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FINE ARTS
SOCIETY OF PEORIA

October 14, 2021 @ 10:00 AM
Peoria Riverfront Museum
222 SW Washington St., Peoria, IL

ART FOR ALL: POSTERS OF THE LONDON UNDERGROUND

lecture by Teri J. Edelstein

London's transportation system began as a fragmented collection of rival independent companies. By 1908, colloquially known as 'The Underground' it was sufficiently organized to merit the creation of a map. A young employee, Frank Pick, was tasked with promoting this printed plan.

He invited John Hassall to create *No need to ask a P'liceman!*, which depicts a rotund bobby helpfully pointing a matron towards the map of the Underground. The poster was displayed outside of stations with the newly created map.

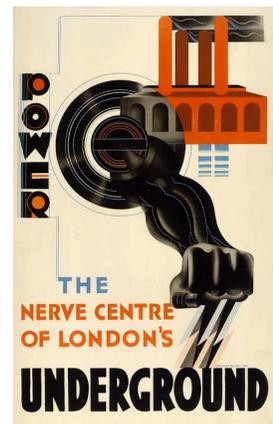


From this progenitor, the first of what would become more than 5,000 posters, which continues to this day, came one of the most remarkable marketing campaigns of the 20th century. The more than 5,000 posters, visible from the street on the outside of stations and buses and trams, provided an art gallery for everyone. Their imaginative, and often cutting-edge, designs created a vibrant art presence then not generally available in public or private art galleries in London.

This lecture will discuss the founding and development of this campaign, highlighting the work of some of the most accomplished artists who created these striking and memorable posters.



Teri J. Edelstein, President of Teri J. Edelstein Associates Museum Strategies, is an art historian and museum professional. Her scholarly work has focused on the intersection of high art and popular culture. Most recently, she was editor of and contributor to *Art for All: British Posters for Transport*.



REGISTER IN ADVANCE TO ATTEND THE LECTURE:

<https://us02web.zoom.us/meeting/register/tZcpcOqsrTguEtceHKNePERZFiABm7cWONve>

After registering, you will receive a confirmation email with instructions to join the lecture.

For more information and the full 2021-2022 schedule plus a membership form, please visit www.FineArtsSociety.net or contact president@fineartssociety.net.

EXPLORING * EXPANDING * ENLIVENING the Fine Arts in Peoria