

**FOR IMMEDIATE RELEASE  
TORONTO (April 1, 2015)**

Currently on view throughout New York's subway system, Frank Viva will speak about his work for MTA and other clients at Apple's Grand Central Store.

**ABOUT THE EVENT**

Please join Frank for a special event at the Apple Store in Grand Central Station on **Thursday April 9th at 7pm**.

His recent work, "Sightseeing MTA", was commissioned by MTA Arts & Design and is currently featured in the New York City subway. Join Frank as he discusses his influences, his career, and how he has utilized Apple products in his work.

Register at [apple.com/grandcentral](http://apple.com/grandcentral) under Events & Workshops or use the Apple Store app.

**ABOUT THE WORK**

Frank Viva, Toronto-based author and frequent cover artist for *The New Yorker*, is one of the three artists commissioned by the public works art project known as Artcards for the Metropolitan Transportation Authority in New York.

MTA Arts & Design serves the over 8.7 million people who ride MTA subways daily and strives to create meaningful connections among neighbourhoods, and people. The Artcards are posted in subway cars and remain up for the year.

Frank toys with the idea of a "Sightseeing MTA," the title for the piece. "In my mind, the changing views that are framed by the windows, transform the city's trains into a kind of moving art gallery," he says. The interior of the illustrated train is populated with a mob of Frank's characteristically asymmetrical and diverse citizenry.

"We loved working with artist Frank Viva for this commission for the New York subway system. Celebrating the people who make up our city, Viva depicts a wide variety of straphangers riding the subway and buses while local landmarks, historic buildings and snippets of nature roll by outside, reminding us of all the incredible places that mass transit can take you", said Amy Hausmann, Deputy Director of MTA Arts & Design.

"Billions of eyeballs, they said. If that isn't enough to get your knickers in a twist, I don't know what is." — Frank Viva

## ABOUT MTA ARTS & DESIGN

Arts & Design commissions public art that is seen by hundreds of thousands of city-dwellers, commuters and national and international visitors who TRAVEL BY New York City Transit, Metro-North Railroad, Long Island Rail Road, and Bridges & Tunnels.

As the MTA rehabilitates subway and commuter rail stations through its Capital Program, it uses a portion of the funds to commission permanent works of art. Arts & Design's projects create links to neighborhoods with art that echoes the architectural history and design context of the individual stations. Both well-established and emerging artists add to a growing collection of works created in the materials of the system—mosaic, ceramic tile, bronze, steel and glass. The art can be seen in the miles of walls within the system and in the gates, windscreens, plazas and the architecture.

[web.mta.info/mta/aft/permanentart](http://web.mta.info/mta/aft/permanentart)

## ABOUT FRANK

Frank Viva is a Canadian illustrator, designer and writer. His first book published in 2011, *Along a Long Road*, was a best-seller and a *The New York Times* 10 Best Illustrated Children's Book selection. Frank's fourth book, *Young Frank, Architect*, was the first picture book ever created for the Museum of Modern Art's publication department, and was on several "best of" lists in 2013. Translated from the original English into seven languages, it has gone on to win recognition from *American Illustration*, AIGA and *Communication Arts* and has been cited on several "Best of 2013" lists including *The Huffington Post*. He is currently working on his third book for Little, Brown, his second book for MoMA and his first full-length novel for TOON Books.

His brand and design firm, Viva & Co., creates solutions for discerning clients both large and small including Le Creuset, Krups, All-Clad and Public Bikes. Over the last six years, Viva & Co. has been recognized by the D&AD, *Communication Arts*, the New York Type Directors Club, AIGA and many other organizations.

[vivaandco.com](http://vivaandco.com)

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