

PRESS RELEASE
Monday 6 April 2020

Journey through London's curious transport history online

London Transport Museum's Covent Garden doors might be closed as the Capital settles into staying indoors but are open to virtual visitors online!

Enjoy online exhibits, quizzes and games, behind the scenes videos and interactive family activities to experience the delights of the Museum's collection from home.



- Keep kids entertained during the Easter holidays with [downloadable activities](#) inspired by cartoon character 'Billy Brown of London Town'
- Explore hidden gems from the Museum's collection up-close in Google Arts and Culture galleries
- Step inside *Hidden London: the Exhibition* on a curator led video tour with transport broadcaster Tim Dunn
- Take part in quizzes, competitions and games on Twitter and Facebook
- Browse the Museum's [online shop](#) for fun family games to play at home
- Sign-up to the Museum newsletter for a weekly dose of curious stories, fun facts and online shop offers

From curating virtual galleries and building an [online hub](#) for its much-loved family fun activities to compiling transport-themed Spotify playlists, London Transport Museum is open online and sharing its collection to help people feel inspired and uplifted while they settle into staying indoors.

For families who were looking forward to visiting the Museum in Covent Garden over the Easter holidays, a new online activity hub will offer fun problem-solving games, word searches, quizzes and colouring-in pages to help recreate the experience at home.

Available to download from today (Monday 6 April) these activities are inspired by 'Billy Brown of London Town' - a vintage cartoon character who used playful rhymes to keep passengers on their best behaviour when using public transport during the Second World War.

Families looking for additional sources of entertainment during the holidays can enjoy up to 25% off bestselling toys and games from the Museum's [online shop](#) until 26 April, including London Underground Monopoly and a Tube line themed Topple Tower.

London Transport Museum is a charity. Every purchase will help the Museum to reopen its doors and continue its work with children, young people and communities, igniting their curiosity to shape the future.



During its closure, London Transport Museum will continue to bring its collection to life online for kids and adults alike, by adding new objects and digital exhibitions to its [Google Arts & Culture site](#).

Since its launch in 2019, more than 500 artefacts and artworks from the Museum's collection have been digitised on the platform — including many objects housed at its Depot in Acton and not on display in the Museum in Covent Garden.

Visitors to Google Arts & Culture can browse examples of outstanding 20th century graphic art from the Museum's transport poster collection, see the intricate details of historic maps, photographs, and vehicles revealed, discover little-known facts about the Underground and find out which objects are curator favourites and why.

A behind the scenes video tour of the Museum’s highly acclaimed Hidden London exhibition is also available on the Museum’s [YouTube channel](#), featuring transport historian and broadcaster Tim Dunn.

Inspired by some of London’s most secret spaces belonging to the oldest subterranean railway in the world, ***Hidden London: the Exhibition*** brings together the largest number of rare archive photos, objects, vintage posters, diagrams and decorative tiles from disused stations in one location for the first time.

This video tour with Tim Dunn takes visitors through a warren of atmospheric and immersive recreated secret spaces on the Tube network that have incredible stories to tell about London’s past and present.

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>

And, for a weekly dose of transport trivia, fascinating facts, competitions and online retail offers straight to your inbox, [sign-up to the Museums enewsletter](#).

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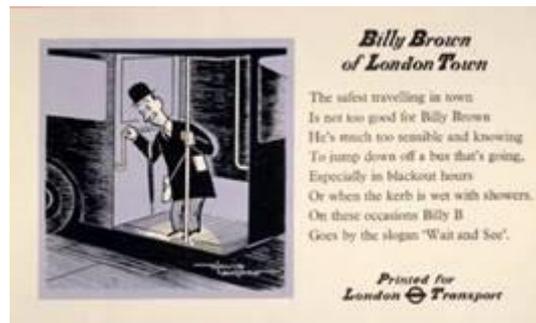
For media requests and images please contact:

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press.office@ltmuseum.co.uk Claudia Pearson – PR and Marketing Manager Email claudia.pearson@ltmuseum.co.uk	For further information, please see: www.ltmuseum.co.uk Follow us on Twitter and Facebook at: https://twitter.com/ltmuseum https://www.facebook.com/ltmuseum

[About Billy Brown of London Town](#)

- . Billy Brown was a cartoon character, created by David Langdon, who featured on London Transport public information posters during World War Two. He was depicted as a city gent typical of the time – always dressed in a bowler hat and pinstripes and carrying an umbrella. Billy Brown advised passengers and staff about wartime rules and regulations in the form of short verses by Richard Usborne. Billy Brown became so famous that he inspired a popular

song of the day by Noel Gay: 'Who stood up and saved the town when London Bridge was falling down? Billy Brown of London town'.



About 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](#). The Google Arts & Culture team has been an innovation partner for cultural institutions since 2011, working on technologies that help preserve and share culture and allow curators to create engaging exhibitions online and offline, inside museums. You can read about the latest projects on the official [Google Keyword blog](#).

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.

www.ltmuseum.co.uk