



Unity: The roundels aim to spread messages of love, support, compassion and hope

Pride of London

NEW TFL ROUNDELS ARE LAUNCHED TO CELEBRATE THE DIVERSITY OF THE CAPITAL

LONDON'S iconic roundels have been reimagined with vibrant colours and positive messages to mark the start of Pride.

The ten roundels, which were designed by prominent members of the LGBT+ community and TfL staff, are on display at Vauxhall station, which is in the heart of an area of strong significance to the LGBT+ community. Other areas include Brixton, Baker Street, Caledonian Road and Hammersmith.

There are five designs from TfL staff, with five more from: London's night czar Amy Lamé; broadcaster and historian Tim Dunn; activist and campaigner Marc Thompson; designer and creator of the 'La' t-shirt Philip Normal; and prominent museum curator Dan Vo.

Their designs carry stories of lived experiences, personal journeys and hopes for the future across the LGBT+ community, as well as referencing how the pandemic has affected people in the community and more widely.

SYMBOL OF DIVERSITY

The designs bring together the diversity and unity that symbolise Pride with the roundel, a symbol of London for more than 100 years, and also aim to spread messages of love, support, compassion and hope on the public transport network through the medium of design. Information about the designer, as well as explanations about the creation of the roundel, are displayed alongside.

Through this collaboration, TfL is celebrating and supporting the LGBT+ community every day, giving a platform for positive messages, and inviting conversations around relevant issues.

There will also be a number of posters featuring proud TfL LGBT+ staff members on display in North Greenwich, Vauxhall and Green Park Tube stations. These posters will feature photographs of TfL staff and their partners, encouraging everyone to be proud of who they are and show their support for the LGBT+ community. Both the posters and the roundels will be on display for at least a month.

Amy Lamé said: 'When I first arrived in London I was acutely aware I was walking in the steps of my LGBTQ+ fore-siblings and I would regularly take the Tube and bus to visit spots linked to them.'

'I was really honoured to be asked to create a roundel, and my Oscar Wilde design aims to encapsulate London's rich LGBTQ+ history and also show a pathway to the future.'

'As more people return to public transport, it feels really special that ten Pride roundels will be on display across the network - clearly showing that in London you can be who you want to be and love who you want to love.'

RAINBOW CROSSING

London Transport Museum is also celebrating Pride this year, with London's original LGBT+ rainbow pedestrian crossing now on display



at the museum in Covent Garden. Commissioned by TfL's LGBT+ Staff Network Group, the colourful crossing was temporarily installed at the junction of Pall Mall East and Suffolk Street in 2014.

TfL has a strong legacy of supporting Pride, and this year would have marked the 15th anniversary of TfL officially participating in London's popular Pride Parade.

TfL has carried out a number of schemes to promote inclusivity over the years, including diversity traffic signals, a range of rainbow-wrapped vehicles, as well as regularly featuring inclusive roundel designs bearing colours of the rainbow, and Bi and Trans Pride flags on the network.

For travel information and help with planning a journey to see any of these roundels, including downloading the new TfL Go travel app, visit tfl.gov.uk/travel-tools



expands next month.
25 October.

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Taking pride of place: Look out for the ten new colourful roundels, which are currently on display across the transport network, including at Baker Street, Brixton, Caledonian Road, Hammersmith and Vauxhall stations



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