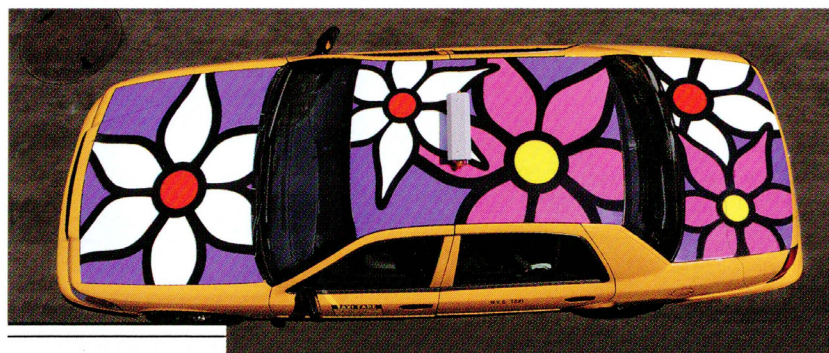


LOS ANGELES CONFIDENTIAL™

Petal to the Metal The LA-based Massey brothers tell New York City's cabbies, "This bud's for you."

LEAVE IT TO THE WEST COAST to turn Manhattan taxis into Technicolor Cabs.

That's right, NYC's ubiquitous yellow taxis are now multipigmented, thanks to Ed and Bernie Massey, a pair of social entrepreneurs who created the Garden in Transit project. As part of this art, education, and creative therapy project, 23,000 children in schools and hospitals—plus many adult volunteers—have painted 80,000 flowers on 750,000 square feet of adhesive panels for a four-month public art exhibition featured on taxis citywide. Through



**POWER
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the end of this year, their hippie-esque flower decals will be plastered on cabs' hoods, trunks, and roofs in celebration of the metered vehicles' 100th anniversary. Donors can even sponsor a cab for \$500, and get

the actual medallion number of "their" vehicle (try finding *that* during rush hour).

The blooming venture is but one of the efforts launched by the Masseys' Portraits of Hope organization, which provides creative therapy to hospitalized children. "Ed and I visited several hospitals and read books to young kids," Bernie says.

"And we saw that most kids drew flowers, regardless of their cultural background." Since then, their masterpieces have been posted on blimps, racecars, and now taxis worldwide. Visit portraitsofhope.org. —KATHRYN WILSON