

**Conditions governing the acceptance of
Artwork on the London
Underground**

Art on the Underground has strict quality requirements in connection with the visual images displayed on its system.

Artwork accepted by Art on the Underground must comply with TFL's required advertising standards. Though these standards are aimed primarily at advertising campaigns the conditions must be taken into consideration for the development of any artwork proposed for the programme.

The day-to-day management of the process to assess the suitability of artwork displayed or remaining on the Underground remains at the sole discretion of London Underground and TFL.

All decisions are final.

TFL REQUIRED ADVERTISING STANDARDS TO BE CONSIDERED

Artwork will not be approved for, or permitted to remain on TFL's services if, in TFL's reasonable opinion, the artwork falls within any of the following categories:

- a) The artwork does not comply with the law or incites someone to break the law.
- b) The artwork is inconsistent with the obligations in Section 404 of the GLA Act.
- c) The artwork is likely to cause widespread or serious offence to members of the public on account of the nature of the content or design of the artwork or by way of inference.

- d) The artwork depicts men, women or children in a sexual manner or displays nude or semi-nude figures in an overtly sexual context.

For example, while the use of underdressed people in most underwear advertising may be seen as an appropriate context gratuitous use of an overtly sexual nature will be unacceptable.

- e) The artwork depicts or refers to indecency or obscenity or uses obscene or distasteful language.
- f) The artwork depicts direct or immediate violence to anyone shown in the artwork.
- g) The artwork condones or provokes anti-social behaviour.
- h) The artwork contains images or messages which relate to matters of public controversy and sensitivity.
- i) The artwork refers to or portrays (or gives the impression or portraying) a living person unless the written consent of that person is obtained and is produced to TFL.

TFL require an indemnity against any action by that person, or on that person's behalf, before such references or portrayals will be accepted.

- j) The artwork contains negative references to TFL's services or those services provided or regulated by other members of the GLA Group.
- k) The artwork is likely to be defaced due to the subject or due to the inclusion of a high proportion of blank space.
- l) The artwork may adversely affect in any way the interests of the site owner.
- m) The artwork relates to a political party or parties or a political cause.
- n) The artwork uses handwriting or illustrations that would suggest the artwork has been damaged, defaced; fly posted or subject to graffiti, after it has been posted.
- o) In the case of digital media, the artwork must not pose a health and safety risk as a result of flickering or other visual imagery.

TFL Roundels or other intellectual property owned by TFL may only be used in accordance with any further guidelines and/or licensing system which may be in place.

For further information

Call: 020 7027 8694

Email: art@tube.tfl.gov.uk

Art on the Underground

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