing tremendous respect for the value of art and design education. Projects like these convey the mandate of Emily Carr's Faculty of Culture + Community — to forge meaningful and mutually beneficial partnerships with industry and the community."

"Art in Transit offers Emily Carr students a new kind of opportunity to showcase their creativity and talent to a lot of people," said Vancouver-Langara MLA Moira Stilwell. "Art on buses and SkyTrains will certainly capture people's attention and interest. TransLink is offering a great service for both artists and transit riders."

The selection panel was made up of judges from Emily Carr and TransLink, basing their choices on artistic excellence and suitability for the transit environment. This is the second partnership between Emily Carr and TransLink: in 2010, "Between Spaces" enlivened Burrard Station with visual art works on the walls alongside the escalators and in the courtyard surrounding the ticket vending machines.

Each artist received a \$200 honorarium, and the works will be displayed for up to two years. Copies of all the panels will be on display in Emily Carr University's South Building Atrium from March 7th-13th open to the public between the hours of noon and 8pm. More information on the art and artists can be found on TransLink's website at www.translink.ca/art and on Emily Carr's website at www.ecuad.ca.