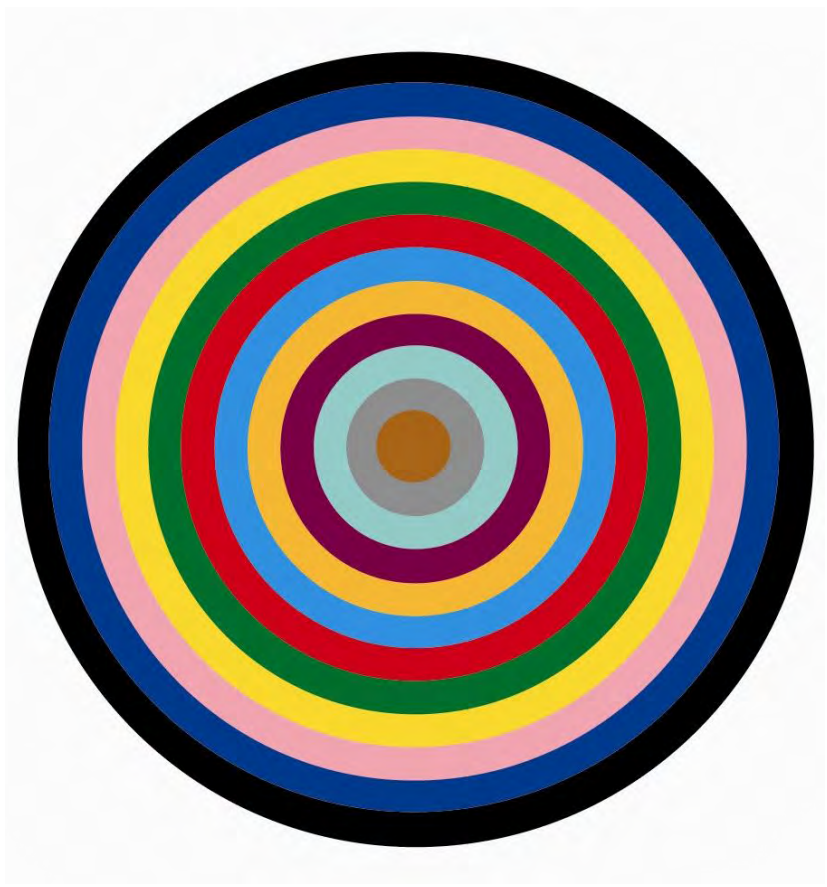


# **ART ON THE UNDERGROUND**

# ART ON THE UNDERGROUND

WHAT?



