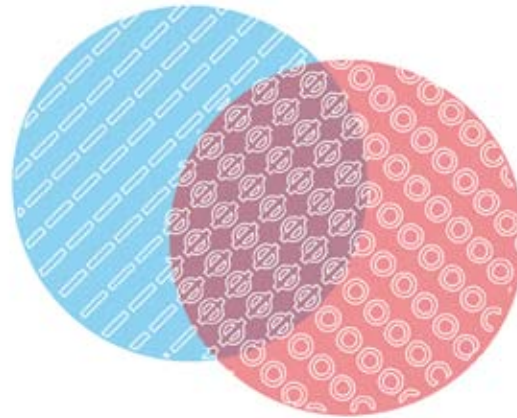


ART ON THE UNDERGROUND

100 Years
100 Artists
100 Works of Art



Learning guide

In collaboration with



MAYOR OF LONDON



Transport for London



Front cover image:

Henry Coleman

Poster design (Venn roundel), 2008

Learning guide

Aimed at teachers, families and group leaders, this is a general guide to the exhibition '100 Years, 100 Artists, 100 Works of Art'.

We hope that you will find this useful to generate discussion about some of the artworks on display as well as providing ideas for follow up activities and tasks.

In order to place the exhibition in context we have provided a brief history of the roundel, the symbol for London Underground and London's transport system and also some background information about Art on the Underground. This resource is also available online at tfl.gov.uk/art

Images of artworks featured in the exhibition along with questions and activities, have been divided into the following themes:

- Text
 - Pattern
 - Graphic
 - Illustrative
 - Found objects
 - In and around the exhibition
- Questions and Activities.

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Art on the Underground

Art on the Underground delivers a high calibre contemporary art programme that directly engages with and responds to the unique audience and environment of London Underground.

Art outside the gallery

As well as the artworks displayed in this exhibition, Art on the Underground has commissioned many artists to make exciting and engaging pieces of work in and around the London Underground network. Gloucester Road Underground station's disused platform is the site of many such works.



Chiho Aoshima's City Glow, Mountain Whisper, 2006 is one example.

This striking image brought the work of an internationally renowned artist to a huge public audience for the first time in the UK.

Chiho Aoshima, City Glow, Mountain Whisper, 2006. Image courtesy of the artist, Galerie Emmanuel Perrotin, Paris / Blum & Poe, Los Angeles.
© 2006 Chiho Aoshima / Kaikai Kiki Co., Ltd. Photo: Daisy Hutchison

The roundel timeline

1908

The first roundel appears on Underground platform stations. The bar and circle as it became known comprised a solid red enamel disc and a horizontal blue bar



1910

From the early 1910s, the Underground logotype began to appear across the bar and circle symbol. This integration was a significant development in establishing the roundel as a unified trademark



1913

The Underground's publicity manager, Frank Pick, commissioned Edward Johnston to design a company typeface. By 1917 the roundel had been reworked to suit the new lettering and incorporate the Underground logotype. The solid red disc became a circle, and the new symbol was registered as a trademark



1920s

The roundel became an integral part of station architecture. Architect Charles Holden introduced the roundel to station architecture in a number of ways including stained glass windows and masts outside station entrances



1933

The London Passenger Transport Board adopted the trading name 'London Transport'. It used this shortened name on all signs, vehicles and publicity. Johnston reworked the proportions of the roundel again to incorporate the organisation's new title



1935

Graphic designer Hans Schleger was commissioned to redesign the bus stop. His simplified roundel consisted of a plain bar and circle in silhouette form. Schleger's stop flags were introduced throughout London, providing the basis for the bus stop signs in use today



1947

London Transport was nationalised. Harold Hutchison, who was appointed Publicity Officer, sought to simplify and standardise all signage. Hutchison also recommended that the name 'London Transport' should replace 'Underground' at the centre of the roundel



1970

From the 1970s a plain colour version of the roundel, with no text, was applied to new Underground trains. This can be seen here on a 1972 stock



2001

The Underground sign at Canary Wharf



Present

A 'family' of roundels, using different colours to badge the various services, has been developed. This is based on a plain blue roundel for TfL with other colours denoting the various services



Design history of the roundel

From its early beginnings in 1908 as the symbol for London Underground, the roundel has become a famous company trademark, providing a unified corporate identity for all London's transport services - from Tubes and buses, stations and bus stops - to staff uniforms and publicity. The roundel has become one of the most recognised and imitated logos in the world.

