



CHOOSE YOUR JOURNEY The Sun or The Steam?

Future Museum
Kang Kexin 336018503
ARTD 6116

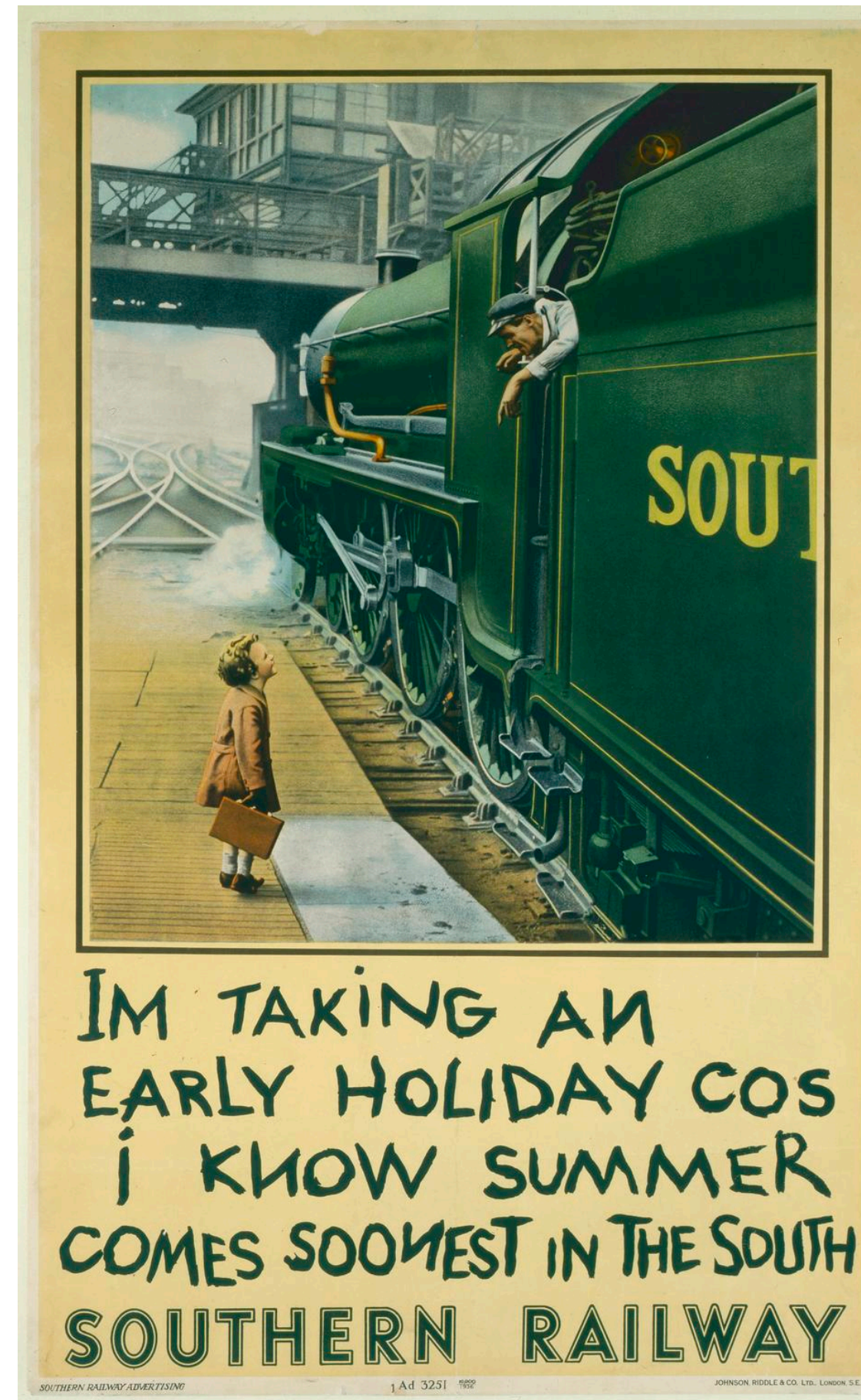


COLLECTION

I chose these two posters with similar composition as the main content.

The exhibit introduction of *Take me by the Flying Scotsman* in the Science Museum mentions that the poster of *Take me by the Flying Scotsman* imitates the poster of Southern Railway, both of which use the composition method of children on the platform talking to the staff on the train (Science Museum Group, no date).

These two posters are Southern Railway and LNER promoting holiday travel in the south and train travel in the north of Scotland. Using similar posters to promote two completely different train travel routes made me interested in traveling in the south and north of the UK.



