

INTRODUCTION TO THE LADOT TAP CARD DESIGN COMPETITION

The City of Los Angeles Department of Transportation (LADOT) and Downtown Los Angeles' Gallery Row Organization (GRO) have collaborated to sponsor an artist competition to design the next wave of LADOT TAP smart cards. This design competition is the first of its kind in any major metropolitan area in the world that has a regional smart card system for its public transportation network.

LADOT's DASH and Commuter Express bus services joined the regional TAP smart card network in June 2012. LADOT unveiled four limited-edition, custom-designed TAP cards at the Downtown LA Art Walk in May 2013, in order to support art and design in the City of Los Angeles.

LADOT announces the continuation of the LADOT TAP Card Design tradition by seeking new entries from Los Angeles artists and designers to create two new LADOT TAP Cards. Two winning designs will be selected to join the limited edition array of LADOT branded TAP Cards. The winning designs will be produced in late 2014.

ABOUT TAP: TAP (Transit Access Pass) is part of L.A. County's fare payment system. The TAP card is a reloadable fare payment pass used by L.A. County transit riders. The durable plastic card contains a smart chip that allows riders to buy and electronically load not only LADOT passes, but also passes for Metro and other participating regional and local transit lines, as well as electronic cash, or any combination of these.

ABOUT LADOT: LADOT is leading the planning, design, construction and operation of transportation systems that support a high quality of life in the urban environment. The department's transit programs include downtown and community DASH neighborhood circulator services and Commuter Express service that provides nonstop and limited-stop commuter service from the San Fernando Valley, the Beach cities, Thousand Oaks and San Pedro/Long Beach. In 2012, LADOT Transit Services carried more than 22,000,000 riders. For more information about LADOT, visit www.ladottransit.com

About GRO: Gallery Row Organization (GRO) supports a thriving, pedestrian-friendly, culturally abundant, urban neighborhood at the heart of Downtown Los Angeles. GRO provides business development consulting services for creative business owners interested in joining the revitalization of Downtown Los Angeles. For more information about GRO, visit www.galleryrow.org

OFFICIAL RULES FOR ENTRY

THEME AND OVERVIEW OF THE COMPETITION

At LADOT we are creating a world-class transportation system that contributes to the quality of life and the vibrancy of the local economy. Design is important to all aspects of LADOT service, including what you keep in your wallet...the LADOT TAP Card!

Downtown Los Angeles is our theme for the design of our newest TAP cards. Designs must incorporate the LADOT and TAP logos as specified on the Entry Form. The competition begins November 8, 2013 and qualifying submissions must be received via email by 11:59pm PST on December 18, 2013.

The competition is free to enter and open to all artists or designers who are 18 years of age or older, living or working in Los Angeles. Employees of LADOT and GRO management, or the members of their immediate families (spouse, parent, sibling or child) and those living in the same household of each are ineligible to enter to win.

PRIZE

Two First Prize Winners will be chosen out of 10 Finalists. Both winners will have their artwork used as the designs for new LADOT TAP Cards. The winners will each also receive a \$500 cash prize and \$500 gift certificate to Raw Materials Art Supplies, an art and architectural supply store in Downtown Los Angeles. Gift Certificates must be used towards the purchase of supplies at Raw Materials Art Supplies and cannot be traded for cash.

JUDGES

10 finalists will be selected from the entries received, and two finalists will become the winners of the competition.

The Jury is composed of:

- Nic Cha Kim, Gallery Row Organization
- Nathan Cartwright, The Hive Gallery
- Qathryn Brehm, Downtown LA Art Walk
- LADOT Representative TBD
- LADOT Representative TBD

JUDGING CRITERIA

The Finalists will be selected on the basis of a design which is (i) true to the essence of the theme DOWNTOWN LOS ANGELES, (ii) consistent with the image of LADOT, (iii) unique in interpretation of the theme, (iv) an actual executable design as a TAP Card.