Activities

Memory test

Think about where you have seen the roundel before and list as many places as you can!

Go on a journey

See how many different types of roundels you can spot on one journey. Perhaps you could photograph them or draw them to keep a record.

Create your roundel

Why not try designing your own version of the roundel. Or try to keep the original shape the same, but experiment with different colours, patterns and fonts.

To find out even more about the history of the roundel visit ltmuseum.co.uk

100 Years
100 Artists
100 Works of Art

2008 marks the 100th anniversary of the roundel; the symbol for London Underground and London's transport system, Art on the Underground invited 100 world class artists to produce a new original artwork inspired by the roundel. In a manner reminiscent of Man Ray's artwork from 1938, the new commissions take the iconic symbol to the heart of the artwork and present a vision of the organisation in a contemporary context, taking on board the logo's status as a symbol for London as well as its representation of the world's oldest Underground network.

We have selected a number of artworks from the exhibition that you may want to take a closer look at – we hope that some of the questions, ideas and activities we have suggested will help too.

We have divided the works into the following different themes, so you can focus on one aspect if you prefer:

- Text
- Pattern
- Graphic
- Illustrative
- Found objects.



Man Ray, London Transport, 1938
© TfL/London Transport Museum

Text - artists

Simon and Tom Bloor

Around stretches the vast expanse of the world, 2008

Bob and Roberta Smith

Visit Leytonstonia, 2008

Martin Boyce

Playtime Underground, 2008

Questions

What different types of text have been used in these artworks?

What materials have Bob and Roberta Smith used to make the artwork? You'll have to see the original work in the exhibition to see!

Why do you think Martin Boyce used the word 'Playtime' to replace the station name in the middle of the roundel?

Activities

Create a Bob and Roberta Smith

Think of a Tube station and change the name into something funny! Mayfair could become Mayfairy!

Make a slogan

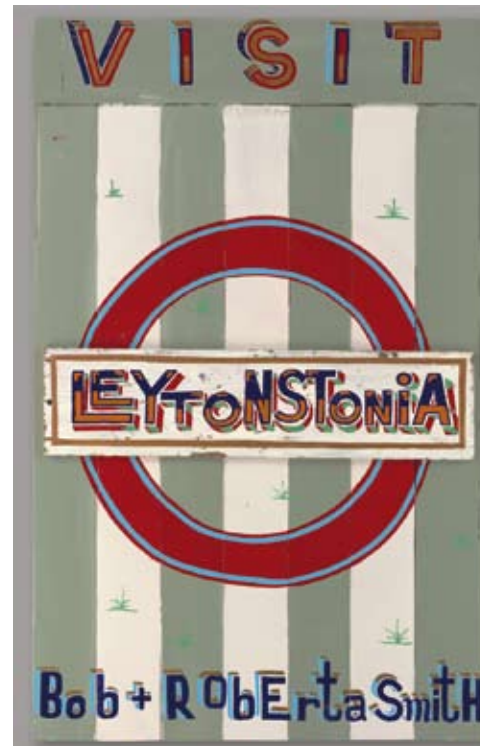
Like Simon and Tom Bloor, think of a slogan that describes how the Underground can help you get to new places.

Chop it up

Chop up the 'roundel' symbol and create a new artwork with it. Add some words to complete your poster.