I'm Taking an Early Holiday Cos I Know Summer Comes Soonest in the South

Southern Railway
1936



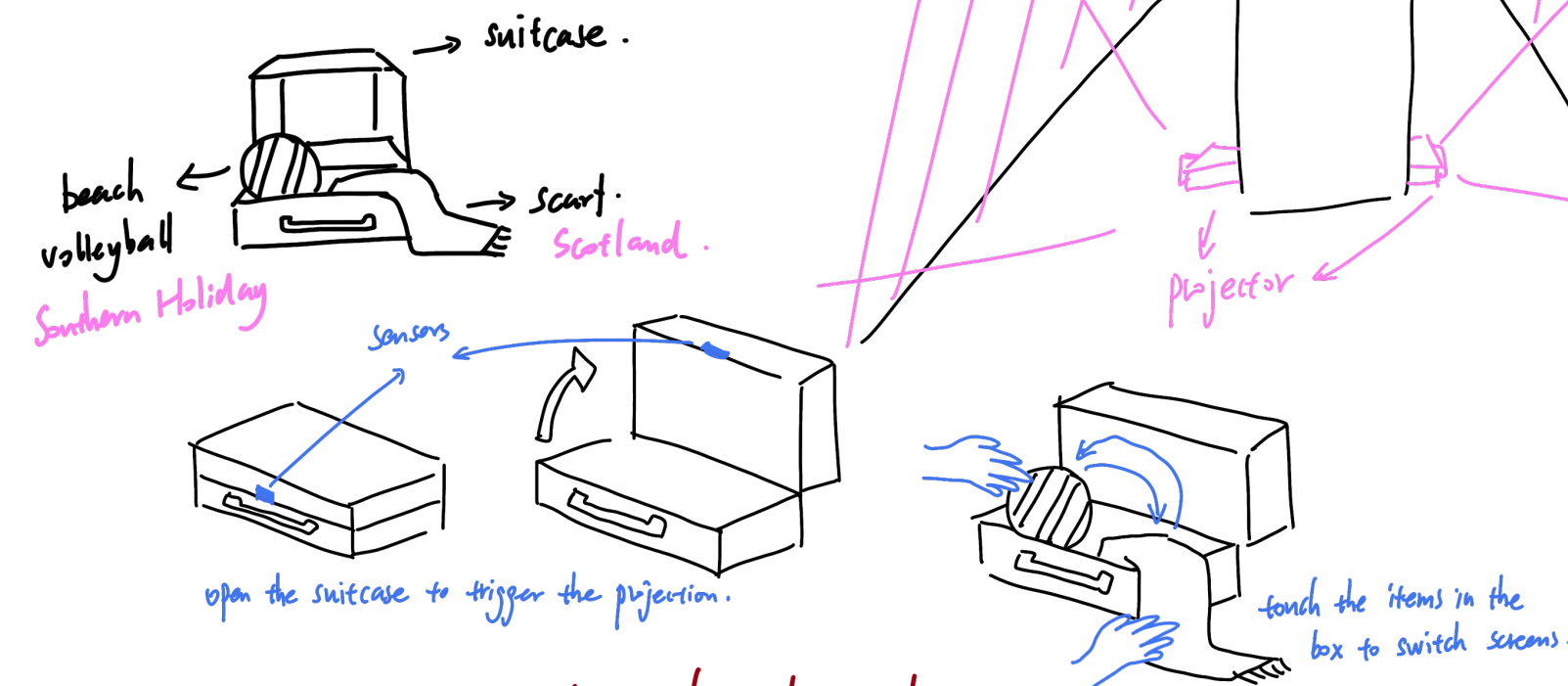
Take me by the Flying Scotsman

London & North Eastern Railway
1936



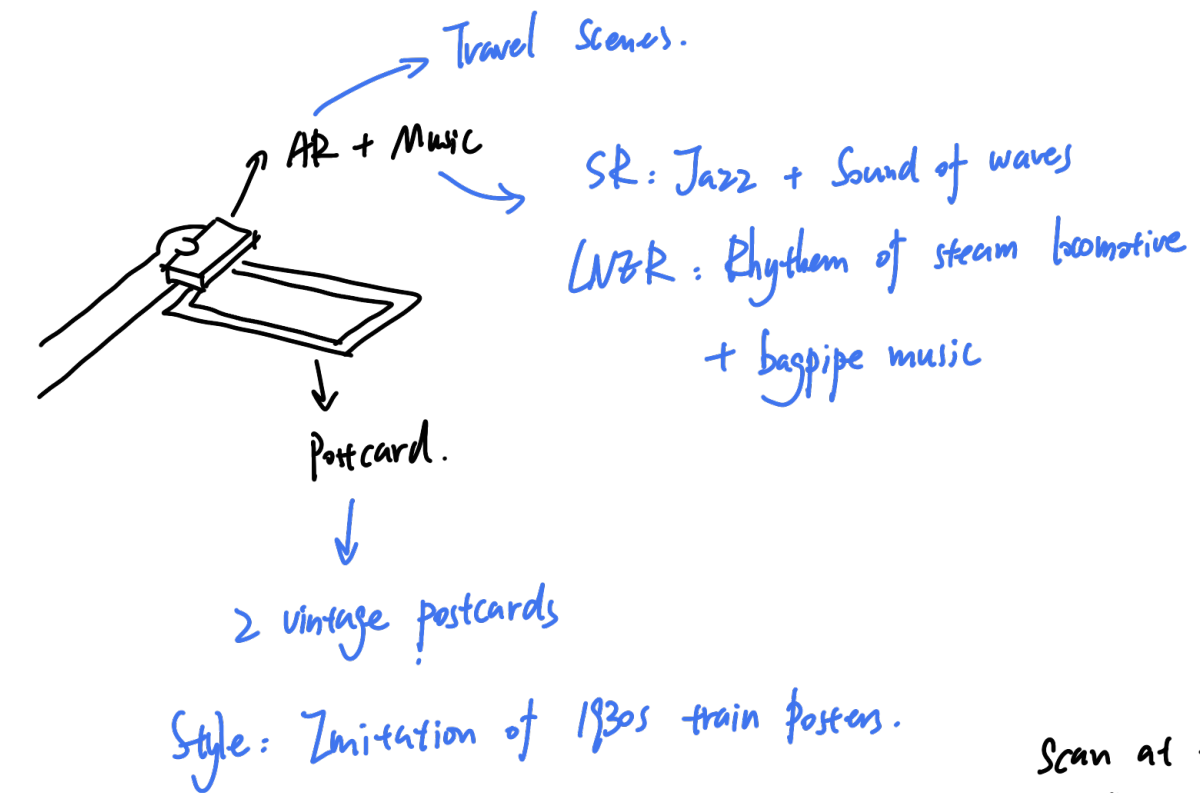
① Platforms of time 时空月台

Southern Railway (VS) London & North Eastern Railway
LNZR.
↓
Southern Holiday Flying Scotsman



The difference the promotion of travel in the south and north of Britain in the 1930s.

