



ROMANCING THE RAILS : BRITISH RAIL POSTERS—ON TRACK WITH THE WORLD’S BEST

CHARLES HARRIS

Lowther Pavilion Theatre

15 September 2021

Travelling—by any mode—has not figured strongly in our lives in the last 18 months or so. In fact, Charles Harris was planning to bring this lecture to us in July 2020 and so it is with particular pleasure that we can welcome him to The Arts Society Fylde both for his second visit here and as the opening speaker of the new Season. His last trip to see us was in June 2011 when he spoke about “Poster Art: from Kharkov to Jeeves and Wooster”. The delay to this latest journey should mean that we are even more eager to celebrate surely the most romantic period of our British travel history, covering, as it does, the Golden Age of Britain’s railways, the era of the “Big Four” train companies between 1923 and 1947—and those emotive names: The Flying Scotsman, The Golden Arrow, and the “Belles” and “Pullmans”. Charles promises that we will see how the best travel posters connect with both heart and mind, and how they have closely reflected the evolution of British holidays. As Charles says “no wonder Betjeman still stands in awe at St Pancras”.

CHARLES HARRIS

Charles Harris is a globally experienced creative advertising man who gives his professional insight into what works, what doesn’t, and *why*. Charles has lectured extensively on design, illustration and photographic styles as they have influenced the building of brands. He has himself created posters for major brands including British Airways, Nestlé, Sony, General Motors and Shell. His travel writing and photography has appeared in various airline magazines as well as Time. He has also written and produced several hundred TV and Radio commercials and corporate video programmes. He is currently President of The Arts Society Winchester.



FURTHER STUDY

“Poster Journeys—Abram Games and London Transport”, Naomi Games, 2008

“Steaming Through Britain”, Chris Ellis, 2010

“Giants of Steam”, Jonathan Glancey, 2013



Lytham St Annes, S J “Lamorna” Birch (1869-1955), LMS Railway, 1930s

John Betjeman, Martin Jennings (born 1957), bronze, St Pancras International Station, 2007

Cornish Riviera Express, Charles Mayo (1907-1982), Great Western railway, 1930s