Art

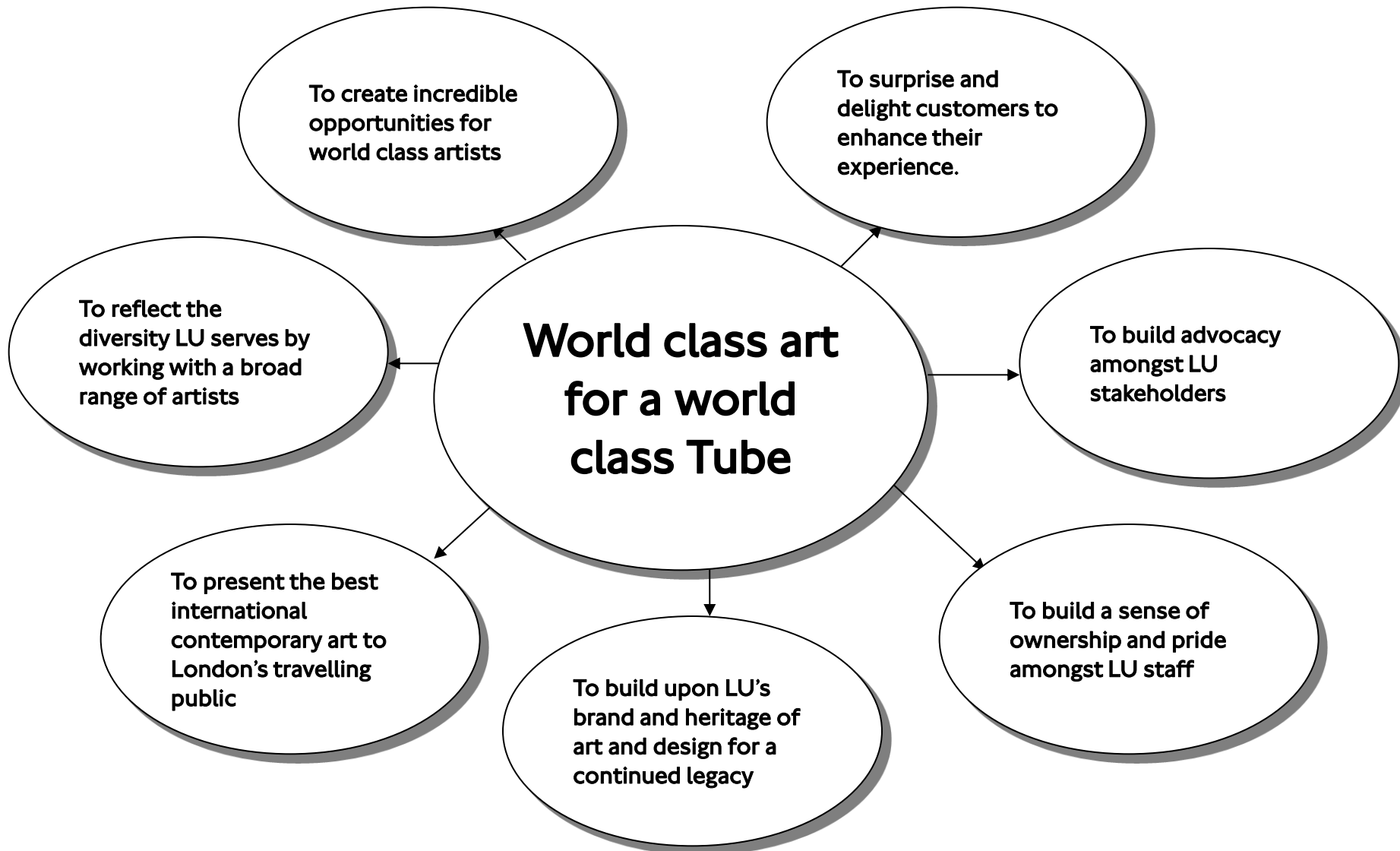


on London Underground

# ART ON THE UNDERGROUND

# WHY?

Ambitious, contemporary, high quality art works that that connect with and respond to the unique audience and environment in the Tube.



**To reflect and support the objectives of our key stakeholders:**

**London Underground :** Customer Care, People, Stakeholders, Assets

**Transport for London :**

- Engage people in effective use of the system, making a significant contribution to the delivery of high standards of customer care
- Improve the security and inclusiveness of the transport network and public realm for the benefit of all.
- Improving and enhancing the environment and the urban realm

**Greater London Authority:**

- Maintain London's position as a world centre of cultural excellence
- Increase access and participation
- Improve provision in the outer boroughs
- Create a lively public realm
- Promote London
- Champion the role of culture in the built environment

