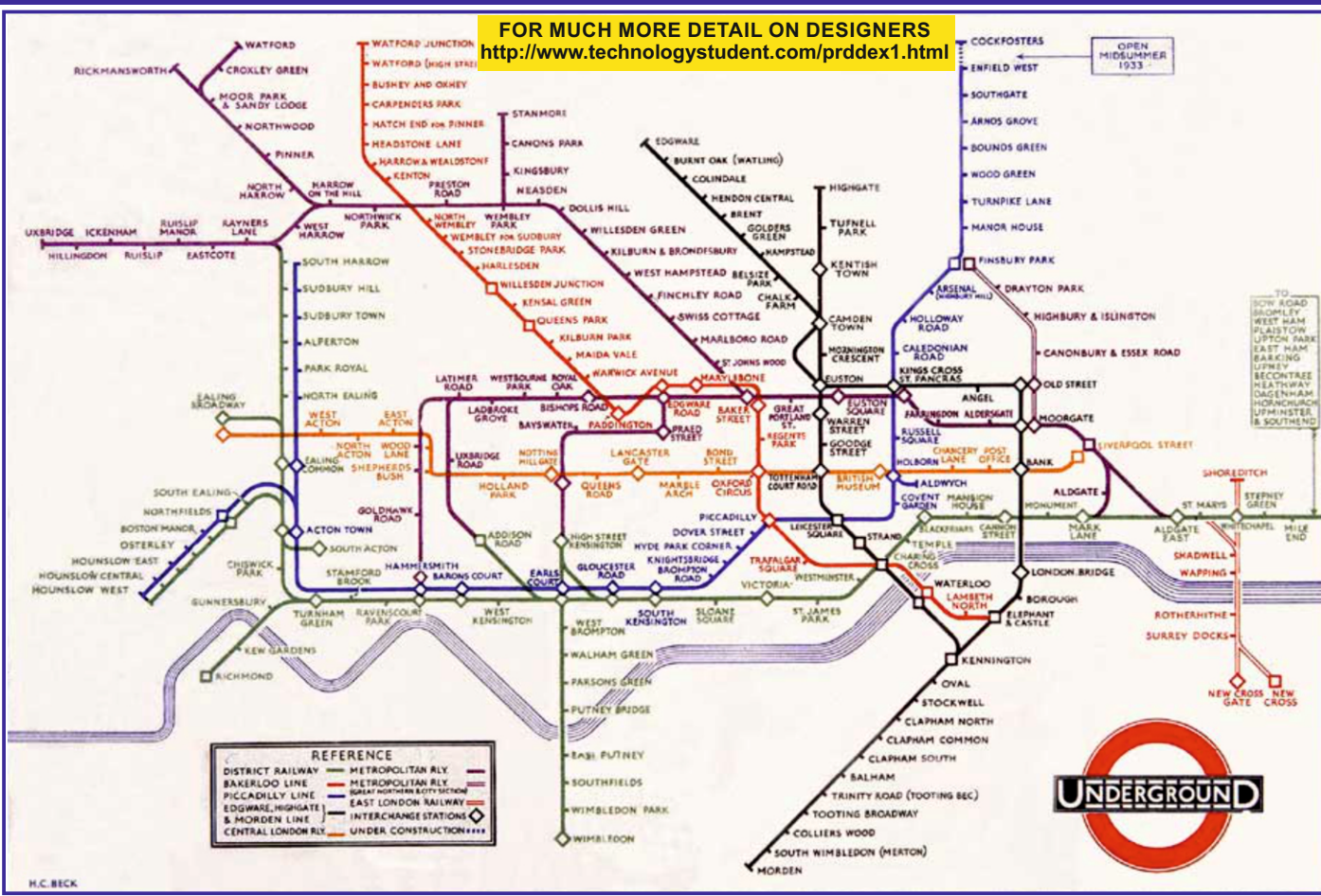


HARRY BECK (1902 - 1974) - THE LONDON UNDERGROUND MAP

HARRY BECK WAS AN ENGINEERING TECHNICAL DRAFTSMAN, WORKING FOR THE LONDON UNDERGROUND SIGNALS OFFICE. HE DEVELOPED AN INTEREST IN THE WAY RAIL TRANSPORT MAPS WERE GRAPHICALLY PRESENTED. BECK'S ICONIC LONDON UNDERGROUND MAP WAS FIRST PUBLISHED IN 1932. IT WAS VERY WELL RECEIVED BY TRAVELLERS AND COMMUTERS. BECK'S LONDON UNDERGROUND MAP, IS NOW REGARDED AS AN ICONIC DESIGN, AS IT HAS INSPIRED OTHER MAP LAYOUTS THROUGHOUT THE WORLD.

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THE INNOVATIVE 'STYLE' OF MAP THAT BECK INTRODUCED, HAS BEEN ADAPTED FOR A VAST RANGE OF DIAGRAMMATIC PRESENTATIONS. IT SET A HIGH BENCHMARK FOR OTHER MAP DESIGNERS TO FOLLOW. THE MAP PROVIDES ALL THE NECESSARY INFORMATION REQUIRED BY A TRAVELLER AND NO UNNECESSARY DETAIL OR DECORATION. IT IS STRICTLY FUNCTIONAL AND YET CAN BE REGARDED AS PIECE OF ART, REFLECTING A MODERNIST PHILOSOPHY. IT IS AESTHETICALLY PLEASING.