Simon and Tom Bloor
*Around stretches the vast expanse
of the world, 2008*



Bob and Roberta Smith
Visit Leytonstonia, 2008



Martin Boyce
Playtime Underground, 2008

Pattern - artists

Polly Apfelbaum

Rainbow Roundels, 2008

Giles Round

Fabric design for the London Underground, 2008

Yinka Shonibare MBE

Untitled, 2008

Questions

In which different ways have the artists created patterns in their artworks?

What different techniques do you think they have used to create the artworks?

How do you think the different patterns used by the artists might describe their experience of London or of travelling on the Underground?

Activities

Create a Polly Apfelbaum

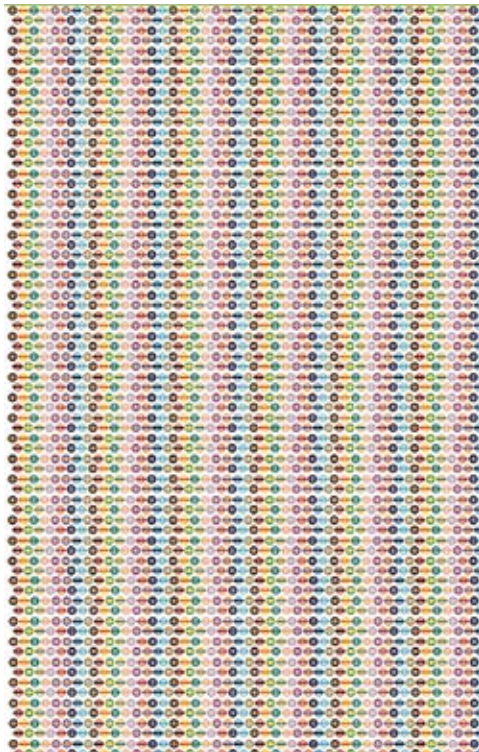
Using either a computer or by collaging, create a crazy pattern by repeating the roundel symbol.

Fabric roundels

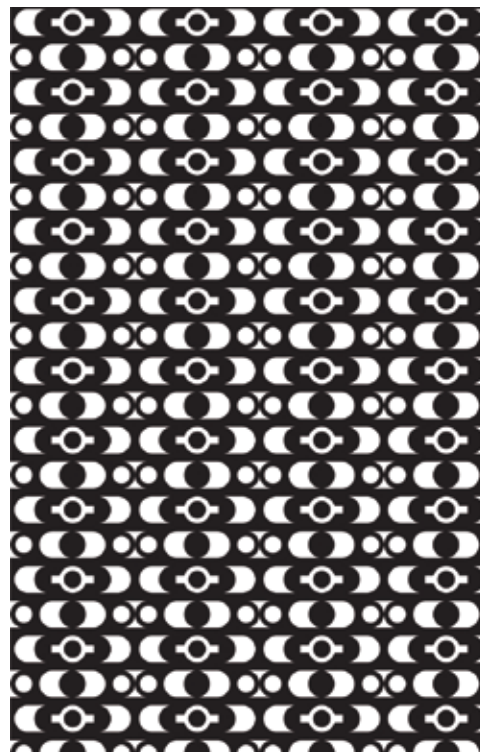
Use different coloured scraps of fabric to create a piece like Yinka Shonibare. If you are really creative you could try sewing them on to a fabric background or on to a bag.

Patterned roundels

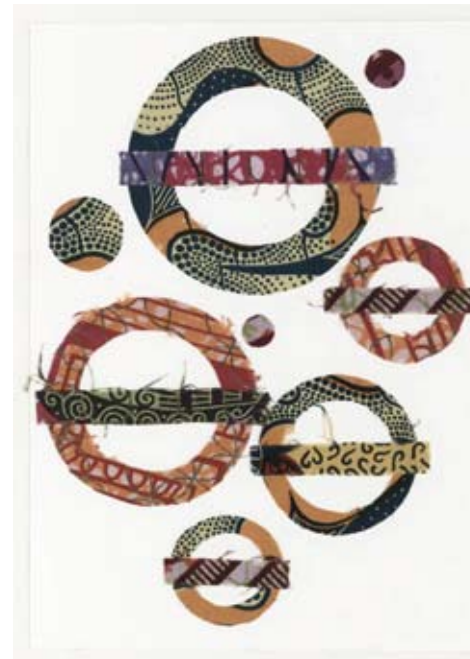
Draw the outline of the roundel symbol and either draw a delicate pattern or use collaged paper to fill in the symbol.