**Arts Council England:** Make great art accessible for everyone

**Tamsin Dillon – Head of Art on the Underground**

**Sally Shaw & Louise Coysh – Curators**

**Jo Martin – Technical Projects Manager**

**Rebecca Bell – Admin Co-ordinator**

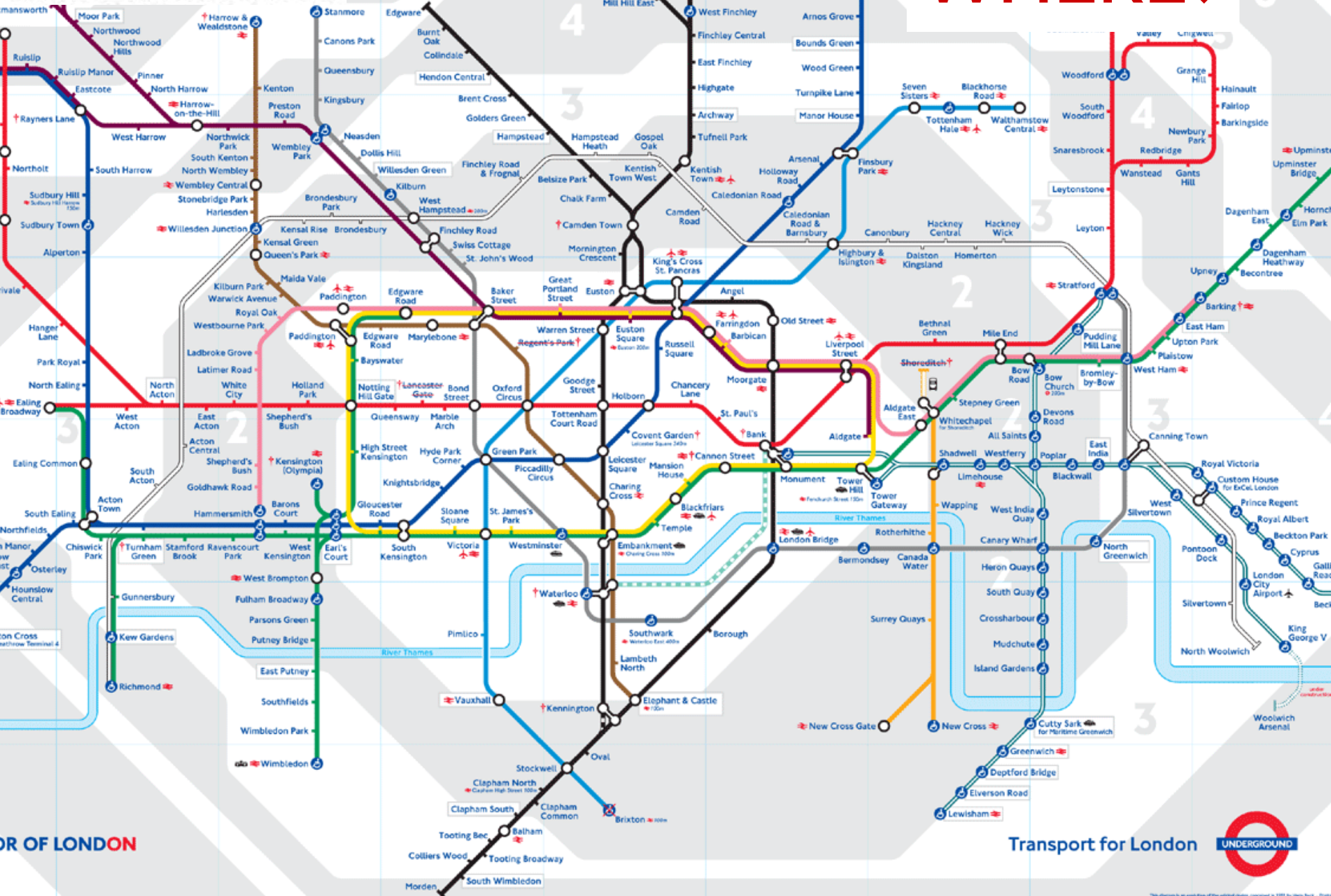
## Advisory Panel:

- Mark Titchner - Artist
- Judith Nesbitt – Chief Curator, Tate Britain
- Keith Kahn – Culture, London 2012
- Julie Lomax – Arts Council England (London)
- Justine Simons – Culture office GLA
- Caro Howell – Head of Education and Public Events, Whitechapel Gallery
- Tim O’Toole (Chair) - MD London Underground
- Chris Macleod – Head of Group Marketing Communications TfL
- Richard Parry – Director of Strategy and Services Development, LU
- Steve Gumbrell – Head of Strategic Marketing Communications, LU

- Core Budget through LU Marcomms
- Grants Funding – eg Arts Council England
- Sponsorship
- Revenue generation through sales of posters etc
- Collaborative projects and partnerships

# ART ON THE UNDERGROUND

# WHERE?





# **Selected past and forth- coming projects**

# ART ON THE UNDERGROUND

*Life is a Laugh*  
Brian Griffiths  
Gloucester Road station, 2007



# ART ON THE UNDERGROUND

*Peace and Love*

Beatriz Milhazes

Gloucester Road station, 2005



# ART ON THE UNDERGROUND

*All Day Long*

Lothar Gotz

Piccadilly Circus station, 2006



ART ON THE  
UNDERGROUND

*Journey to the Centre of the Earth (Core)*

Gayle Chong Kwan

London Bridge station, 2007



# ART ON THE UNDERGROUND

## *Piccadilly Line Tube Wrap*

Jim Issermann

Piccadilly line train 2007



# ART ON THE UNDERGROUND

# Tube map cover commissions

An ongoing series of new commissioned artworks by established artists to mark each new edition of the Tube map every 6 months

