



Moving Los Angeles Forward

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CITY OF LOS ANGELES TO UNVEIL WINNERS OF THE LADOT TAP CARD DESIGN COMPETITION AT DOWNTOWN LOS ANGELES ART WALK EVENT

LOS ANGELES, CALIFORNIA (January 30, 2014) – The City of Los Angeles Department of Transportation (LADOT) will unveil the winners of its TAP Card Design Competition at the February 2014 Downtown Los Angeles Art Walk. The Design Competition focused on the dynamic revival taking place in Downtown Los Angeles, and the impact of LADOT's transit services on those who live, work, shop and visit the area.

Downtown Los Angeles Art Walk is held on every second Thursday of each month. LADOT and Art Walk will be displaying the ten finalist's designs in the Art Walk Lounge located at 634 South Spring Street from 6-10pm on Thursday, February 13, 2014. Representatives from the City of Los Angeles, LADOT, the Downtown LA Arts Community and the competition jury panel will assemble at 7pm that evening to unveil the winning designs and present the winners with prizes of a \$500 gift certificate to Raw Materials Art Supplies and \$500 cash. The current LADOT limited edition TAP cards will be available, and the \$2 card fee will be waived when loaded with a minimum of \$5 cash value.

The Design Competition drew 265 designs from 151 local artists. LADOT issued its own branded TAP smart cards in 2012, and the response to those cards resulted in the first of its kind design competition to brand a smart card for a major urban area in the world.

LADOT collaborated with Gallery Row Organization, a Downtown neighborhood association that supports local arts, to promote the competition among artists living in the City of Los Angeles. A five-person jury panel: Nic Cha Kim (Gallery Row Organization), Qathryn Brehm (Downtown LA Art Walk), Nathan Cartwright (The Hive Gallery), Bruce Gillman (LADOT) and Susan Bok (LADOT), selected the two winners in January 2014.

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