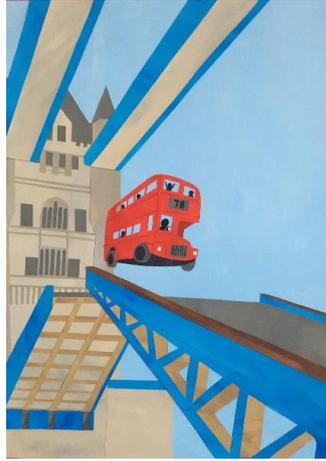


Press release – Thursday 13 June 2019

Public crown their Poster Prize for Illustration winner



- **Winner of the Poster Prize for Illustration public vote announced**
- **Last chance to see the exhibition at London Transport Museum**
- **Enjoy 100 artworks inspired by London's stories past and present**

For the first time the public has voted for their favourite artwork in the celebrated Poster Prize for Illustration exhibition at London Transport Museum, crowning Chloe Isted's painting depicting a classic red Routemaster bus leaping across Tower Bridge as their top pick.

Inspired by true events, the winning artwork entitled 'Mind the Gap No. 78' illustrates the story of heroic London bus driver, Albert Gunter. In 1952, upon realising Tower Bridge was suddenly being raised, Albert bravely hit the accelerator of his bus to jump the gap and land his bus safely on the other side.

Isted used painted strips of paper in her collage and acrylic illustration to add an extra dimension and depth to the original artwork.

The Poster Prize for Illustration competition and exhibition is organised by London Transport Museum with the Association of Illustrators.

It celebrates London Underground's unrivalled reputation for commissioning memorable poster art by leading contemporary artists, including Abram Games, Dora M Batty, Edward McKnight Kauffer, Man Ray and Paul Nash.

Artists and illustrators worldwide were invited to respond to the theme of 'London Stories' to create illustrations that visually capture a well-known or obscure London narrative.

Over 1,500 entries were submitted, portraying stories that ranged from anecdotal urban myths to grand tales of historic legend, from the everyday to the curious and from the past to the present.

100 of the best were chosen by an independent panel of judges made up of experts from the art and design industry. These can be seen on display in the Exterior Media Gallery at London Transport Museum in Covent Garden until 14 July 2019.

The public vote was new to the Poster Prize for Illustration competition and exhibition this year, giving visitors the opportunity to see the artwork they loved the most become a permanent part of London Transport Museum's collection.

Chloe Isted said: "I am really pleased that people responded so well to my work. I enjoyed making the image and telling a story that not many people had heard of before. Thank you to London Transport Museum, the Association of Illustrators and everyone who voted."

Jason Cotterrell, COO of Global's Outdoor division (formerly Exterior Media), and one of the judges, said: "London has long been a source of creative inspiration, and the judging panel were blown away by how artists interpreted this year's brief to create compelling illustrations that capture people's attention both as works of art and posters. Crowned the public's favourite, Chloe Isted's artwork beautifully captures a rare and surprising moment in the Capital's history. It will be a fantastic addition to London Transport Museum's world-class collection of graphic poster art."

Ends

Image caption

- 'Mind the gap No.78' by Chloe Isted, from the 2019 Poster Prize for Illustration at London Transport Museum

For media enquiries, interviews and more images contact:

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- +44 (0) 20 7565 7437

In social media posts please tag:

- Twitter: [@ltmuseum](https://twitter.com/ltmuseum) and [@theaoi](https://twitter.com/theaoi)

- Instagram: [@ltmuseum](#) and [@theaoi](#)
- Facebook: <https://www.facebook.com/ltmuseum> and <https://www.facebook.com/theaoi>
- Hashtags: #LTMPrize2019 #LondonStories

Notes to editors

About the Association of Illustrators

- The Association of Illustrators (AOI) is the UK's leading illustration body supporting and sustaining illustrators and the illustration industry. Established in 1973 the AOI offers members professional support, online resources and a growing programme of events. The AOI has successfully increased the standing of illustration as a profession and improved commercial and ethical conditions. With a membership that includes freelance illustrators, agents, students and colleges the AOI continues to educate future generations and support illustrators at every stage of their career. It publishes the biannual Varoom magazine and has run juried illustration Awards, such as the World Illustration Awards, for over 40 years. The Association of Illustrators, telephone: 020 7759 1010, email: info@theaoi.com, www.theaoi.com

About Exterior Media

- Exterior Media, recently acquired by Global, the Media and Entertainment group, proudly sponsor London Transport Museum's Exterior Media Gallery. For many of us that use public transport each day, the advertising on London Underground, buses, trams and the rail networks provide a welcome source of entertainment, information and inspiration to our journeys. Exterior Media, now part of Global's outdoor division, manage the media across these transport networks, providing the opportunity for advertisers to enjoy extended engagement with the UK's urban audiences.

About Global

- Global is one of the world's leading Media & Entertainment groups. It is Europe's largest radio company and one of the leading Outdoor companies in both the UK & Europe. Home to respected media brands including Capital, Heart, Classic FM, Smooth, LBC, Radio X, Capital XTRA and Gold, Global reaches more than 32 million people in the UK every week including 25 million on the radio alone. Global recently entered the Outdoor sector, with major acquisitions of Primesight, Outdoor Plus & Exterior, making Global outdoor one of the leading Outdoor companies in the UK & Europe, with over 250,000 sites reaching 95% of the UK population alone. The company headquarters is in London's iconic Leicester Square. Ashley Tabor OBE is Founder & Executive President, Stephen Miron is Group CEO, and Lord Allen is Chairman. Tabor created Global in 2007. www.global.com @global

About London Transport Museum

- 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. London Transport Museum is supported by public funding from Arts Council England. Charity number is 1123122.

Tickets for London Transport Museum

- Museum open daily from 10:00-18:00.
- Cheapest tickets available online – and kids go free!
- Tickets include unlimited daytime access to the Museum for a whole year – visit as many times as you like to enjoy new family fun activities and displays, including the upcoming Hidden London exhibition

Travel to London Transport Museum

- Address: Covent Garden Piazza, WC2E 7BB
- The nearest stations to London Transport Museum are:
 - **Underground:** Covent Garden, Leicester Square, Charing Cross, Embankment, Holborn
 - **National Rail:** Charing Cross and Waterloo

- **Boat:** Embankment or Westminster pier
- **Bus:** Strand or Aldwych

Public information

- Switchboard: +44 (0) 343 222 5000

www.ltmuseum.co.uk