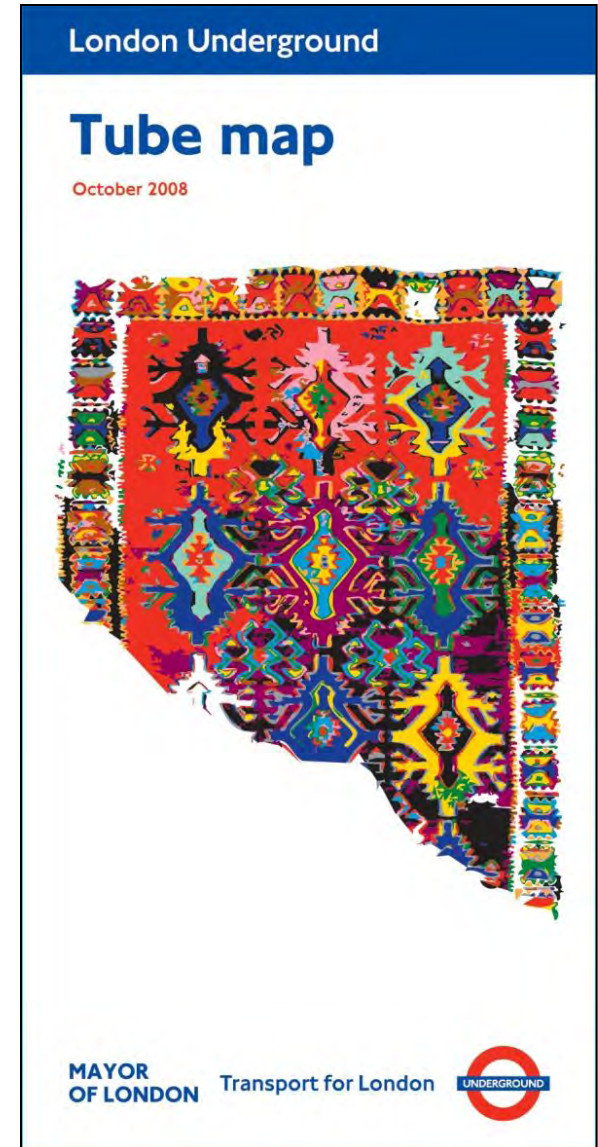
Cornelia Parker



Mark Wallinger



Pae White



# ART ON THE UNDERGROUND

# Roundel Centenary project

- 100th anniversary of the London Underground logo the 'Roundel'
- 100 new works of art commissioned from 100 artists to be part of the LU collection
- Exhibited in the A Foundation gallery, east London
- Reproduced as posters on the network
- One of a pair of prints of each work sold through auction

ART ON THE UNDERGROUND

James Hirst, 2001



100 YEARS  
100 ARTISTS  
100 WORKS OF ART

[tfl.gov.uk/art](http://tfl.gov.uk/art)

MAYOR OF LONDON

The National Lottery



Transport for London



ART ON THE UNDERGROUND

James Hirst, 2001

100 YEARS  
100 ARTISTS  
100 WORKS OF ART

Exhibition and Auction

9–30 October 2008, Wednesday – Sunday, 12–6pm  
A Foundation Gallery, Rochelle School, Arnold Circus, London E2 7ES  
[tfl.gov.uk/art](http://tfl.gov.uk/art)