SUBMIT YOUR WORK

All entries must be in digital format, limited to 10MB, and submitted via email to:

tapcompetition@ladottransit.com

An Entry Form must accompany each submission. Please provide a brief description, no more than 100 words, of your design on the Entry Form. Write about your research and indicate the artistic and cultural merits. Consider local issues that demonstrate the ways in which your design represents Downtown Los Angeles and LADOT services. The Entry Form is available for download on the competition web page:

<http://www.ladottransit.com/tapcompetition.html>

There is a 10MB limit per entry.

There is a limit of three (3) entries per person. Each entry should be submitted in separate emails as individual entries.

Entries must be good resolution and built to the specifications on the Entry Form.

Designs must incorporate the LADOT and TAP logos as specified on the Entry Form. These logos are available for download at the competition webpage:

<http://www.ladottransit.com/tapcompetition.html>

The work may be produced in any medium, but must be submitted in a PDF, JPEG, GIF or PNG format. All digital image files should be a lower resolution version of your original work. Please keep the original high-resolution work for production, publication and exhibition purposes. You will be requested to provide them only if the work is among the finalists.

Submitted work must be original work by the applicant himself/herself. Except for materials that are in the public domain, each entry, in its entirety, must be a

single work of original material created by the entrant.

Submissions must not be offensive, defamatory, harmful, vulgar, excessively violent, racially, ethnically or otherwise objectionable. LADOT has the right to reject any Work that contains language or images that:

- infringe upon a registered trademark, patent or copyright;
- advertise for a financial benefit or commercial purpose;
- campaign for specific legislation, or the election or recall of a public official;
- promote violence, nudity, illegal drugs, deviant behavior or an illegal activity;
- portray acts deemed obscene, vulgar, profane, or scatological;
- denigrate a specific group based on ethnicity, national origin, age, disability, religion, gender, or sexual orientation;
- denigrate the military, law enforcement, fire rescue and support, government services, or public officials;
- denigrate animals or any living creature protected under the Federal Endangered Species Act.

All eligible design submissions will be published on the competition webpage for public viewing.

LADOT and Gallery Row Organization assume no responsibility whatsoever for the designs that are submitted.

By submitting your entry, you certify that you have read, understand and agree to the terms and conditions of the Official Rules. By participating in the competition, you agree to be bound by the Official Rules, which create a contract between you and LADOT.

DEADLINE FOR SUBMISSION OF ENTRIES

Qualifying Submissions must be received via email at 11:59pm PST on December 18, 2013.

ANNOUNCEMENT OF FINALISTS

Finalists and First Prize Winners will be chosen on or around January 16, 2014 and notified by email. The Finalists and the First Prize Winners will be published on LADOT website at the end of January 2014.

INTELLECTUAL PROPERTY RIGHTS

All works submitted will become the sole property of LADOT for its exclusive use.

LADOT will have the right to use all of the designs submitted as part of the competition, and all images depicted therein, in any promotion or for any non-commercial purpose. By submitting a work, Entrant grants LADOT and Gallery Row Organization the exclusive, unlimited, royalty-free, rights to publish in all media now known or hereafter discovered, and publicly display all work for the purpose of designs for the LADOT TAP card. All Entrants authorize LADOT and Gallery Row Organization to publish and exhibit all the designs, waiving compensation, at exhibitions and events and/or to use them in any publications and communications that LADOT and Gallery Row Organization may deem suitable and/or necessary.

LADOT and Gallery Row Organization will credit the artist's name to properly attribute authorship of work and to promote the author adequately. LADOT will have the right to apply minor change amendments without damaging the integrity of the artwork – e.g. add or replace the LADOT and TAP logos and text, resizing, translation and other changes necessary.

SCHEDULE

Competition Open Date	November 8, 2013
Submission Deadline	December 18, 2013
Jury Deliberations	January 15 & 16, 2014
Winners and Finalists Announced	Week of January 20, 2014
New Design Unveiling	February 2014