



PriestmanGoode.

## PriestmanGoode designs New Tube for London vision

[Watch the animation here](#)

PriestmanGoode's design for the New Tube for London is inspired by contemporary London, its culture and architectural landmarks, and iconic British transport design. Paul Priestman, Director at PriestmanGoode, explains 'TfL wanted the New Tube for London to celebrate the great history of transport design in London, whilst acting as a beacon of innovative 21st century public transport. We took inspiration from iconic London landmarks and key attributes of British design to create a tube that is beautiful, simple, functional and maintainable.

'We've designed rail and metro projects all over the world. We understand what passengers want, but also what is needed to ensure easy maintenance and efficiency for the operator, which is crucial. Good design isn't just about style, it's about making something better and easier to run and maintain.'

The New Tube for London features a walk-through design, air-cooled cars, digital screens to enable live updates, wider doors to facilitate quicker turnaround times at stations and increased capacity. Natural finishes and materials in a palette of colours including charcoal, warm grey and ox-blood were derived from looking at heritage and contemporary architecture and landmarks in London.

Priestman continues: 'London's Tube is one of the most iconic trains around the world. We are proud to have designed something that it is part of the very fabric of London life, celebrating all that's great about London's environment; cutting edge technology, rich history and diversity. The New Tube for London will take the city into the future by enriching the everyday journey of its passengers.'

Design and brand experience consultancy PriestmanGoode can reveal it is working with Transport for London on the design vision for the New Tube for London, the next generation deep level underground trains for the Piccadilly, Bakerloo, Central and Waterloo & City Lines.



Mike Brown MVO, Managing Director of London Underground said: "The New Tube for London will change the face of travel on the Underground. The faster, more frequent and more reliable services it will enable will help us keep pace with London's growing population. The design respects the past but also looks to the future and with the very latest technology; including walk-through carriages and wider doors to enable people to get on and off quickly as well as providing air-cooling for the first time on the deep level lines.

"Londoners are already seeing huge improvements on the Tube network, with faster and more frequent journeys on the Jubilee and Victoria lines, the modernisation of the Northern line nearing completion this year, and new walk-through, air-cooled trains on the Circle, Hammersmith & City, Metropolitan and part of the District lines. The New Tube will take the improvements to the next level."



## NOTES TO EDITORS

### About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

[www.PriestmanGoode.com](http://www.PriestmanGoode.com)

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