

VTA NEWS

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VTA LAUNCHES “ART ON ROUTE” PROGRAM Elementary school art to adorn bus shelters

San Jose, Calif. – Santa Clara Valley Transportation Authority (VTA) bus shelters are about to blossom as youthful artwork displays are posted.

VTA and Cultural Initiatives Silicon Valley will be officially kicking off the “Art on Route” Program on Thursday, February 27, 2003, 10 a.m. at Wallenberg Park in San Jose. The ceremony will take place at the VTA bus shelter at the northwest corner of Curtner Avenue and Cottle Avenue.

Select VTA bus shelters will display works of art created by local elementary students. Cultural Initiatives Silicon Valley and VTA have created the Art on Route program to increase public interest in school arts programs while promoting the benefits of public transportation. Artwork was collected from five local school districts: Berryessa, Cambrian, Franklin-McKinley, Oak Grove and San Jose Unified. The student artists will be acknowledged at the kickoff event and will be presented with framed replicas of their contributed artwork.

“The Art on Route Program is really terrific,” says Jane Kennedy, VTA Board Chairperson. “It creates a bright, inviting environment around the bus shelters while it promotes art programs in area schools. This is a very exciting program that will help raise public awareness for the programs while also promoting transit services.”

Blanca Alvarado, VTA Board member and Santa Clara County Supervisor, observed, “Public art in bus shelters will help establish a sense of identity and enhance the quality of the public transit experience. Our students will contribute to this experience by displaying their imagination through art.”

Cultural Initiatives Silicon Valley is a public benefit organization dedicated to the development of a comprehensive plan for the cultural transformation of Silicon Valley. Cultural Initiatives works to advance the vitality of Silicon Valley through broad cultural participation, quality creative education in our schools and the development of an informed and committed leadership in the community.

“The Art on Route program is a benefit for everyone,” says John Kreidler, Executive Director of Cultural Initiatives Silicon Valley. “Children gain the thrill of seeing their creative work in public settings. Transit riders are enriched by the lively images of young imaginations. And we are all reminded of the need to support the arts and creativity in our schools.”

The Creative Education Program establishes the arts as core subjects by providing cash grants, technical assistance and professional development to public elementary schools on Santa Clara County. More information about Cultural Initiatives Silicon Valley is available through their web site at www.ci-sv.org.

About VTA

Santa Clara Valley Transportation Authority (VTA) is an independent special district responsible for bus, light rail and paratransit operations; congestion management; specific highway improvement projects; and countywide transportation planning. As such, VTA is both an accessible transit provider and multi-modal transportation planning organization involved with transit, highways and roadways, bikeways and pedestrian facilities.

For more information about VTA services, call VTA Customer Service at (408) 321-2300, (TDD only) (408) 321-2330. Or, log on www.vta.org.

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EDITORS NOTE: Digitized copies of two pieces of art from the Art on Route program are available on request. Please call VTA Public Information at (408) 321-2345 or e-mail dina.braun@vta.org with your request. Please provide us with an e-mail address and we will e-mail the art in JPG format to you.