MAYOR OF LONDON

The National Lottery

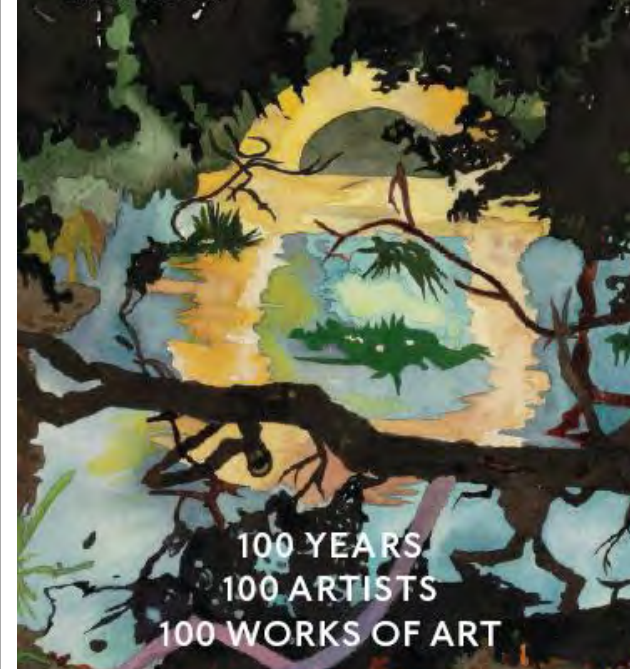


Transport for London



ART ON THE UNDERGROUND

Clare Woods, 2008



100 YEARS  
100 ARTISTS  
100 WORKS OF ART

Exhibition and Auction

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MAYOR OF LONDON

The National Lottery



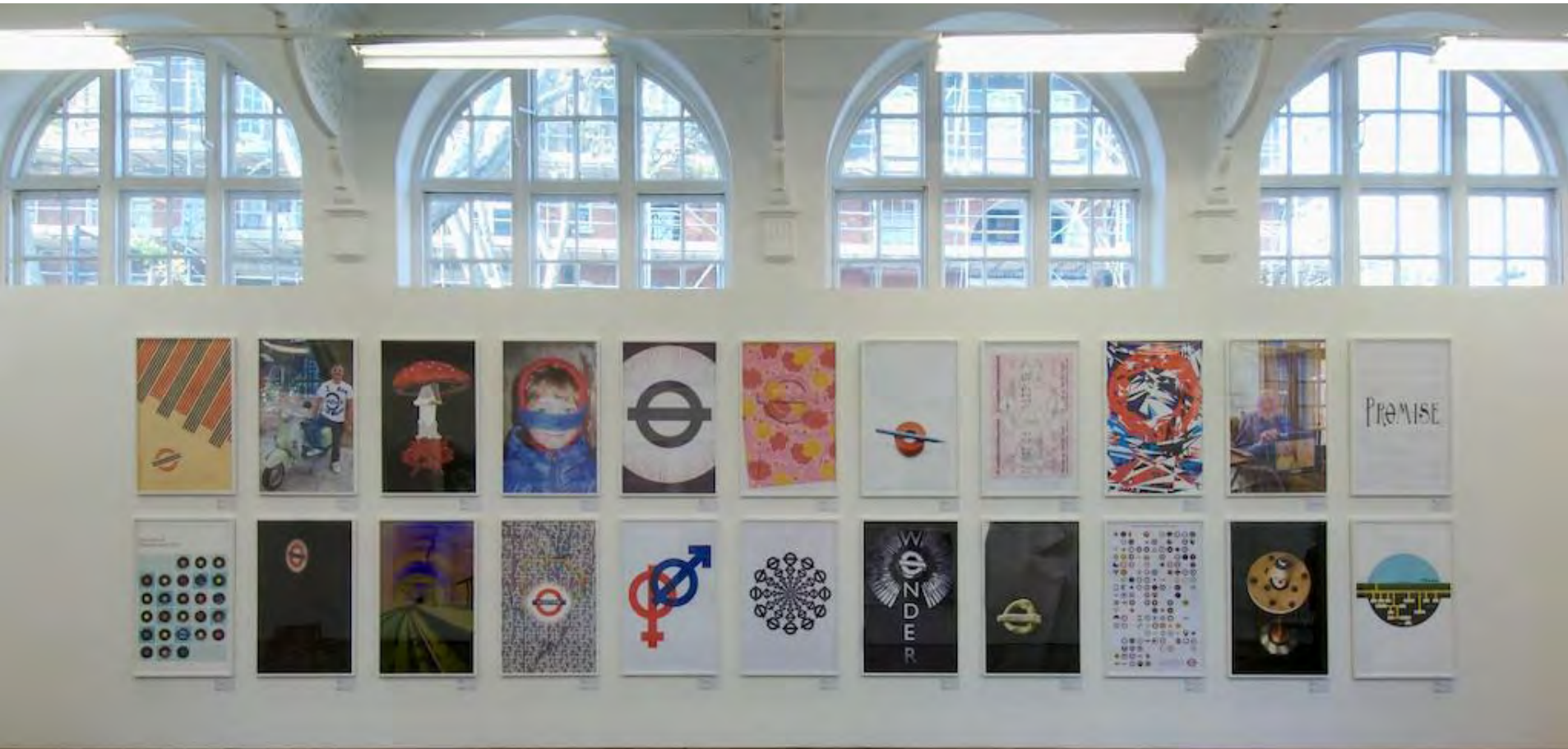
Transport for London





# ART ON THE UNDERGROUND

Roundel Centenary project  
Exhibition at the A Foundation gallery, October 2008

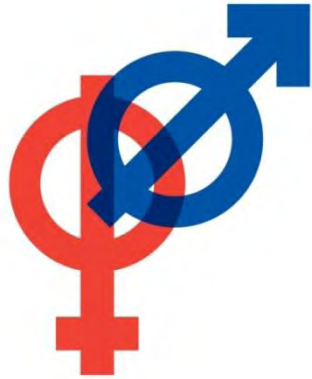


# ART ON THE UNDERGROUND

Georgina Starr



Mark Titchner



# Roundel Centenary project

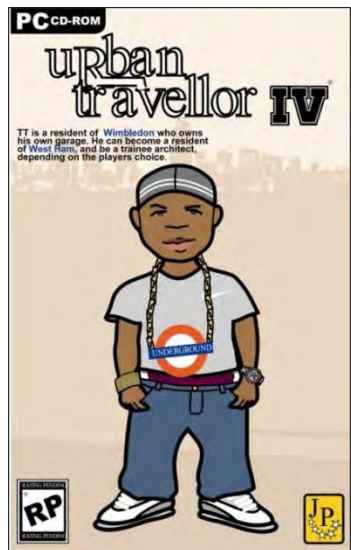
Sophie von Hellermann



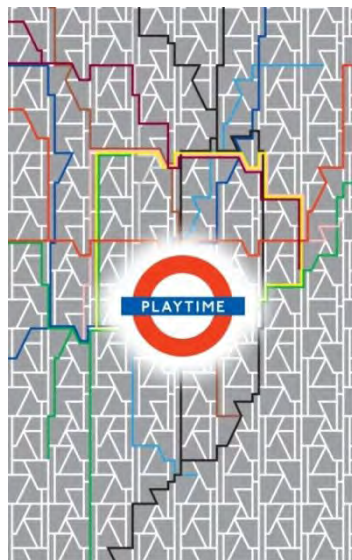
Bob and Roberta Smith



Janette Parris



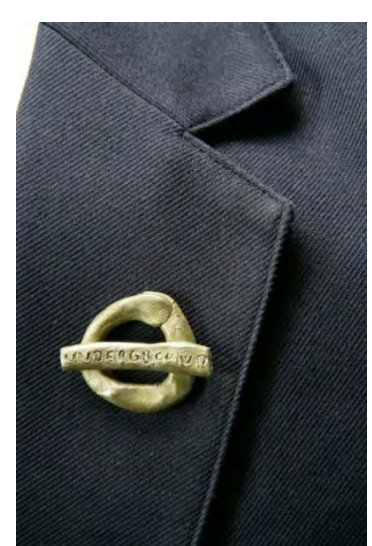
Martin Boyce



Lothar Gotz



Des Hughes

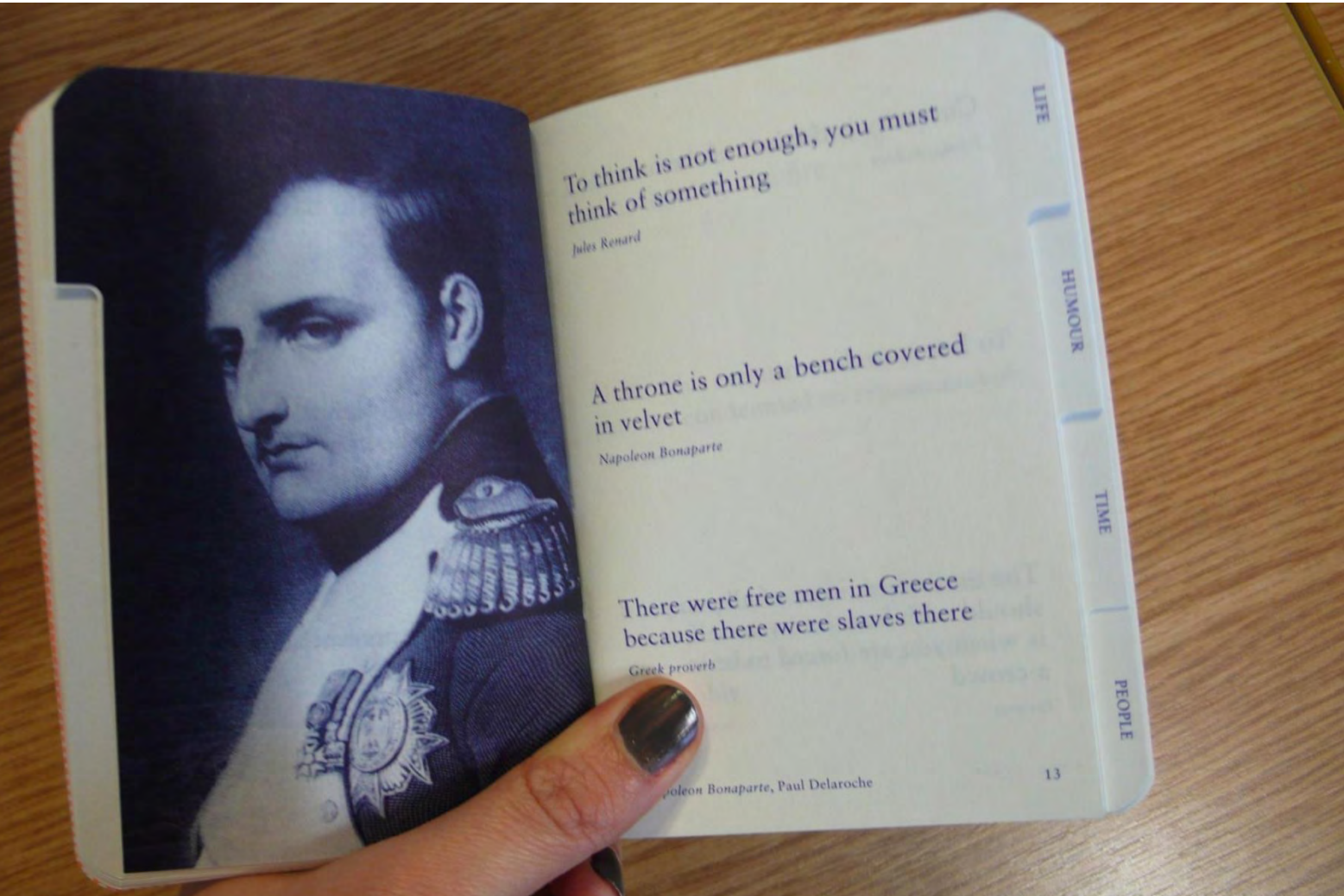


# ART ON THE UNDERGROUND

## What is the City but the People?

Jeremy Deller

A passport sized booklet of quotes for Train Operators and staff who make live PA announcements. Containing quotes and proverbs of pertinence to Tube customers and LU staff. The