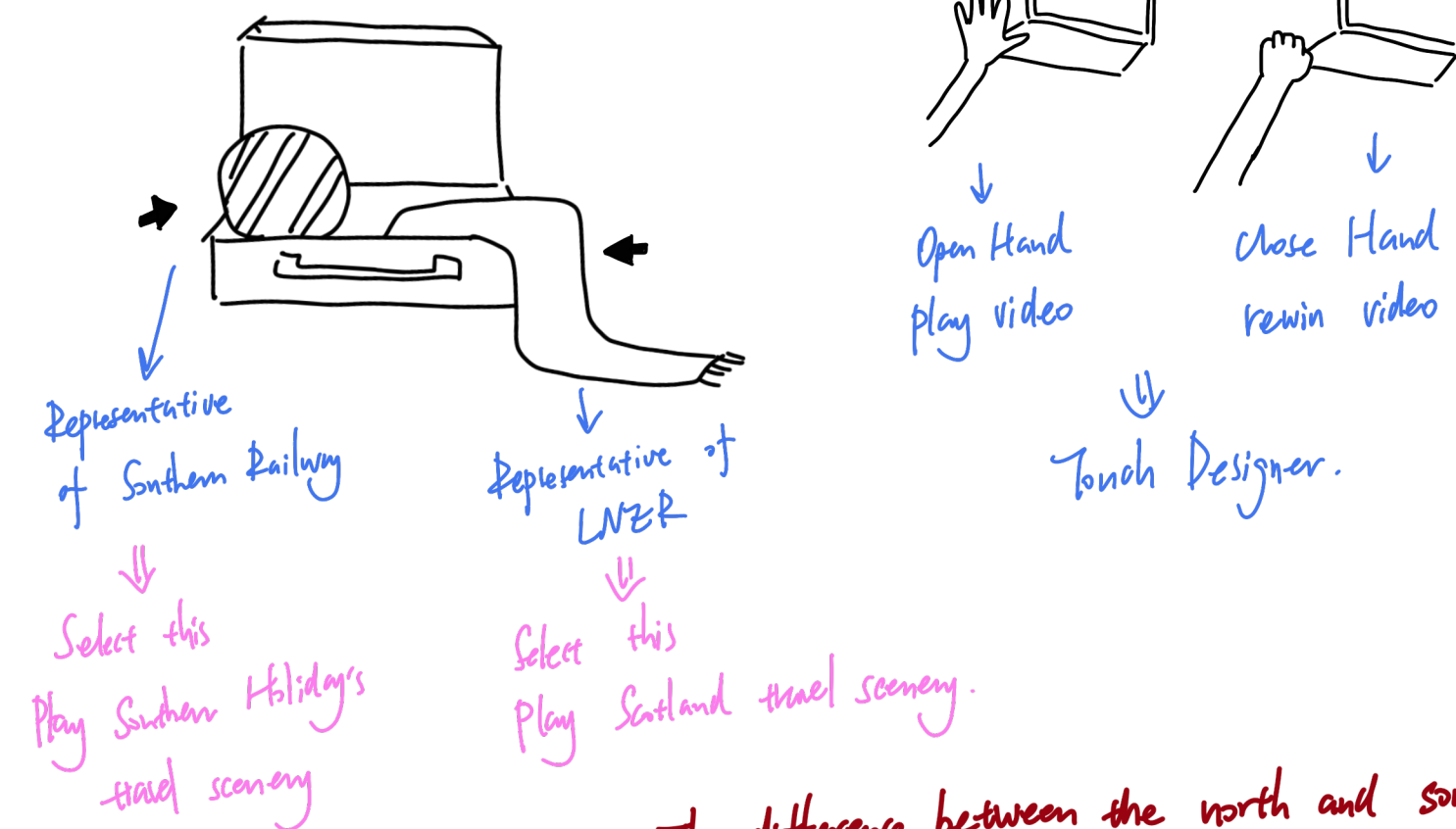
② Postcard.



Postcards ⇒ carriers of personal travel memories.

The goal is to make the audience put themselves in the shoes of "ideal travelers".

③ Choice



The difference between the north and south of the Britain and the difference in the travel culture in the 1930s.

SKETCH

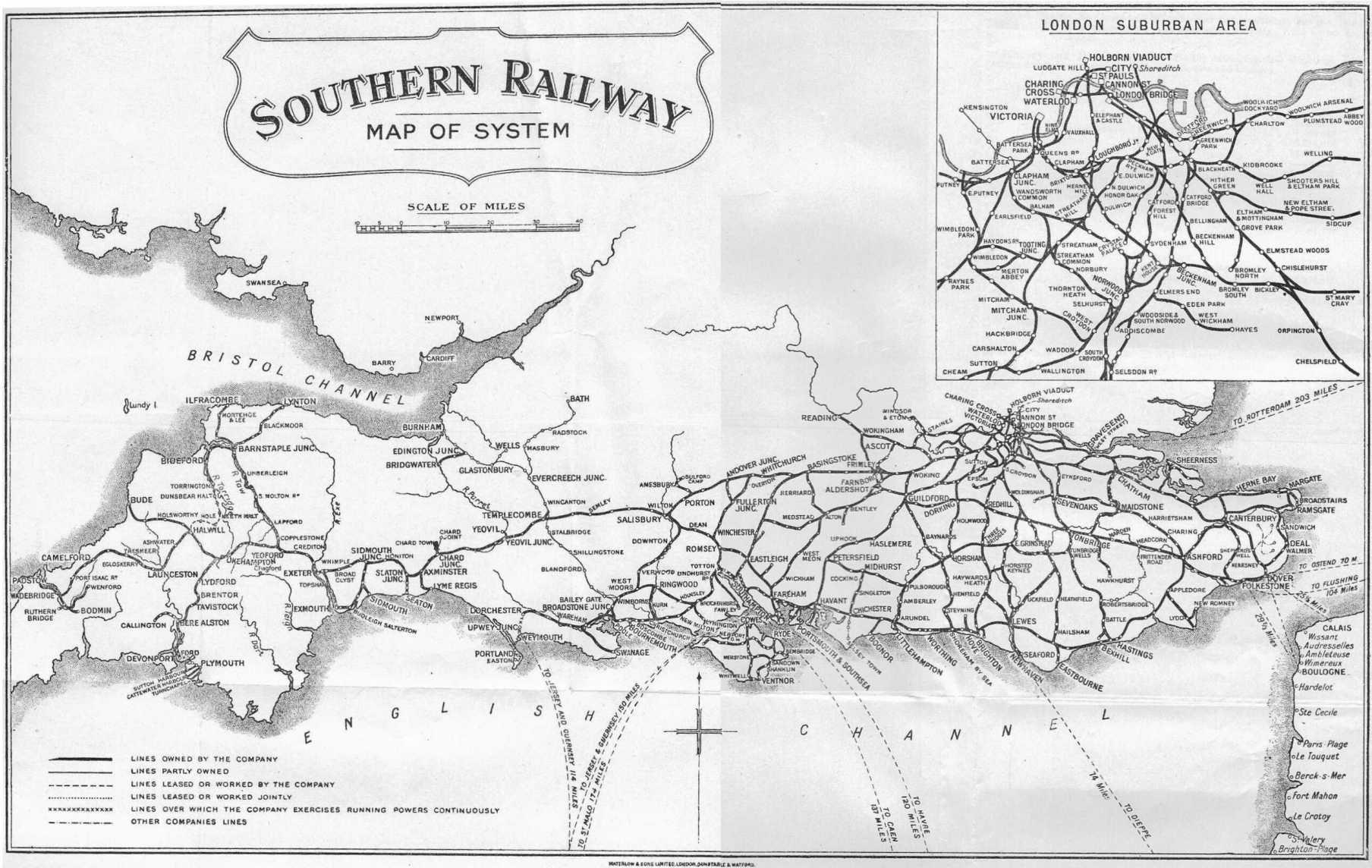
I want to discuss the differences between travel in the south and north of Britain in the 1930s and the poster promotion methods of different contents under the same composition.

