

The Serco Prize for Illustration – new exhibition of the best entries
Secret London
London Transport Museum – 13 November to 10 December 2012

Secret London, an exhibition featuring the best of the entries for *The Serco Prize for Illustration*, opens at London Transport Museum on 13 November 2012. This year's theme is Secret London and there will be 50 works of art on display, each showing a hidden aspect of the city.

The illustrations have been chosen from entries submitted by professionals and students for the *The Serco Prize for Illustration 2012* – a competition open to leading illustrators throughout the world. This is the third year that Serco have sponsored the awards and exhibition.

Entrants were asked to create an illustration which depicted little known or unusual aspects of the Capital's history, culture, characters and communities – past or present.

The illustrations vary in media used and the subjects and ideas they interpret. Some are place specific showing surprising and little-known aspects of the Capital including the last working Sewer Gas Lamp in Carting Lane, a Russian Orthodox Church in West London, and part of London's forgotten riverscape. Others take a playful, humorous approach showing wildlife in the context of famous London icons – foxes commuting on the London Underground and a 'pigeon disco' inside Nelson's Column in Trafalgar Square.

Alongside these are illustrations that capture the hustle and bustle of the Capital, juxtaposed against others depicting calm and tranquil aspects of city life– a busy, multi-layered market scene, a solitary figure ascending the steps of Piccadilly Station and narrow boats on a canal.

The winners will be announced at an award ceremony on the evening of Monday 12 November and the winning entry will appear on Transport for London services as a transport poster.

Organised by London Transport Museum in partnership with the Association of Illustrators (Aoi) and Serco, all of the illustrations are accompanied by a short text by the artists summarising the inspiration behind their creation.

The Serco Prize for Illustration continues Transport for London's legacy of design that dates back over 100 years. The Museum's collection of graphic art is one of the best in the world and includes over 5,000 posters and artworks by famous artists including Man Ray, Paul Nash and Edward McKnight Kauffer.

The *Secret London* exhibition is displayed in the CBS Outdoor Gallery at London Transport Museum, Covent Garden Piazza, London, WC2E 7BB and admission is included in the entry ticket to the main Museum galleries (adults £13.50 or £10.00 concessions). Tickets allow unlimited admission for 12 months. Under 16s free. For further information visit www.ltmuseum.co.uk or call 020 7565 7298.

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Ends

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Editors notes:

- The 2012 Serco Prize for Illustration judging panel:
Iain Adamson, Contract Director, Serco (Cycle Hire)

Derek Brazell, Projects Manager, Association Of Illustrators
Brian Grimwood, Managing Director, Central Illustration Agency
Sarah Jones, Design Manager, Royal Mail
Boo Heng Khoo, Managing Director, Association Of Illustrators
Chris MacLeod, Director of Group Marketing, TfL
Angus Montgomery, Editor, Design Week
Carl Rush, Creative Director, Crush Creative
Michael Walton, Head of Trading, London Transport Museum

- Serco designed, built and operate the Barclays Cycle Hire scheme. Serco's transport portfolio in the UK includes rail, river, cycle and transportation systems. Serco is a key provider of transport connecting London by river through DLR, Woolwich Ferry and in 2012, the extended cycle hire scheme offering operational, management and consulting expertise in the aviation, defence, education, environmental services, facilities management, health, home affairs, information and communications technology, knowledge services, local government, science, transport, welfare to work and the commercial sectors. More information can be found at www.serco.com
- The Association of Illustrators (AOI) is a non-profit trade association with a membership that includes freelance illustrators, agents, clients, students and colleges. Established in 1973, it is the leading body to represent illustrators in the UK and campaigns for illustrators' rights, continually working to increase the professional standing of illustrators, commercially and artistically. The AOI works to improve contract content and contracting practice extended to illustrators by commissioners. It publishes a quarterly magazine, 'Varoom!' and produces the annual 'Images' competition and touring exhibition, now in its 36th year, which celebrates the best in contemporary British illustration. The Association of Illustrators, Somerset House, Strand, London, WC2R 1LA. Telephone: (+44) 020 7759 1010 website: www.theaoi.com
- London Transport Museum opening hours:
 - Saturday to Thursday 10.00 to 18.00 (last admission 17.15)
 - Friday 11.00 to 18.00 (last admission 17.15).
- Public information:
 - Talks & events bookings: +44 (0)20 7565 7298
 - Switchboard: +44 (0)20 7379 6344 - general information
 - Address: Covent Garden Piazza, WC2E 7BB
 - 24 hour information: +44 (0)20 7565 7299
 - www.ltmuseum.co.uk

- London Transport Museum Ltd is a subsidiary company of Transport for London with charitable status. The Museum's charity number is 1123122.