booklet is being used as a tool to encourage drivers to communicate with customers with material that is non-informational, esoteric, entertaining yet managed. This project was launched on Piccadilly line in March 2009



# ART ON THE UNDERGROUND

*What is the City but the People?*  
Jeremy Deller



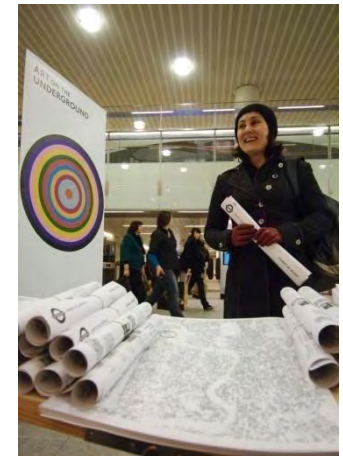
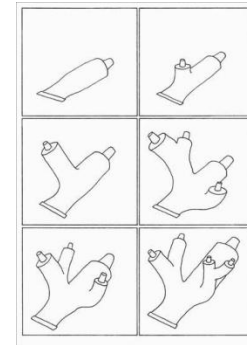
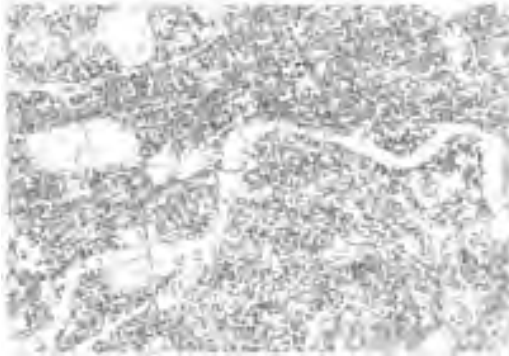
# ART ON THE UNDERGROUND

# Artwork Giveaway Project

Waterloo, Kings Cross, Paddington, Victoria, Liverpool Street stations  
2007

Artists: Mark Titchner, James Ireland, Layla Curtis, Katie Dove, Klega

Objective: Communicate new brand of Art on the Underground to customers, commission new artworks, make contemporary art a part of more customers' daily lives.



# ART ON THE UNDERGROUND

*About 60 miles of beautiful views*

Anna Barriball

poster sites across network 2008

Anna produced a set of minimal black and white posters based on descriptions of photographs found in thrift shops. The posters were intentionally simple allowing the statements to be widely interpreted by customers, providing a poetic interruption to people's daily journeys

Objectives: To bring great art to London's travelling public, to surprise and captivate London Underground customers.



# ART ON THE UNDERGROUND

## *The Answer Lies at the End of the Line*

Serena Korda

Stanmore Underground station 2008

Serena Korda created a series of artworks for Stanmore, based on a series of crosswords with groups and residents in Stanmore which draw upon the area's unique WW2 history, and relationship to Bletchley Park, as an outstation for the Turing Bombe machine.

Objectives: To engage with LU staff to build a sense of ownership and pride; To enhance TfL customers experience; To use LU's unique audience and environment to challenge contemporary art.



# ART ON THE UNDERGROUND

## *The Stratford Grapevine*

Lucy Harrison

Stratford station 2008

Lucy Harrison invited people in Stratford to contribute ideas and stories for a series of three free newspapers that were distributed at the station. Each of the three issues were developed with a specific local group or organisation: walking group, Newham Striders, Discover Children's Forum and Architecture Crew, for young people in Newham.