I want to create travel videos of the south and the north to increase the interaction between people and travel.



SOUTHERN RAILWAY SUMMER HOLIDAY LIEN

“The Southern Railway (SR), sometimes shortened to 'Southern', was a British railway company established in the 1923 Grouping. It linked London with the Channel ports, South West England, South coast resorts and Kent.” (Wikipedia, no date)



There's Plenty of Room for Party Outings on the Southern Coast
1938



store sunshine for the winter!
1947



Keep fit holidays - camping of the Southern
1938



the new winter sunshine holidays in southern England
1947



You need Winter Sunshine
1947



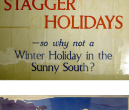
Excursion to Bournemouth, Swanage, Weymouth, Winchester, Southampton and Broadhurst
1937



we are asked to stagger holidays
1975



Fresh Air For Health
1935



Winter sunshine holidays in Southern England
1936



Hints for Holidays
1936



Isle of Wight
Isle of Wight
1923



Deal
1935



Broadstairs - Sea, Sands, Sunshine
Broadstairs
1929



South for Winter Sunshine
1929



There is Sunshine in the South
1930



Conducted Rambles - Autumn
1935



Hike for Health
1930



Sunny Side Up - the sun shines most on the Southern coast
1930



the white cliffs of dover
The White Cliffs of Dover
1936



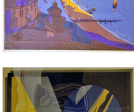
Dinan
Dinan
1936



Broadstairs - Sea, Sands, Sunshine
Broadstairs
1929



Seaford
1930



There is Sunshine in the South
1930



Eastbourne
Eastbourne
1938



Isle of Wight
Isle of Wight
1946



Guernsey, The Sunshine Island
Guernsey,
1935



Winchester
Winchester
1936



The Londoner's Highlands - Surrey
Surrey
1926



Ramsgate
Ramsgate
1939



ventnor
ventnor
1937



Canterbury
Canterbury
1938



Whitstable and Tankerton
Whitstable and Tankerton
1936



Brighton and Hove
Brighton and Hove
1935



plymouth - centre of the west for holidays
plymouth
1936



Arundel
Arundel
1932



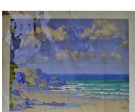
The Garden Isle
The Isle of Wight
1939



We Always Go To Hasting and St Leonards
Hastings and St Leonard
1933



Eastbourne
Eastbourne
1929



Bude
Bude
1947



Plymouth
Plymouth
1936



Come to Exmouth in Sunny South Devon for Your Holidays
Exmouth
1936



Old Country Towns in Southern England
London and Dunstable
1939



Ramsgate
Ramsgate
1939



Canterbury
Canterbury
1938



Whitstable and Tankerton
Whitstable and Tankerton
1936



Hints for Holidays - The pull of the South
1938



Hints for Holidays
1939



Southern Railway for Sunshine at Home or Abroad
1933



Southern Railway poster deal
1926



Southern Railway, Dorset Coast.
Dorset Coast
1929



Teignmouth, Sunny South Devon
Teignmouth, South Devon
1955



Be sure to visit Hastings for the Grand Carnival Week
Hastings
1937



Whitstable and Tankerton
Whitstable and Tankerton
1936



LNER FLYING SCOTSMAN

“The Flying Scotsman is an express passenger train service that operates between Edinburgh and London, the capitals respectively of Scotland and England, via the East Coast Main Line.” (Wikipedia, no date)



“The East Coast Main Line (ECML) is a 393-mile long (632 km) electrified railway between its northern terminus at Edinburgh Waverley and southern terminus at London King's Cross.The key towns and cities of Peterborough, Doncaster,York, Darlington, Durham and Newcastle are on the line.” (Wikipedia, no date)

I also found a lot of posters of the stations that the Flying Scotsman passed through in the 1930s in the Science Museum's collection.

The poster on this side contains more wasteland, canyons, woods, lakes and castles.There are not many people in the picture,and the focus is on the vastness of the north.

