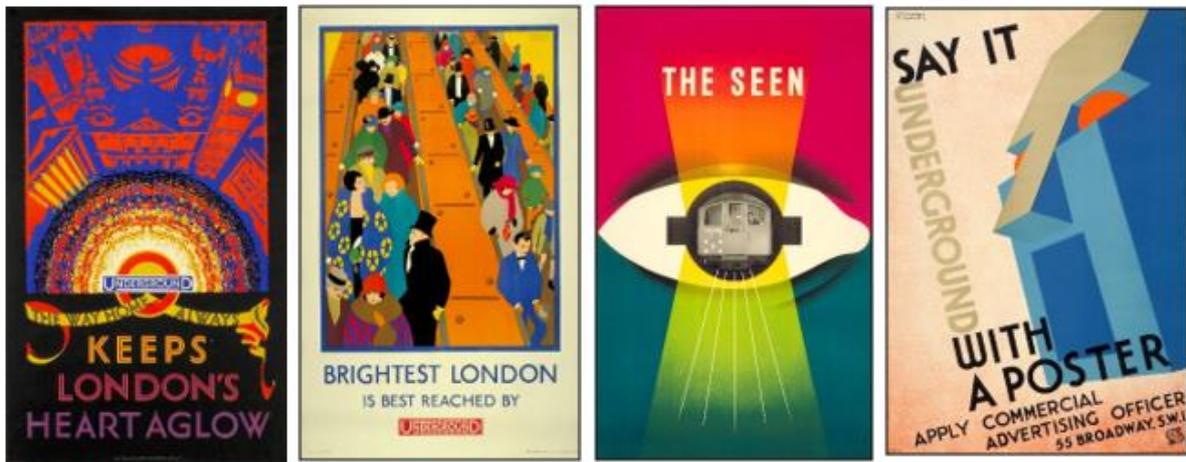


PRESS RELEASE

20 February 2020

From publicity to propaganda, explore the power of the poster at London Transport Museum's Depot, Acton Town,

Saturday 25 and Sunday 26 April 2020



- Explore the power and persuasion of London's iconic transport posters with guided art store tours, expert talks and artist demonstrations
- Board the Museum's beautifully restored 1930s art deco Tube train for a nostalgic Piccadilly line journey – ticket packages available
- Family activities include building a mini Lego train track, rides aboard the Museum's miniature railway and bite-size family tours

Design lovers, transport fans and London aficionados are in for a treat on Saturday 25 and Sunday 26 April as London Transport Museum throws open the doors to its Depot for people to explore its world-class collection of transport posters.

Rarely open to the public, London Transport Museum's Depot in Acton Town is a trove of transport treasures, housing over 320,000 artefacts including historic Tube trains and buses, posters, maps and station signs.

Visitors to the *Poster Power* Depot Open Weekend will have the chance to explore the fascinating heritage of London Transport Museum's vast collection of more than 5000 posters and original artworks.

This collection of 20th century graphic art – one of the most important in the world – reveals London Transport's unrivalled reputation for commissioning powerful and persuasive publicity artworks, memorable commercial advertisements and entertaining customer information posters throughout the 19th and 20th centuries.

The collection features artworks by leading graphic designers and artists including Abram Games, Dora M Batty, Edward McKnight Kauffer, Man Ray and Paul Nash.



Visitors to the *Poster Power* Depot Open Weekend can:

- Take a guided behind-the-scenes tour of the Museum's rarely explored art and poster stores and get up close to Museum's collection of transport posters dating back from 1908
- Catch a Saturday lecture by guest poster experts, including author and transport historian Oliver Green, to learn about the stories, designs and impact of the posters that have adorned London's transport network for over 100 years
- Step into a pop-up studio on Sunday and watch artists and designers in action as they demonstrate different methods of poster design

- See the largest collection of London transport signage in the world, which includes samples spanning over 150 years, with examples of different font prototypes, layouts and design styles on display



