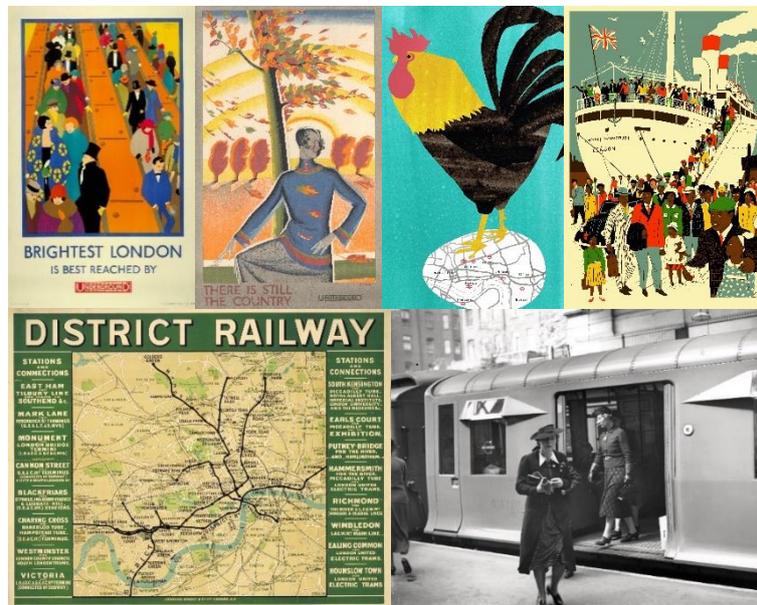


Press release – Tuesday 4 June 2019

# London Transport Museum joins Google Arts & Culture



\*See notes to editors for captions and credits

- Explore highlights from London Transport Museum's iconic collection on the Google Arts & Culture platform from Tuesday 4 June 2019
- Online for the first time browse 150 of the greatest Underground poster designs from the 2013 blockbuster exhibition, 'Poster Art 150'
- Delve into the history of London's District line and its Q stock trains, which ran throughout the Second World War to the Swinging Sixties

Today (Tuesday 4 June 2019) London Transport Museum has launched its new site on the Google Arts & Culture platform exploring 200 years of transport history, art and design.

More than 500 artefacts and artworks from London Transport Museum's collection have been digitised on the platform — including many objects housed at the Museum's Depot in Acton and not on display in the Museum in Covent Garden.

Google's high-resolution technology will reveal the intricate detail of these objects, including maps, photographs, posters and vehicles.

London Transport Museum cares for one of the most important collections of graphic art in the world. In 2013 a major temporary exhibition titled 'Poster Art 150' showcased what are considered to be the 150 greatest Underground posters from this collection.

On Google Arts and Culture people can now browse this stunning selection of artworks together online for the first time since the exhibition closed to the public in 2014.

These iconic posters reveal London Underground's unrivalled reputation for commissioning memorable advertisements by leading artists and graphic designers, including Abram Games, Dora M Batty, Edward McKnight Kauffer, Man Ray and Paul Nash.

New poster artworks from London Transport Museum's current London Stories exhibition — on display in the Museum's Exterior Media gallery in Covent Garden until 14 July 2019 — will also feature on Google Arts & Culture.

Artworks by Eliza Southwood and Anna Steinberg will be included. Their contemporary posters depict tales of London life, from the Cockney natives of London's East End to the arrival of the Windrush generation at Tilbury.

Other digital exhibitions on London Transport Museum's Google Arts & Culture site will delve further into the Capital's transport history.

One will chart the growth of the Underground's District line, which is celebrating its 150th year. Another will trace the story of the District line's Q stock trains and London Transport Museum's efforts to restore the last three surviving 1930s Q stock carriages to operational condition.

London Transport Museum will continue to add new objects and digital exhibitions to the Google Arts & Culture platform following the launch in June 2019.

These will unravel the history of the moquette seating patterns on London's buses and Tubes; explore the role of women in transport; and map the evolution of one of the most iconic brands in the world – from the recognisable red and blue Underground roundel logo to the Johnston typeface.

**Sam Mullins OBE, London Transport Museum's Director** said: "London Transport Museum's collection reveals how the growth of modern London has been shaped by transport over the last 200 years, from pioneering feats of engineering to an iconic design heritage. Partnering with Google is a hugely exciting opportunity for more people than ever before to explore this fascinating story."

**Lucy Schwartz, Google Arts & Culture Program Manager** said: "Bringing London Transport Museum's collection of artefacts and artworks online is a wonderful celebration of one of London's most notable and beloved features. This new exhibition on Google Arts &

Culture gives a unique insight into the transport system that has kept the capital running and we hope will be enjoyed not just by Londoners, but by transport aficionados across the world.”

**London’s Chief Digital Officer, Theo Blackwell**, said: “At City Hall we’re championing greater collaboration between London’s tech sector and our cultural institutions to harness the potential of tech and data to revolutionise how Londoners access arts and culture. By digitising more than 500 artefacts and artworks, London Transport Museum is giving Londoners another way to access the fascinating history of London’s transport network.”

Visit London Transport Museum’s Google Arts & Culture site here:

<https://artsandculture.google.com/partner/london-transport-museum>

## Ends

**For media enquiries, images and interviews contact:**

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- +44 (0) 20 7565 7437

**In social media posts please tag:**

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## Notes to editors

**Image captions from left to right**

1. ‘Brightest London’ by Horace Taylor, 1924 © TfL from London Transport Museum’s collection
2. ‘There is still the country’ by Dora M Batty, 1926 © TfL from London Transport Museum’s collection
3. The Cockney by Anna Steinberg from London Stories, from London Stories the 2019 Poster Prize for Illustration exhibition
4. London is the Place for Me by Eliza Southwood from London Stories, the 2019 Poster Prize for Illustration exhibition
5. District Railway map, 1908 © TfL from London Transport Museum’s collection
6. Q38 stock at Earls Court in 1939 (C) TfL from London Transport Museum collection

**What is Google Arts & Culture?**

- [Google Arts & Culture](#) puts over 1,800 museums at your fingertips. It’s an immersive way to explore art, history and wonders of the world from [Van Gogh’s bedroom paintings](#) to [Mandela’s prison cell](#). The Google Arts & Culture app is free and available on [the web](#), on [iOS](#) and [Android](#). Our team has been an innovation partner for cultural institutions since 2011. We work on technologies that help preserve and share culture and allow curators to create engaging exhibitions online and offline, inside museums. You can read about our latest projects on the official [Google Keyword blog](#).

**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:**

- Talks & events bookings: +44 (0)20 7565 7298
- Switchboard: +44 (0)20 7379 6344 - general information
- 24-hour information: +44 (0)20 7565 7299

[www.ltmuseum.co.uk](http://www.ltmuseum.co.uk)