

News from Rail Systems

Media Service from Siemens Rail Systems | 2013-9-6

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3D street art: Siemens Inspiro is going underground

Outside the doors of The Crystal at the Royal Victoria Docks in London the world renowned artist duo 3D Joe & Max used paintbrushes and chalks to bring to life the Siemens Inspiro concept for underground rail travel. London's Mayor Boris Johnson and Roland Busch, CEO of Siemens' Infrastructure & Cities Sector, gladly answered the artists' call to become a living part of their masterpiece.

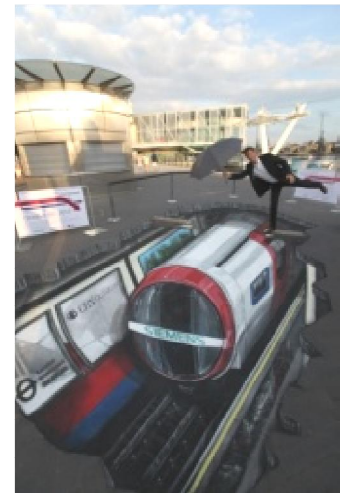


Roland Busch, CEO of Siemens' Infrastructure & Cities Sector (left), shakes hands with London's Mayor Boris Johnson (right). Beneath them the new train races out of an underground tunnel.



Siemens' 3D Inspiro is off and running.

Young, hip and above all conspicuous – that's what distinguishes the artwork of the famous street artists 3D Joe & Max. Their latest pavement "Picasso masterpiece" was created with brush and chalk in front of The Crystal at the Royal Victoria Docks in London. It shows the Inspiro metro train from Siemens emerging from a tunnel



under the streets of the British metropolis. 3D Joe & Max design their works of art with the idea of getting passers-by to interact with and become part of their creation. In front of The Crystal, Siemens enabled visitors to have their picture taken balancing over a gaping hole in which the Inspiro metro train is speeding out of a tunnel in the underground system.

Siemens contracted the unique street artwork to advertise the forthcoming exhibition: "Going Underground: Our journey to the future" that will be held at The Crystal. The centerpiece of the exhibition will be a full-size mock up of an Inspiro train. In cooperation with CBS Outdoor and the London Transport Museum, Siemens will present its vision for the future developments in underground rail travel. The exhibition will open to the public on October 8, 2013.

3D Joe & Max's interactive Inspiro artwork will next make an appearance on 20 September 2013 at London Transport Museum in Covent Garden Piazza. «

Photos are available at www.siemens.com/press/Inspiro-3D

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