

## BEAUTY < IMMORTALITY

**British artist duo Langlands & Bell pay tribute to Frank Pick:  
permanent installation unveiled at Piccadilly Circus on  
7 November 2016**



*Visionary London Transport CEO Pick shaped London through his belief in quality  
art and design for everyone*

The legacy of visionary London Transport CEO **Frank Pick**'s iconic designs, which have influenced London travel since 1906, is to be commemorated with a permanent memorial by BAFTA winning and Turner Prize nominated artists **Ben Langlands** and **Nikki Bell** to mark the 75<sup>th</sup> anniversary of Pick's death.

The work, entitled *Beauty < Immortality*, commissioned by Art on the Underground (Transport for London's official art programme) and London Transport Museum, will be unveiled on **Monday 7 November** at **Piccadilly Circus station**. A famed Pick commission in its own right, the station was designed by leading British modernist architect Charles Holden and is currently under restoration to reveal the original Art Deco glory of its magnificent circular space.

For the new commission, Langlands & Bell's striking wall installation made of vitreous enamel, LEDs, bronze and travertine marble will permanently grace the architectural design of the station. The display features a 4'6" diameter roundel and a 6'6" high text of solid bronze letters in Johnston Font, which was commissioned by Pick in 1915 and is still used across London transport network.

The words of the commission were discovered by the artists in Pick's personal papers, which are conserved in the London Transport Archive. The text relates to Pick's philosophy on beauty, utility, goodness and truth, and underlines Langlands & Bell's shared conviction with Pick that the quality of our surroundings contributes decisively to our quality of life.

**Frank Pick** (1878-1941) was instrumental in establishing the world's most progressive modern public transport system. He began as head of London Underground in the early 20<sup>th</sup> century and then expanded the network through amalgamating different railway and bus companies to form the newly merged London Transport in the 1930s.

Pick oversaw what is widely acknowledged to be transport design's Golden Age. Through his commissioning of the leading architects, artists and designers of the time, he comprehensively shaped the visual identity of London Transport. His vast legacy includes the distinctive architectural design of many Tube stations, the classic Edward Johnston type face, the iconic Tube map, and the bar and circle logo – the roundel – that is recognised all over the world. Outside London, Pick also had a profound influence on urban transport systems all over the world, from Moscow to Tokyo and beyond.

London-based artists **Langlands & Bell** explore the relationships between people and architecture, and the coded systems of mass communications and exchange that we use to negotiate a fast-changing technological world. They began collaborating after they met at art school in 1977. Their work ranges from film and digital media projects to sculpture, installation and full-scale architecture. Within an aesthetic framework, it focuses on the structures we inhabit and the networks that connect them, while reflecting at a wider global level on the many ways space is encoded as social, political or economic territory.

**Langlands & Bell said:** *“The London transport environment is recognised all over the world – but we want the man behind its design to be recognised too. As artists it's very exciting to bring the name Frank Pick to the public eye. Pick for Piccadilly!”*

**Eleanor Pinfield, Head of Art on the Underground, said:** *“Frank Pick is an inspiration to anyone with a passion for art and design. By working with some of the best artistic names of the time to shape the spaces of the London Underground, he demonstrated the power artists have to enrich the daily environments of millions of people. Langlands & Bell's delicate balance of language and motif, underpinned by an elegantly simple concept, is a fitting way to commemorate this legacy to London, 75 years on.”*

**Sam Mullins, Director of London Transport Museum said:** *“This thoughtful work of art will not only celebrate Frank Pick and his remarkable legacy but will also raise awareness of the significant contribution he made to the capital through his vision for civic design excellence. He is London's great design hero of the 20<sup>th</sup> century and at long last we are publicly acknowledging his achievements.”*

Archive images chronicling Frank Pick's commissions are on display in a permanent exhibition at London Transport Museum.

A series of three talks about Frank Pick will take place at London Transport Museum in September, October and November: click [here](#) for more info.

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## ABOUT ART ON THE UNDERGROUND:

London Underground established Art on the Underground in 2000 initially under the title Platform for Art, with the purpose of producing and presenting new artworks that enrich the journeys of millions on the Tube every day.

From single site large-scale commissions at locations such as Gloucester Road Station, to pocket size commissions for the cover of the Tube map, Art on the Underground has gathered a roll-call of the best artists in the last 15 years, maintaining art as a central element of Transport for London's identity and engaging passengers and staff in a strong sense of shared ownership.

For London Underground's 150th Anniversary in 2013, Art on the Underground commissioned Turner Prize winning artist Mark Wallinger to create 'Labyrinth', a permanent artwork for each of the 270 stations on the network.

In November 2015, Art on the Underground launched de-re-touch by Benedict Drew, a new video work displayed on digital screens on the London Underground network. In 2016, Underline features commissions from Assemble, Giles Round, Zineb Sedira and composer Matt Rogers.

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

## ABOUT LONDON TRANSPORT MUSEUM:

London Transport Museum explores the story of London and its transport system over the last 200 years, highlighting the powerful link between transport and the growth of modern London, culture and society since 1800. We care for over 450,000 items - preserving, researching and acquiring objects to use in our galleries, exhibitions and other activities.

As well as exploring the past, the Museum looks at present-day transport developments and concepts for urban transportation in the future, which includes a contemporary collecting policy for the benefit of future generations.

London Transport Museum is an educational and heritage preservation charity. Its purpose is to conserve and explain the history of London's transport, to offer people an understanding of the Capital's past development and to engage them in the debate about its future.

Download the free London Transport Museum app to gain access to exclusive content and special offers.

[www.ltmuseum.co.uk](http://www.ltmuseum.co.uk) / @ltmuseum

From the 12 September 2016 – 10 October 2016 London Transport Museum is running a crowdfunding campaign to help secure Frank Pick's iconic legacy. By pledging as little as £3, lovers of London and good design can help the Museum complete Pick's memorial at Piccadilly Circus Underground station, an art installation designed by award winning Langlands & Bell. The Museum is offering a range of rewards to say an enormous thank you to their supporters with prizes that will include curator led tours of the Museum's collection and the chance to own one of their visionary poster prints from the heyday of London

Underground. To find out more about their fantastic prizes please subscribe to their newsletter: <https://www.ltmuseum.co.uk/contact-us/newsletter>. The campaign goes live on Indiegogo on 12 September 2016.

## **ABOUT LANGLANDS & BELL:**

Artists, Ben Langlands & Nikki Bell explore the complex web of relationships linking people and architecture and the coded systems of mass-communications and exchange we use to negotiate a fast changing technological world.

Langlands & Bell began collaborating after they met at art school in London 1977. They are based in London and have exhibited widely internationally since the early 1980's. Their art ranges from film and digital media projects to sculpture, installation, and full-scale architecture. Within an aesthetic framework it focuses on the structures we inhabit and the networks that connect them, while reflecting at a wider global level on the many ways space is encoded as social, political or economic territory.

[www.langlandsandbell.com](http://www.langlandsandbell.com) / @langlandsandbell