LNER Poster: East Coast Joys - No. 1, Walking Tours 1931

It's Quicker by Rail - East Coast by LNER 1930

The Drier Side East Coast by LNER

LNER tourist routes in scottish highlands scottish highlands 1930

Scotland by East Coast Route

Scotland by "The Night Scotsman" 1932

Camping Coaches in England and Scotland

By LNER to the Moors 1924

By LNER to the Moors 1930

The Face of Scotland 1935

East Coast by LNER 1935

East Coast by LNER 1927

East Coast by LNER

Sixteen LNER Rambling Guides

East Anglia by LNER - Get the LNER Holiday Handbook 1931

LNER reproduction poster

Explore Scotland 1935

Western Scotland 1935

The Flying Scotsman 1923-1947

The Flying Scotsman

East Coast by LNER 1932

East Coast by LNER 1935

East Coast by LNER 1928

It's Quicker by Rail - Whitley Bay by LNER Whitley Bay 1935

It's Quicker by Rail - Alnwick Castle by LNER Alnwick Castle 1933

It's Quicker by Rail - The Dales by LNER Richmond

It's Quicker by Rail - Explore Lincolnshire by LNER Lincolnshire 1936

Scotland for holidays - fishing in New Galloway

It's Quicker by Rail - Teesdale by LNER Teesdale 1936

It's Quicker by Rail - Teesdale by LNER Teesdale 1936

The Forth Bridge, LNER east coast route The Forth Bridge 1930

It's Quicker by Rail - Durham by LNER Durham 1930

It's Quicker by Rail - Lincoln by LNER Lincoln 1924

It's Quicker by Rail - London by LNER London 1933

It's Quicker by Rail - Yorkshire - LNER Yorkshire 1935

It's Quicker by Rail - Lincolnshire - LNER Lincolnshire

The western highlands- travel by LNER western highlands 1935

The Western Highlands - Travel by LNER western highlands 1930

Scotland by East Coast route North Berwick 1932

Berwick-upon-Tweed by LNER Berwick 1930

Rothsay via LNER Clyde Steamers Rothsay 1926

To The Dales by LNER York 1923-1936

Scotland - East Coast Route Berwick 1924

Eastern Scotland - Royal Deeside Royal Deeside 1935

Harrogate via LNER Harrogate 1930

Durham by LNER Durham 1932

Edinburgh by LNER Edinburgh 1930

Norfolk by LNER Norfolk 1947

Scotland by LNER Fort William 1935

The Silver Forth Forth 1935

Loch Lomond

Scotland for holidays - fishing in New Galloway New Galloway

Scotland for Holidays highland 1930

Scotland for Holidays - Glencoe Glencoe

The trossachs by east coast route The Trossachs 1930

It's Quicker by Rail - Norfolk - LNER Norfolk 1934

It's Quicker by Rail - Suffolk - LNER Suffolk

It's Quicker by Rail - Northumberland - LNER Northumberland 1934

LMS/LNER poster Carlisle

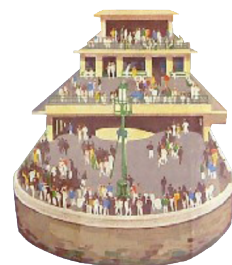
Eastern Scotland - Royal Deeside 1935



EDINBURGH
TRAVEL BY L.N.E.R. EAST COAST ROUTE

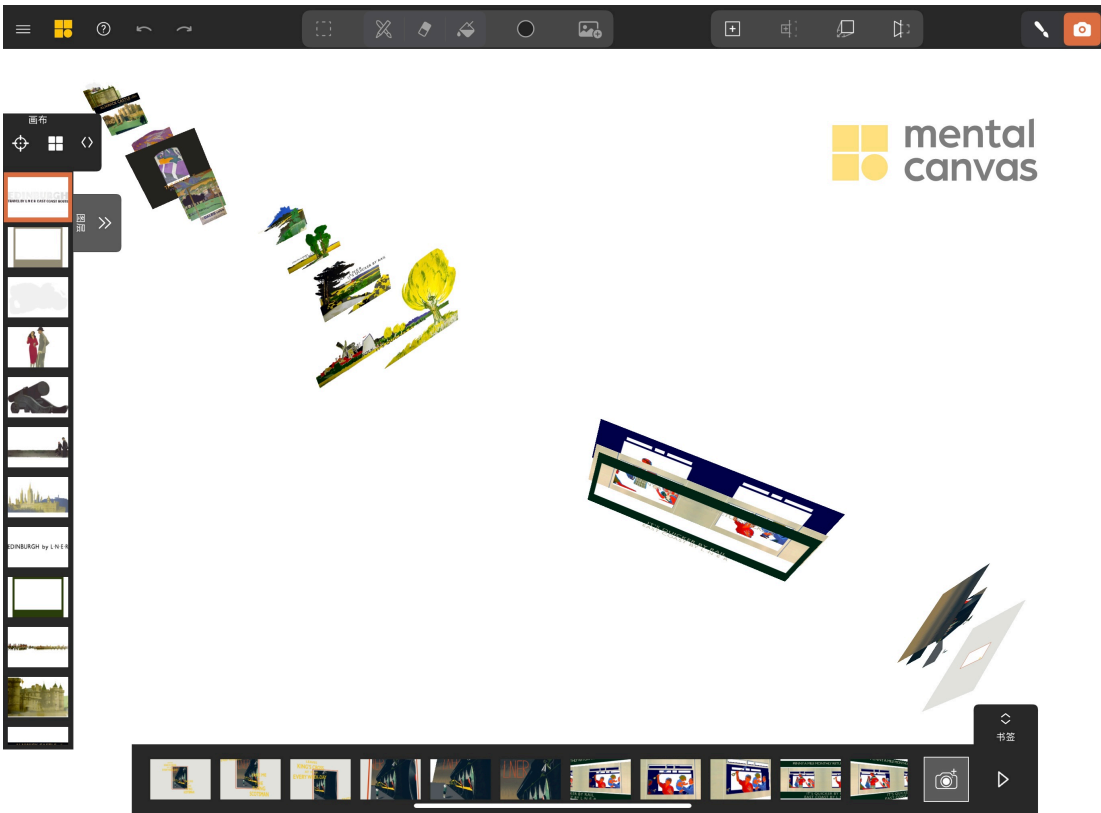
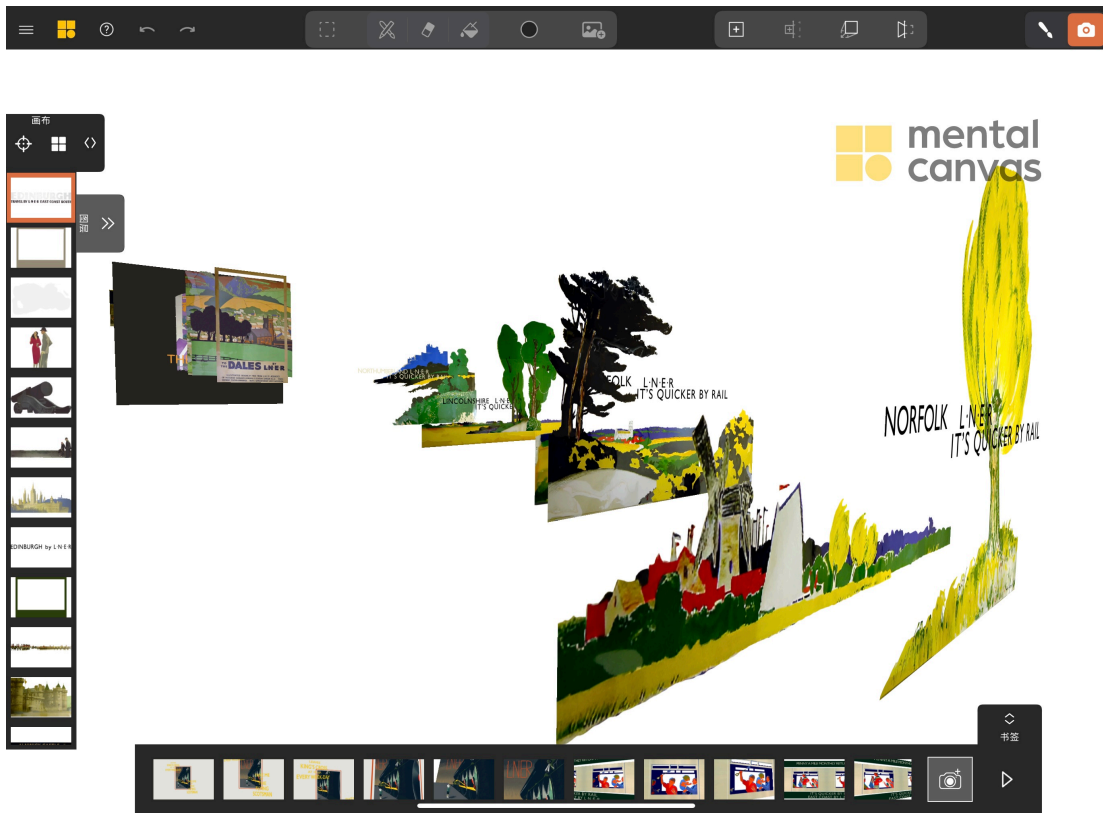
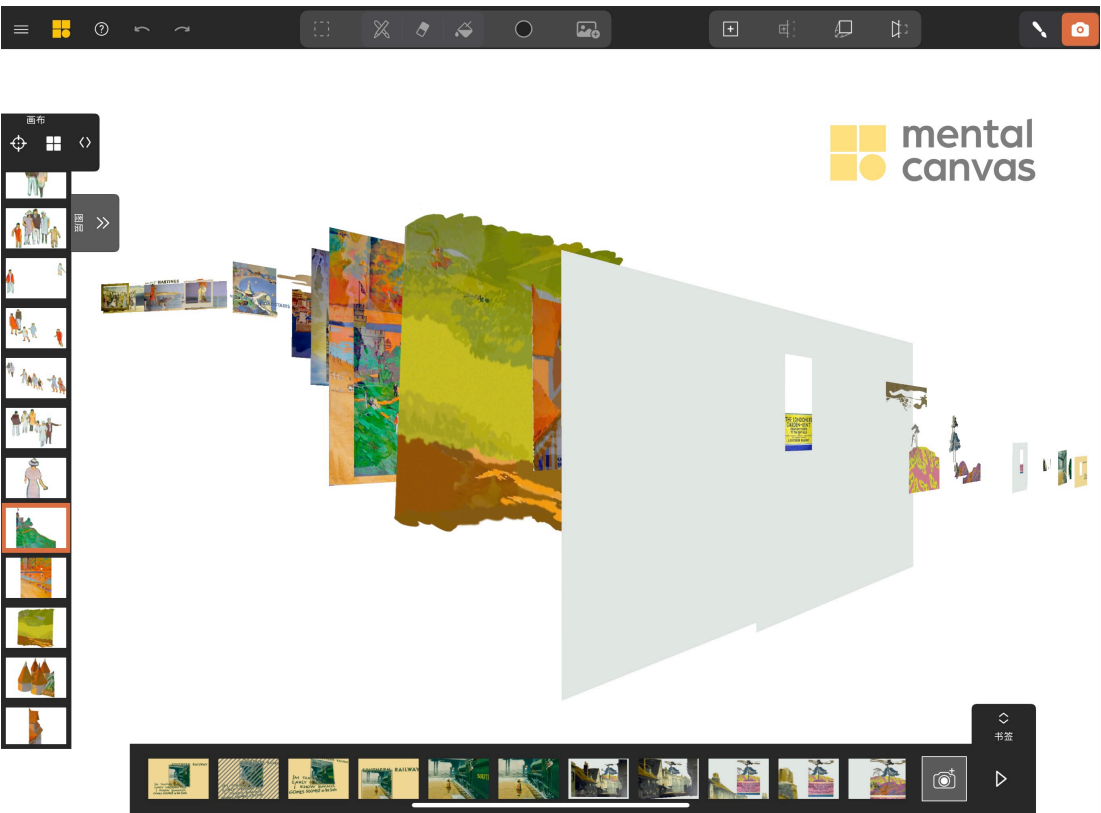


