



winner Art on the Move
in collaboration with Tonic Design

PROJECT
RIDER FIELD

TYPE
BUS WRAP

LOCATION
RALEIGH, NC

DATE
2008



As a response to an open call for a bus wrap for the Raleigh Metro Area Transit Authority, the design was intended to engage CAT riders and non-riders alike. The design is a representation of the inner workings of the bus. The outer skin is 'removed' and 2-Dimensional graphic becomes a representation of a 3-Dimensional space. One is able to see through the bus, revealing the 'inside', riders and machinery; an image that is otherwise hidden behind the skin of the bus, is now exposed for the public to view, contemplate and to spark imagination. A compelling juxtaposition is created between the reality of the upper half actual riders and the graphic depiction of the bottom half of riders. A closer view reveals a graphic 'Pixelation.' A graphic representation of an oak leaf becomes the medium for depicting the lively sketch of the bus riders and inner workings. A symbol of the City of Raleigh becomes the heart of the design. From afar the sketch appears to be drawn with a solid black line, however when viewed closely one can decipher the intricate patterning of oak leaves. The design offers multiple experiences, for those viewing the bus from across the street or further, to those sitting next to the bus or waiting in a car along side. There are various layers of graphic engagement, the layer of CAT riders and the layer of symbols that represent the city to clad an integral component of the cities infrastructure.