

Platform for Art Online

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2 February – 5 April 2004

Piccadilly Circus
Underground station
Ticket hall and exit subway 2

www.tfl.gov.uk/pfaonline

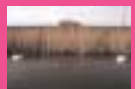
Website and characters
designed by airside
www.airside.co.uk

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Platform for Art is the public art
programme for London Underground
email: plat4art@tube.tfl.gov.uk
www.tfl.gov.uk/tube



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Platform for Art Online

Platform for Art presents selected images from Platform for Art Online, the virtual arm of London Underground's Platform for Art programme. Platform for Art Online expands the reach of the art programme, presenting the work of UK and internationally based artists to a world-wide audience.

Platform for Art Online, conceived and developed to show work made by artists using new media and computer technologies, presents selected pieces from the range of vibrant and exciting work being developed in this field.

The works are presented within a brand new interface designed and developed by [airside](#) to exploit the latest in internet technology.

The site is based on an animated caricature of the London Underground network. Visitors select 'journeys' and travel on 'trains' to station platforms, each of which represents a different artwork. En route, their bizarre fellow passengers offer helpful tips about the site or the artist they are looking for.

An increasing number of artists use computer technology and the Internet as integral to their practice. Platform for Art Online aims to exhibit a range of the work emerging out of this new and complex field of art production, bringing it to new as well as existing audiences.

Artists' works presented on Platform for Art Online:

Soo Yeun Ahn
Heath Bunting
Marketa Bankova
Andreas Hofer
Ilana Halperin
Janette Parris
Joerg Piringner
Melinda Rackham
Teamchman
Florin Tudor and
Mona Vatamanu
TV swansong
Alun Ward
Roxanne Wolanczyk
Neil Zakiewicz

