



Greyhound Lines, Inc.

901 Main Street, Suite 2500
Dallas, Texas 75202

CONTACTS:

Liz Dunn

214-744-6578 (o)

214-750-6464 (h)

Bill Kula

214-744-6619 (o)

214-827-2193 (h)

... MEDIA ADVISORY ... MEDIA ADVISORY ... MEDIA ADVISORY ...

Dedication of new Greyhound Lines terminal in Los Angeles

1716 E. 7th St., Los Angeles

Wednesday, November 6, 1991

9 a.m.	Welcome. Benefits of new Los Angeles terminal, the company's second-busiest facility.	Ken Lobato, regional manager - customer service, Greyhound, Los Angeles
9:05 a.m.	Long-term plans for Greyhound.	Frank J. Schmieder, president and CEO, Greyhound, Dallas
9:10 a.m.	Greyhound's role as catalyst for rebirth of the neighborhood and its role in Los Angeles travel and tourism.	The Honorable Tom Bradley, mayor, City of Los Angeles
9:20 a.m.	Significance of Greyhound as first company to participate in Los Angeles' percent-for-art program, 1 percent of project value, required by a city ordinance enacted May 8.	Barbara Goldstein, planning coordinator, Cultural Affairs Department, City of Los Angeles
9:25 a.m.	Unveil "The Big Splash" mural.	Christina Schlesinger, artist, New York The Honorable Rita Walters, city councilwoman, 9th District, City of Los Angeles

PHOTO OPPORTUNITY: "The Big Splash," a vibrant, multi-color mural painted on two north 12-by-14-foot adjacent panels in the outdoor palm court.

#

SPARCnews

FOR IMMEDIATE RELEASE

October 25, 1991

Contact: Eric A. Gordon
(213) 822-9560

"BIG SPLASH" MURAL DEBUTS AT NEW GREYHOUND TERMINAL

A new mural, "The Big Splash," designed and painted by Christina Schlesinger, will be formally dedicated in ceremonies to be held Wednesday, November 6 at 9 a.m., at the new Greyhound terminal at 1716 E. 7th Street in Los Angeles. Commissioned by Greyhound Lines, Inc. under contract with the Social and Public Art Resource Center (SPARC), the mural is the first project to comply with the City's new percent-for-art program passed on May 8th. Schlesinger's mural, painted on two north-facing 12-by-14-foot adjacent panels, is the central visual element in the outdoor palm court that separates the terminal from the street.

Earlier this year the New York-based artist completed a mural, "Marc Chagall Comes to Venice Beach," at the Israel Levin Senior Adult Center on the Venice Boardwalk, as part of SPARC's Great Walls Unlimited: Neighborhood Pride mural program. Living in Los Angeles in the 1970s, Schlesinger was involved in the Citywide Murals Project. In 1976 she helped to organize SPARC, with Judith F. Baca and Donna Deitch. She is represented locally by Jan Baum Gallery.

Christina Schlesinger describes her work as "fun and adventure." "I imagined what most people waiting to leave on a long trip are thinking and anticipating, and tried to summon up images of the lush tropical landscape of Southern California that they pass through on the way. The mural is like a giant fantasy postcard that viewers can enter with their own set of associations."

Greyhound's new terminal, 17 blocks east of its former facility, is situated close to the junctions of Routes 5, 10, and 101, on property already owned by Greyhound and used for bus maintenance and repair. Serving Greyhound's second largest market in the nation, the terminal contributes toward the regeneration of an area of downtown Los Angeles that lies somewhat outside of recent real estate development. The mural coordinator, SPARC, is an internationally recognized multicultural arts organization which produces, preserves and exhibits murals and other public art.

For further information, please call Eric A. Gordon at SPARC, (213) 822-9560.

SOCIAL AND PUBLIC ART RESOURCE CENTER

685 Venice Boulevard, Venice California 90291-4897

(213) 822-9560

Fax (213) 827-8717