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The Roundel: 100 Artists Remake a London Icon (Art on the Underground)

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The London Underground logo (the “roundel”) is instantly recognizable, even by those who have never visited the city. Simple and effective, ubiquitous and reassuring, it not only expresses the all-embracing nature of the capital’s subway system, but also serves as a powerful brand for London itself. Found the length and breadth of the metropolis, it is now one of the best known and most fondly regarded corporate symbols in the world, and has spawned a host of similar designs from Salt Lake City to Shanghai. *The Roundel* presents the company’s famous sign, rethought and refashioned by 100 international artists. At once imaginative and playful, bold and irreverent, these new interpretations reinvent the logo in photography, paint, drawing, print, collage and sculpture. Among the artists included are Jeremy Deller, Sir Peter Blake, Roger Hiorns, Cornelia Parker, Yinka Shonibare, Gavin Turk, Susan Hiller and Richard Wentworth.

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