

PRESS INFORMATION

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For immediate release

Motorway sign dominates new exhibition

British design, being celebrated in a major exhibition running until 22 January at the Design Museum, focuses on traffic signs. Occupying the main wall are the iconic designs of Margaret Calvert and Jock Kinner, including a full size motorway sign recreated especially for this display using SignPlot software by Simon Morgan of Buchanan Computing and Route Signs Ltd, under Margaret's careful supervision.



It is rare to be able to get so close to a motorway sign to appreciate the sheer size of the 300mm x-height lettering. The advance direction sign has been made to the 1980s layout, using appropriate materials, but without a junction number as the original Kinner and Calvert designs did not have this.

Simon Morgan, MD of Buchanan Computing commented, "It has been very exciting to work again with Margaret and to go back in time to the original designs produced for the Worboys Committee. This has entailed quite a bit of tweaking of the SignPlot software that normally implements the current layout and spacing rules."

SignPlot was also used to recreate for enlargement a diagram illustrating the spacings and dimensions recommended to the Worboys Committee, rules which will be familiar to those reading the current Traffic Signs Manual.

The exhibition includes five of the gouache on card 'maquettes', produced for the Worboys Committee, the original glass negatives of the Transport alphabets developed by Kinneir and Calvert.



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Notes for editors

Additional photographs (including high resolution versions) and other images are available on request.

Margaret Calvert worked with the late Jock Kinneir for the Worboys Committee to produce the modern system of traffic signing introduced in UK in 1964. This system has been copied throughout the world and received much acclaim, being described as the "corporate identity of Britain".

This is Design runs from 24 August 2011 until 22 January 2012 at the Design Museum, London. It is a celebration of the museum's collection and shows the impact of design on the modern world. Arranged around the themes of identity, manufacturing innovations, the digital revolution and lifecycle, the exhibition explores the consequences of design for both our individual lives as well as contemporary culture.

Buchanan Computing is the developer of SignPlot, the sign design software used in this project, and a leading supplier of GIS and other traffic and highway computer applications and associated training. Route Signs Ltd is a leading manufacturer of traffic signs.

Web links:

This is Design exhibition: [Design Museum press release \(pdf\)](#)

Design Museum: designmuseum.org

Buchanan Computing: www.BuchananComputing.co.uk

Route Signs Ltd: www.RouteSigns.co.uk

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