# ART ON THE UNDERGROUND

## *The Stratford Hoard*

Alan Kane

Stratford station 2008

Alan Kane invited those who live or work near the station or pass through it to show us their collections, which he then presented in an evolving exhibition over a number of months

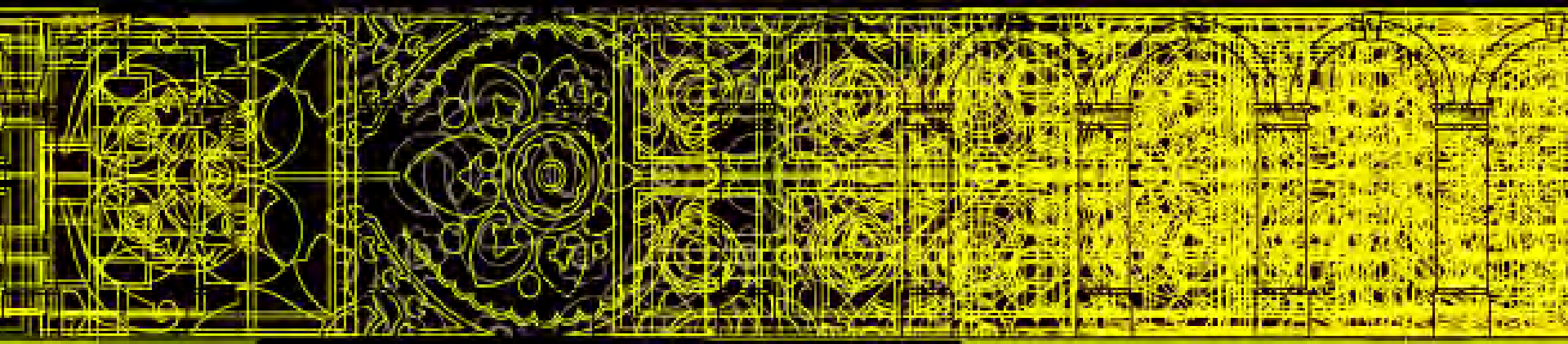
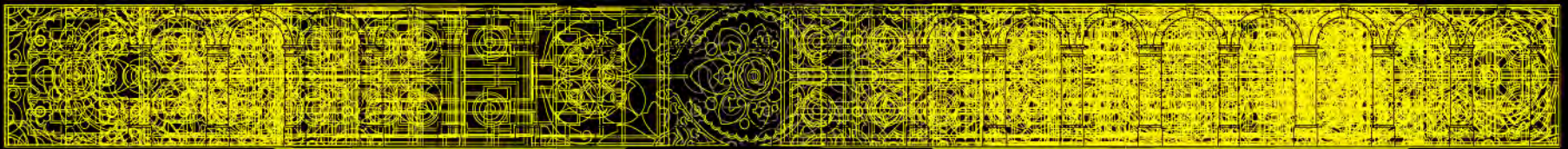


# *90 Second Sun (working title)*

**Pae White**

Gloucester Road station, due to launch 2009

An ambitious and visually spectacular proposal of a large scale neon light work based on an intricate Persian rug design. Taking the form of a giant 'magic' carpet, it will stretch the entire length of the platform, presenting a beautiful wall hanging in light. The drawing below is an initial sketch representing the concept, which is currently being refined.



# ART ON THE UNDERGROUND

## *Art for Everybody*

Peter McDonald

Southwark station, due to launch April 2009

Inspired by Southwark's role in connecting people to the area's theatres and galleries and LU's heritage of commissioning pioneering poster art to highlight the city's cultural assets for its customers, Peter McDonald has been opening up discussion about art with staff and has led staff visits to explore Tate Modern's collection . He has created a series of paintings that draw on the daily operations of the station , as well as its role as a site for contemporary art.



# ART ON THE UNDERGROUND

## Underground Heroes

David Blandy

Embankment and Charing Cross stations, due to launch April 2009

David Blandy worked with young people from Fairbridge in London to develop artworks for central zone sites, based on ideas around travel and identity, through workshops, expeditions in the city and visits to the National Portrait Gallery. The resulting work is a series of 'character' portraits and comic stories based on alter-egos and ideas of personal transformation and journeys



# ART ON THE UNDERGROUND

*City Glow, Mountain Whisper*

Chiho Aoshima

Gloucester Road station, 2006



**ART ON THE  
UNDERGROUND**

**[www.tfl.gov.uk/art](http://www.tfl.gov.uk/art)**