

PRESS RELEASE

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London Transport Museum to host virtual celebration of its poster collection to recreate Depot Open Weekend online



- **Publicity, persuasion or propaganda? Explore the power of posters as London Transport Museum takes its 'Poster Power' Depot Open Weekend online for virtual visitors to enjoy**
- **Visit ltmuseum.co.uk/whats-on/poster-power from Saturday 25 to enjoy family activities, curator talks, a behind-the-scheme poster store video tour, blogs, quizzes and online galleries, all inspired by the Museum's world-class collection of transport posters**
- **Brighten up your walls with [30% off iconic poster designs](#) from London Transport Museum's online shop and [enter a competition](#) to win a gift bundle from a brand new range inspired by vintage sports posters**

This weekend (Saturday 25 and Sunday 26), London Transport Museum will recreate its 'Poster Power' Depot Open Weekend online, launching a brand-new hub for family activities, videos, audio recordings, blogs, quizzes and online galleries, all inspired by the Museum's collection of transport posters – one of the most important collections of 20th century graphic poster art in the world.

The Museum's Depot Open Weekends are a rare opportunity for the public to explore a treasure trove of over 320,000 artefacts from London's transport history,

including historic Tube trains and buses, maps, station signs, and posters. While April's Open Weekend will no longer be going ahead, the 'Digital Depot Open Weekend' will allow the public to still explore gems from its collection from home.

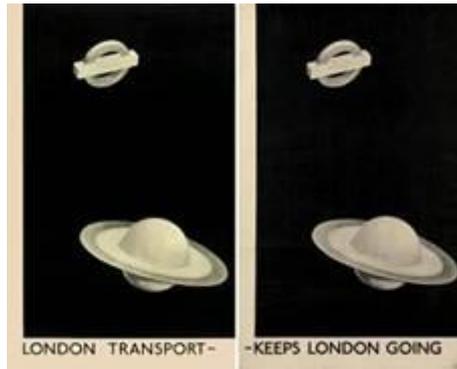
In keeping with the 'Poster Power' theme planned for April's event, activities and resources available from the Museum's new 'Poster Power' hub will include behind the scenes video tours of the Depot's art and poster stores, a recorded talk on the history of poster design from the Museum's Head Curator, creative family activities, and new online poster galleries where virtual visitors can explore the intricate details of historic artworks up close.

The Museum's online shop will be offering a special 30% discount on all [pre-printed posters](#) until 3 May, so art and design fans can bring a piece of transport history into their home. There will also be the chance to win gift bundles from the shop's brand new 'sporting range', inspired by beautiful vintage sports posters from the Museum's collection. Visit <https://www.ltmuseumshop.co.uk/competition> enter, competition closes 8 May.



The 'Poster Power' hub will go live from Saturday 25 April, kicking-off a week-long celebration of the Museum's poster collection on its social media channels - which will include a call out to the public to post their own recreations using household items. This wealth of poster inspired activity pays homage to the rich design history of London's transport, showcasing its unrivalled reputation for commissioning powerful and persuasive publicity artworks, memorable commercial advertisements and entertaining customer information posters throughout the 19th and 20th centuries.

The Museum's collection contains over 5000 unique posters, and the Depot in Acton is home to the majority of these, which include works by famous graphic designers and artists such as Abram Games, Dora M Batty, Edward McKnight Kauffer, Man Ray and Paul Nash.



Virtual visitors to the Museum's new 'Poster Power' hub can:

- Browse the Museum's transport poster collection by theme to see outstanding examples of graphic art used to inform, persuade and entertain passengers through the ages.
- Explore the intricate details of artworks up close in online poster galleries on the Museum's Google Arts and Culture site.
- Learn about the stories, designs and impact of the posters that have adorned London's transport network for over 100 years in a video narrated by London Transport Museum's Head Curator, Matt Brosnan.
- Explore the history of urban attractions and the posters that were used to promote them during graphic design's 'golden age' in a nostalgia-filled guest blog by Zorian Clayton, Assistant Curator (Word & Image) at the Victoria and Albert Museum.
- Take a virtual tour of the Depot's Art and Poster store, home to over 5,000 works dating back to 1908.
- Have the chance to see one of the Museum's most highly acclaimed past exhibitions: Poster Art 150, which featured 150 of the greatest and most well-known designs from the collection.
- Get creative with downloadable family activities, including a 'poster puzzle' of an iconic work from the collection, poster design challenge and colouring in sheets.
- Test their knowledge and explore some of the most iconic posters in the Museum's collection with interactive quizzes.

The 'Poster Power' hub goes live on 25 April. [Sign up to the Museum's](#)

[enewsletter](#) for more information about the activities and resources on offer, and for weekly doses of transport trivia, fascinating facts, competitions and online retail offers.

For those looking for more ways to enjoy the Museum from home, new content will be shared regularly on the Museum’s website and across its social media channels:

- Facebook: <https://www.facebook.com/ltmuseum>
- Twitter: <https://twitter.com/ltmuseum>
- Instagram: <https://www.instagram.com/ltmuseum/>
- YouTube: <https://www.youtube.com/user/ltmuseumvideo>

Ends

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[About London Transport Museum](#)

- London Transport Museum’s purpose is to ignite curiosity to help shape the future. The Museum is situated in the heart of Covent Garden and filled with stunning exhibits; the

Museum explores the powerful link between transport and the growth of modern London, culture and society since 1800. Historic vehicles, world-famous posters and the very best objects from the Museum's extraordinary collection are brought together to tell the story of London's development and the part transport played in defining the unique identity of the city.

- The Museum is a charity and the world's leading museum of urban transport and a place for everyone to come to understand and enjoy the story of London's journey. No other capital city is defined and shaped so much by its transport as London. Yet the scale of influence of transport can be invisible to those who use it every day. The Museum's collections, together with its lively events and learning programme are a window into the past, present and future of how transport keeps London moving, working and growing, and makes life in our city better. The Museum's charity number is 1123122.
- London Transport Museum is supported by public funding from Arts Council England.

In line with the latest advice from the Government and Public Health England, London Transport Museum and its Depot in Acton Town are temporarily closed until further notice. Upcoming events, including talks and Lates, as well as Hidden London tours and heritage vehicle outings taking place between now and **Sunday 31 May** will not be going ahead.

During closure London Transport Museum will be sharing inspiring content from its collection online – from Google Arts and Culture exhibits to social media quizzes and a 'Hidden London Hangouts' video series on YouTube.

Readers can follow the Museum's social media channels and sign-up to its newsletter for weekly updates by visiting www.ltmuseum.co.uk and can browse its online shop <https://www.ltmuseumshop.co.uk/>.