- Admire wonderfully preserved heritage buses, including the 1970 DMS1, the first mass produced London double-decker designed for one-person operation
- See the last surviving 1930s District Line Q stock train cars and check out the progress being made on this current restoration project
- Shop for unique transport-related gifts in the Depot shop - from exclusive toys, souvenirs and Vintage Originals to new homeware ranges featuring beautiful sporting poster art - or bag a bargain in the poster and print stall sale
- Visit the pop-up food village for teas, coffee and a bar, as well as delicious hot and cold food, all served from a variety of vintage vehicles brought to you by StreetDots

With lots of activities for families, visitors can also:

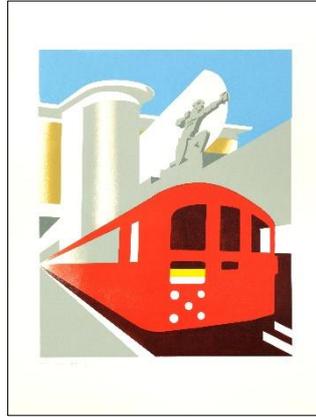
- Learn how to make a mini Lego train track and sequence of signals
- Take a ride on the Museum's miniature railway
- Explore the Family Zone and get creative with craft activities, have fun dressing up, build models, and enjoy the soft play area
- Join a bitesize family tour and learn about some of the Depot's most special vehicles

To book tickets to the Poster Power Depot Open Weekend tickets visit

<https://www.ltmuseum.co.uk/whats-on/open-weekends>

Children and young people aged 17 and under go free (under 16s must be accompanied by an adult). Tickets cost £12 for adults and £10 for concessions and are valid for one day only. Open from 11:00-17:00. Last admission 16:00.

Art Deco train journeys along the Piccadilly line



Coinciding with the Depot Open Weekend, the Museum will be running heritage rail trips between Northfields and Acton Town on its beautifully restored Art Deco 1938-Stock Tube train – once the most advanced electric Tube train in the world.

Perfect for lovers of nostalgia, passengers will be transported back through time as they journey along the Piccadilly line in an icon of transport design and engineering, fitted with 1930s fluted glass lampshades, period moquette seating fabric and vintage advertising posters.

****Ticket offer****

Tickets for the *Poster Power* Museum Depot Open Weekend will be sold separately to *Journeys on the Piccadilly line: Art Deco Special* heritage rail trips, but those interested in both events can enjoy a joint ticket offer:

Book a ticket for an *Art Deco Special* rail journey and get half price entry to the Museum Depot Open Weekend on either Saturday 25th or Sunday 26th April. Visitors can book online in advance to redeem the offer or show their *Art Deco Special* ticket at the Depot ticket office on the day. Tickets will be released for the heritage train runs closer to the date and those interested can sign up to the Museum's newsletter to be the first to know when tickets go on sale. Visit ltmuseum.co.uk for more information.

Ends

For media requests and images please contact:

London Transport Museum	
<p>Claudia Pearson – PR and Marketing Manager Phone 020 7126 1807 Email claudia.pearson@ltmuseum.co.uk</p> <p>Natasha Dayal – Marketing Executive Phone 020 7125 1812 Email natasha.dayal@ltmuseum.co.uk</p>	<p>For further information, please see: www.ltmuseum.co.uk</p> <p>Follow us on Twitter and Facebook at: https://twitter.com/ltmuseum https://www.facebook.com/ltmuseum</p>

Notes for Editors:

Travel to the Museum Depot

- Address: 2 Museum Way, 118-120 Gunnersbury Lane, Acton Town, London W3 9BQ
- Museum Depot can be reached by:
 - **Underground:** Acton Town (Piccadilly and District Lines)
 - **Bus:** Acton Town is served by local buses
 - Please visit www.tfl.gov.uk for services

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.
- 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 and its collections 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.

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

Tickets for London Transport Museum:

- Museum open daily from 10:00-18:00.
- Cheapest tickets available online – 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 exhibitions and family fun activities, including the Hidden London exhibition set to open in the Museum in Covent Garden on 11 October 2019.

Public information:

- Switchboard: +44 (0)343 222 5000 - general information

www.ltmuseum.co.uk