



June 4, 2007

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FOR IMMEDIATE RELEASE

NEW ART IN TRANSIT BUS HITS THE STREETS

BOISE – Question: What is 38-feet long, has four wheels, and will turn heads wherever it goes in Boise?

Answer: The new Art In Transit bus operated by Valley Regional Transit.

The bus, with its “wrapped” outside skin of artwork, can be seen traveling on the streets of Boise beginning Tuesday (June 5). The bus wrap, designed by local artist Jason Sievers, depicts typical Boise citizens riding the bus and walking along downtown streets.

To create this innovative bus wrap artwork, Sievers made clay models of people inside a make-believe bus and photographed them. On one side of the bus, people of all ages, shapes, sizes, and colors are shown on their way home from a shopping trip, headed to school, or playing music with friends. The other side of the bus shows these same characters after they have departed the bus and are headed to various destinations.

“The art is fun-loving claymation, which reflects what a positive place Boise is to live and work,” said Karen Bubb, Interim Executive Director and Public Arts Manager for the Boise City Arts Commission. “The people who choose to reside in Boise make it a uniquely livable city. This range of characters is celebrated in this work.”

The winning design was selected from a group of four finalists during a public art competition in 2006. Siever is the second artist to create an Art In Transit bus wrap. Local artist Ward Hooper created the first in 2005.

“To see this style of art produced life size on the sides of a bus is very unique,” said Mary Barker, Marketing Coordinator for Valley Regional Transit. “At first glance, you

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see a lively picture on the outside of the bus of people inside a bus. As you see it more often and look closer, you'll notice so much more detail in how each character and their surroundings were made.”

Three posters by Sievers, featuring clay figures picnicking at Julia Davis Park, floating down the Boise River, and shopping at Saturday Market, will be unveiled at ValleyRide bus shelters and made available for sale in July.

The Art In Transit project is a partnership between the Boise City Arts Commission and Valley Regional Transit. The project is funded a federal grant, the City of Boise and proceeds from the sale of Art in Transit posters.

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Editors: If you would like to take a photograph of the bus or videotape it, you'll need to know what bus route it will be on. Please call Mark Carnopis at 846-8547, ext. 4215.