ALNWICK CASTLE LNER
NORTHUMBERLAND
IT'S QUICKER BY RAIL



MENTAL CANVAS

This software can use 2D images to stack layers in different spaces to create a visual 3D effect.




TRAVEL VIDEOS

In order to preserve the 2D properties of the 1930s posters to the greatest extent possible, each poster for the video needed to be split into layers. The 3D effect was created by overlapping different layers.




VIDEO ELEMENTS

Southern Railway:

- Font
London Tube
- Color
 **#336347**
- Background Music
Happy Days Are Here Again (1930)
Jack Hylton

LNER:

- Font
London Tube
- Color
 **#183F6A**
- Background Music
Coronation Scot (1938)
Vivian Ellis

STANDBY PAGE (STORY)

This should increase the audience's immersive experience, so I want the audience to become travelers themselves throughout the experience process and choose the trip they want to take.

In order to directly highlight the differences between north and south travel, the standby page clearly shows a retro suitcase filled with beach volleyball, sunglasses and other items representing southern travel, and whiskey, scarves and other items that fit the image of northern travel on the other side.

Although this can be considered a stereotype of north-south travel, these are what the two train companies emphasize in their promotional posters.



Choose Your Journey
The Sun or The Steam?



Choose Your Journey
The Sun or The Steam?