Polly Apfelbaum
Rainbow Roundels, 2008



Giles Round
Fabric design for the London Underground, 2008



Yinka Shonibare MBE
Untitled, 2008

Graphic - artists

Paul Noble

O / O, 2008

Mark Titchner

All in one, one in all, 2008

Lothar Götz

Vision of a Roundel, 2008

Questions

Do any of the artworks remind you of any other symbols that you have seen before?

Does the artwork by Lothar Götz remind you of any other styles of artwork? If so, which ones?

Activities

Create a new symbol

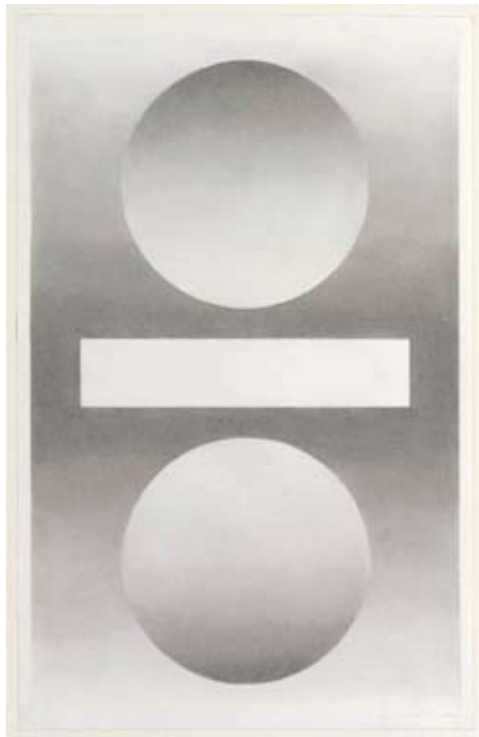
Try using the different parts of the roundel to turn it into another symbol or even try to create a new one!

Compass and ruler challenge

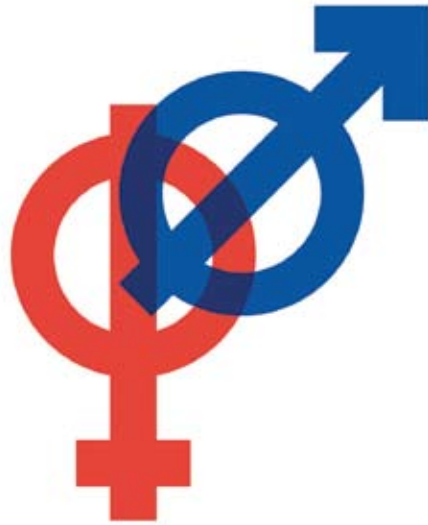
Using a ruler, a compass and a pencil create a poster in the style of Lothar Gotz. You must use a ruler or compass for every aspect of your design. Add colour to complete your design.

Circle + line = new art

Cut up circles and lines from the roundel and try to create a picture with them. You could use coloured paper or patterned paper too.



Paul Noble
O I O, 2008



Mark Titchner
All in one, one in all, 2008



Lothar Götz
Vision of a Roundel, 2008

Illustrative - artists

Olivia Plender

A desire to have the best of both worlds, 2008

Sophie von Hellermann

One of Seven Sisters, 2008

Peter McDonald

London Underground Party, 2008

Questions

What do you think the roundel symbol in Sophie von Hellermann's painting is supposed to be?

What different types of media (the materials used to make the artwork) have been used in these artworks?

What different scenes can you see in the circles of Olivia Plender's artwork?

