



Velvets by

kirkbydesign



150
UNDERGROUND



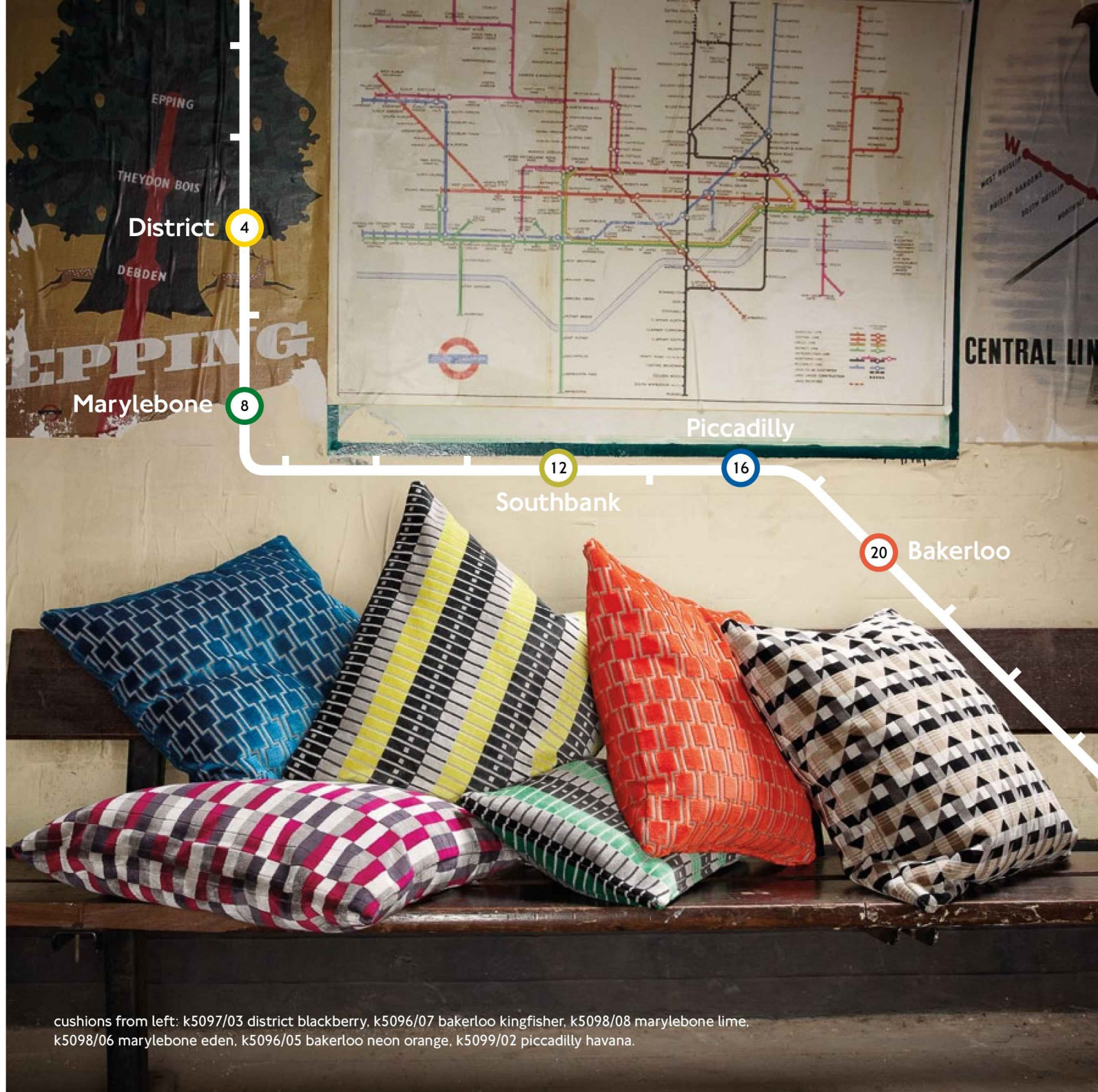
UNDERGROUND

To celebrate the 150th Anniversary of the London Underground, Kirkby Design have collaborated with Transport for London (TfL) to recreate five iconic moquette designs originally used for seating fabric across the Underground and wider TfL network.

Transport for London is steeped in a history of innovative design, built on the convictions of one man, Frank Pick, who rose to become the Managing Director of London Transport. Pick believed in design excellence and commissioned work of the highest quality from station architecture to poster design. Under Pick's direction, special upholstery designs were first commissioned in the 1930s by Christian Barman, London Transport's publicity officer. Artists included Enid Marx, Marion Dorn and Paul Nash. The design brief emphasised that designs should draw on colours which responded well to artificial light and patterns which took into account wear and tear. The resulting moquette patterns were predominately geometric and utterly contemporary; a complete change from the floral patterns previously produced. These new designs were used on a variety of surface and tube stock, buses and trolleybuses during this period. This tradition of commissioning moquette designs has continued over the years and has resulted in strikingly original seating fabrics, creating a distinguished visual identity for the corporation.

Woven using viscose yarns to produce a luxurious handle, the designs selected have been stripped back and re-coloured in Kirkby Design's signature palette, encapsulating the spirit of the original designs whilst adding a contemporary twist to suit modern tastes. Design sources include iconic 1930s London buses, 1950s Green Line coaches and Tube seating from the 1970s and 1990s.

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cushions from left: k5097/03 district blackberry, k5096/07 bakerloo kingfisher, k5098/08 marylebone lime, k5098/06 marylebone eden, k5096/05 bakerloo neon orange, k5099/02 piccadilly havana.

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District



armchair: k5097/01 district gold. cushion left: k5096/11 bakerloo jet black.
cushion right: k5096/10 bakerloo magnet.

District

Designed by the prolific Architect and Designer Misha Black, this brightly coloured block design was first introduced on the London Underground's District line (D78 stock) in the late 1970s to complement the brighter finishes within the carriage interiors. The fabric was also used on most new buses entering service in London, notably the large fleets of Metrobus and Titan types. In 1983, the design was introduced on new Underground trains on the Jubilee Line and fast became a subconscious icon of the city.





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District