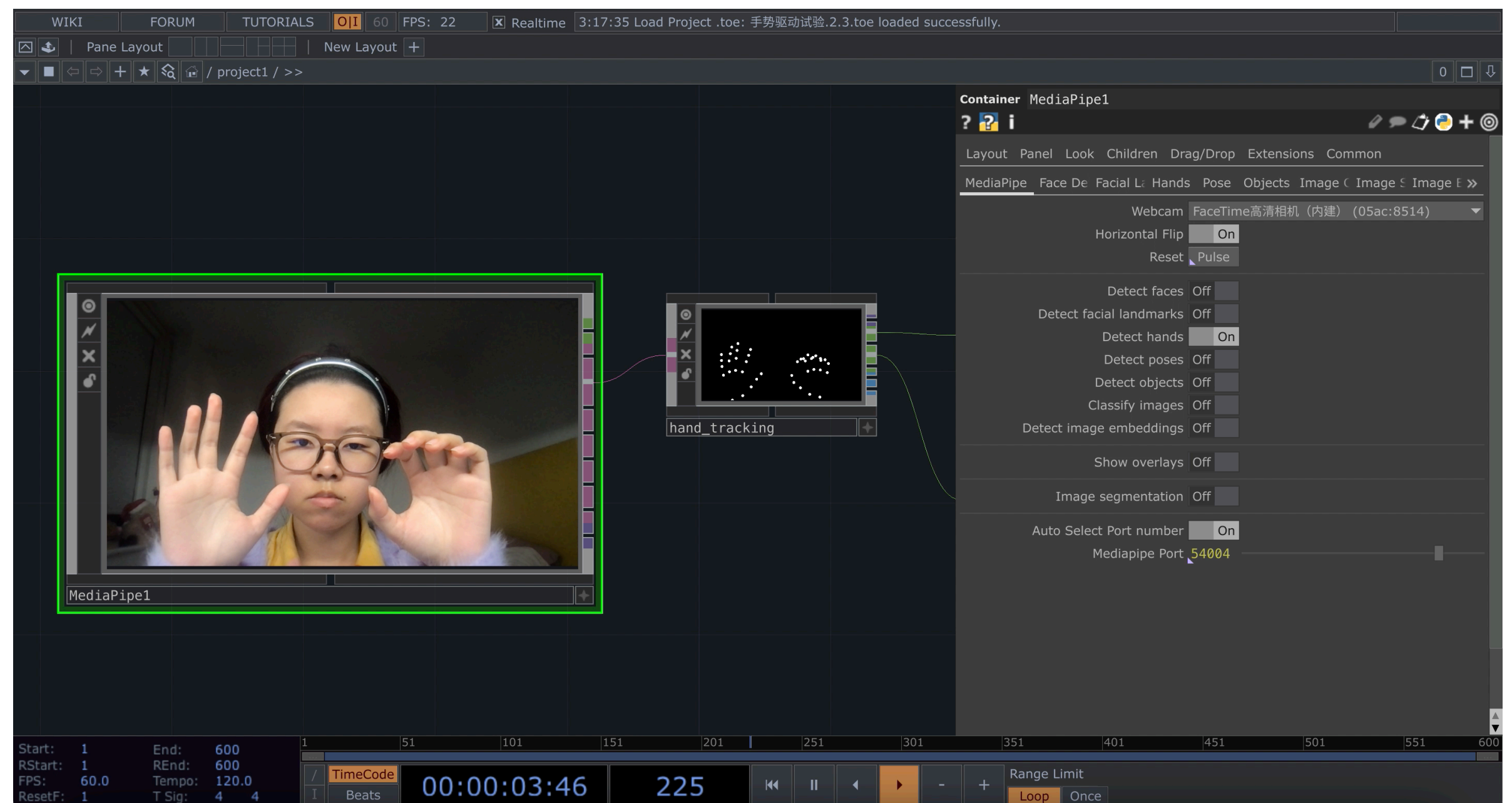
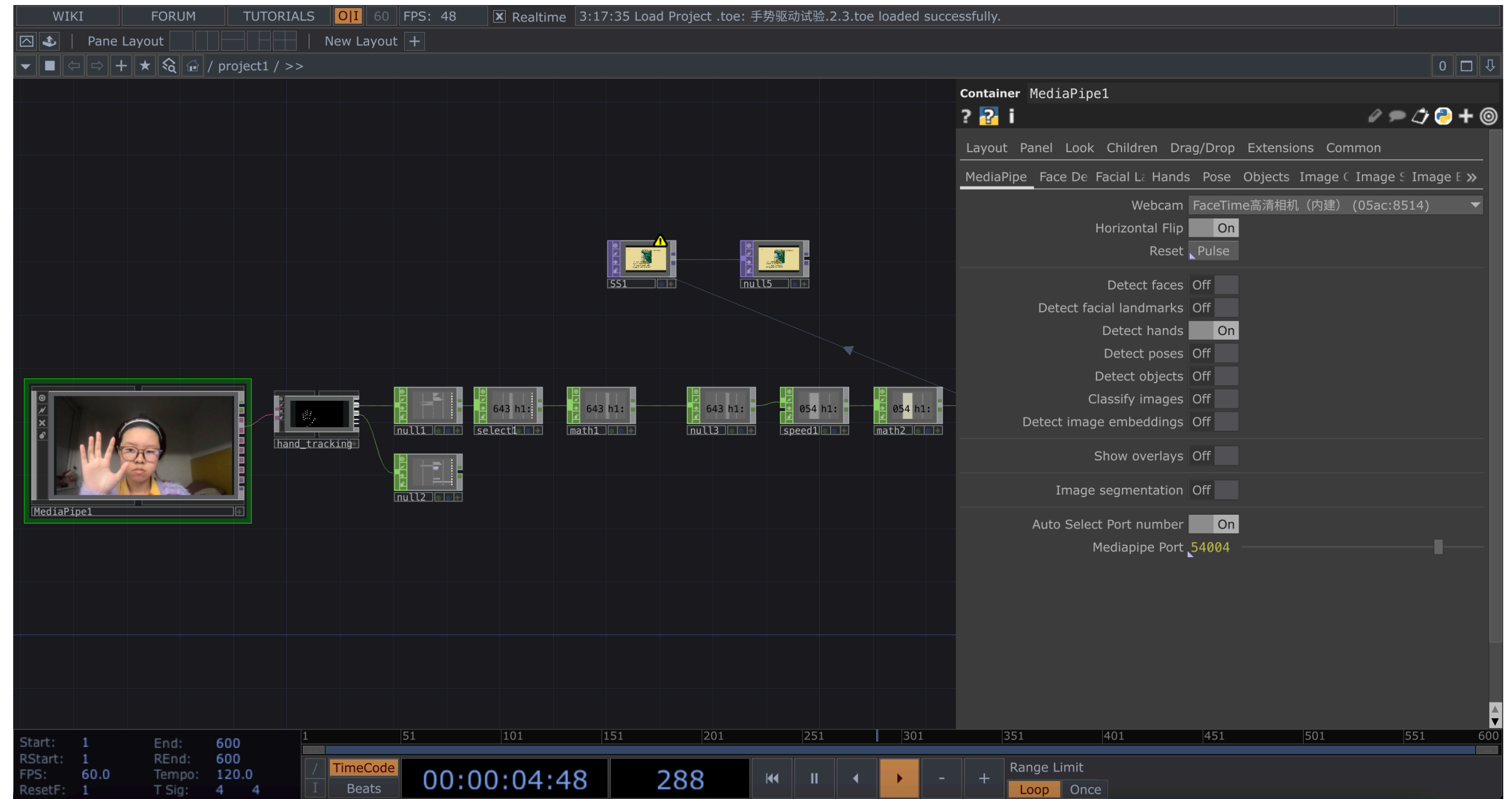
TOUCH DESIGNER