Activities

Through the circle

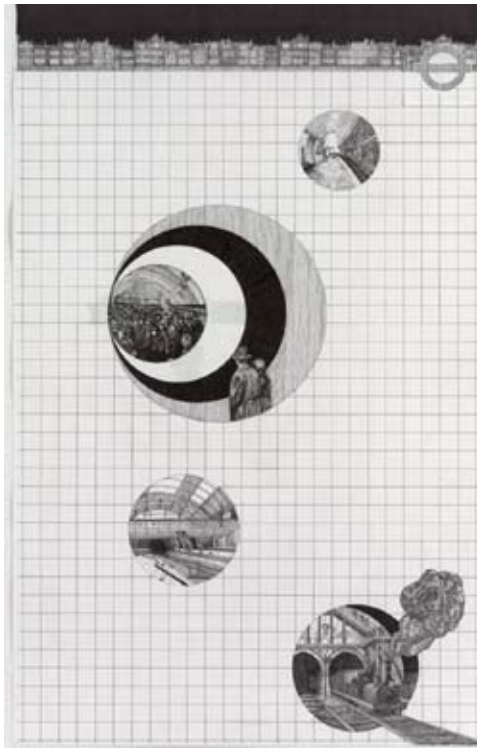
Draw some circles onto a piece of paper draw different scenes inside them – like you are looking through a window!

Disguise the roundel

Try to make the roundel into an instrument or object like Sophie Von Hellermann has done in her painting. Try using watercolour paints if you have them to make it look even more like her artwork.

Storyboard

Create a story, like a comic strip, which features the roundel or the Underground. Draw all the different parts of the storyboard and maybe add text to narrate your story.



Olivia Plender
*A desire to have the best of both
worlds, 2008*



Sophie von Hellermann
One of Seven Sisters, 2008



Peter McDonald
London Underground Party, 2008

Found objects - artists

James Ireland

Pen and Tape Roundel, 2008

Torsten Lauschmann

Balaclava and Sweatband, 2008

Joëlle Tuerlinckx

Untitled, 2008

Questions

What different objects have been used in these images to make the artworks?

Can you think of any other artists who have used 'found objects' to make artwork?

Look around the gallery (if you are not at the gallery – look around the room!) – can you see any objects, symbols that could be used to make up a roundel symbol?

Activities

Raid the fridge

See if you can make the roundel symbol using only things you have found in your fridge! Photograph them to make your artwork.

You could try the same activity using:

- Stationary
- Clothes
- Natural objects
- Kitchen equipment

Surreal roundel

Draw different objects to create the roundel symbol – make it as weird and wonderful as possible. Like a cucumber and car wheel!



James Ireland
Pen and Tape Roundel, 2008



Torsten Lauschmann
Balaclava and Sweatband, 2008



Joëlle Tuerlinckx
Untitled, 2008

In and around the exhibition

Questions

Many of the artworks are the same size as the posters you see on the London Underground. Why do you think they have been made the same size?

Which artwork is the most similar to the original roundel symbol?

And which one is least similar?

Find the artwork that is your most favourite – tell the person you are with why you like it so much. Tell them all about the colour, the layout, and the technique you think

they have used and most importantly why you like it so much!

Why do you think the 'roundel' has become such an important symbol in London?

When you next go to school (or work!) ask other people if they know what a 'roundel' is. You'll be surprised how few people really know. Then show them!

Why do you think it is important to show works of art on the Underground and in stations?

Imagine you had to make an artwork to go in one of the Underground stations – which station would you choose and what would your artwork look like?

Several of the artworks in the exhibition are going to be printed and displayed in London Underground stations – when you're next out and about see if you can spot any of them.

Useful links

Art on the Underground

tfl.gov.uk

London Transport Museum

ltmuseum.co.uk

Learning resource devised by Imogen Luddy

The roundel timeline and images courtesy of the London Transport Museum

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the occasion of

100 Years

100 Artists

100 Works of Art

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Exhibition

A Foundation Gallery

Rochelle School

Arnold Circus

London E2 7ES

Art on the Underground

tfl.gov.uk

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