



### Overview:

We thank you for getting the word out about the temporary art project for the construction barricades associated with the escalator replacement work at the Rosslyn Metro station.

Please feel free to use or adapt the sample material below. More resources are available at: [wmata.com/toolkit](https://wmata.com/toolkit).

### Web Page:

<https://wmata.com/initiatives/art-in-transit/ait-toolkit.cfm>

### Hashtags:

#ArtInTransit, #RosslynVA, #MoCAArlington #ArlingtonArtistsAlliance, and #AREP

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### Sample e-Newsletter Copy:

#### **Art by local artists serves as a vibrant enhancement at the Rosslyn Metro station during escalator replacement work.**

Metro's Art in Transit partnered with the Rosslyn Business Improvement District (BID) to beautify the construction barricades at the Rosslyn Metro station. The Rosslyn BID worked with the Museum of Contemporary Art Arlington and the Arlington Artists Alliance to invite artists to submit artwork proposals for the barricades.

The Museum of Contemporary Art Arlington proposed artist Johab Silva who realized six artworks for the barricades located at the station entrance. Customers can learn more about Johab Silva's artwork at

[www.wmata.com/initiatives/art-in-transit/ait-rosslyn-johab-silva.cfm](https://www.wmata.com/initiatives/art-in-transit/ait-rosslyn-johab-silva.cfm)

The Arlington Artists Alliance sent out a call for submissions and as a result artworks by seven artists were selected by the BID and Metro's Art in Transit program for the barricades located on the mezzanine level. The artists are Anna Radjou, Anya Getter, Chica Brunsvold, Eleftheria Easley, Mary Shand, Pedro Ledesma III, and Veronica Barker-Barzel. Customers can learn more about the artists' artworks at

[www.wmata.com/initiatives/art-in-transit/ait-rosslyn-aaa.cfm](https://www.wmata.com/initiatives/art-in-transit/ait-rosslyn-aaa.cfm)

The temporary art project is supported by Rosslyn City Center and American Real Estate Partners.

Customers can learn more about the Art in Transit program at

<https://www.wmata.com/initiatives/art-in-transit/>

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**Sample Social Media Copy for General Promotion Post:**

**Instagram:**

Check out the vibrant artwork by local artists on your commute! Metro's #ArtinTransit program partnered with [@rosslynva](#) in collaboration with [@mocaarlington](#) [@arlington.artists.alliance](#) and [@american\\_re\\_partners](#) to beautify the construction barricades at the Rosslyn Metro station. Learn more about "Art in Transit – Rosslyn Station" at the [link in bio](#). #wmata #RosslynVA #MoCAArlington #ArlingtonArtistsAlliance #AREP

**Facebook:**

Metro's #ArtinTransit program partnered with [Rosslyn](#) BID to beautify the construction barricades at the Rosslyn Metro station with artwork by 8 Local artists from [the Museum of Contemporary Art Arlington](#) and the [Arlington Artists Alliance](#). Check them out on your commute! Learn more about the artwork under "Art in Transit – Rosslyn Station" at [wmata.com/toolkit](#). #wmata #RosslynVA #MoCAArlington #ArlingtonArtistsAlliance #AREP

**Shortened for X/Twitter:**

Metro's #ArtinTransit program partnered with [@rosslynva](#) to beautify the construction barricades at the Rosslyn Metro station. Check out the vibrant artwork by local artists on your commute! Learn more: [wmata.com/toolkit](#) #wmata #RosslynVA