To increase the audience's sense of immersion, it is not enough to just make a video. "Watching" is only the most basic way of interaction. I hope that the audience can use their bodies to participate in this journey.

So I learned Touch Designer and used a plug-in called MediaPipe to use the computer camera as a sensor to capture the audience's gestures.

When the fingers are open, the travel video starts playing, and the audience can freely control the speed of the journey, forward and backward by pushing or moving their hands towards the sensor.

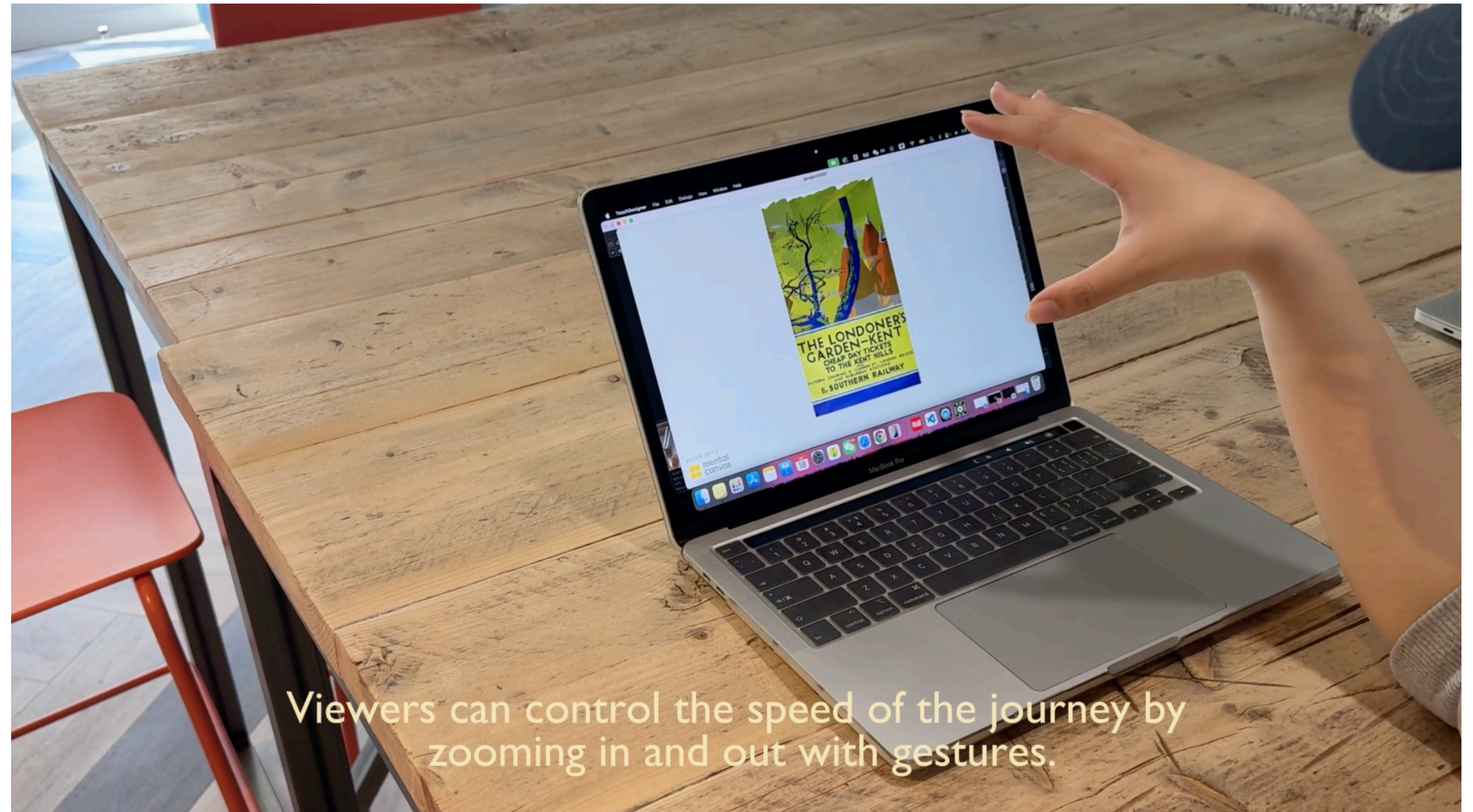
I use this to increase the audience's sense of immersion.





PRESENTATION VIDEO

There is a link to this video at the bottom of the page. Please click on the link to watch the video.



Viewers can control the speed of the journey by zooming in and out with gestures.



REFERENCES

Sciencemuseumgroup.org.uk. (2025). *Take me by the Flying Scotsman*. [online] Available at: <https://collection.sciencemuseumgroup.org.uk/objects/co230408/take-me-by-the-flying-scotsman>.

Wikipedia Contributors (2019). *East Coast Main Line*. [online] Wikipedia. Available at: https://en.wikipedia.org/wiki/East_Coast_Main_Line.

Wikipedia Contributors (2025a). *Flying Scotsman (railway service)*. [online] Wikipedia. Available at: [https://en.wikipedia.org/wiki/Flying_Scotsman_\(railway_service\)](https://en.wikipedia.org/wiki/Flying_Scotsman_(railway_service)).

Wikipedia Contributors (2025b). *Southern Railway (UK)*. [online] Wikipedia. Available at: [https://en.wikipedia.org/wiki/Southern_Railway_\(UK\)](https://en.wikipedia.org/wiki/Southern_Railway_(UK)).