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Press Release

September 10, 2012

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IMMEDIATE

Massimo Vignelli to Speak About His 1970s Subway Map and Its Rebirth in MTA's 'The Weekender'

Special Signed Limited Edition Prints Also Available

Anyone who's wondered about the design of "The Weekender" online subway map, or the 1972 printed subway map it is based on, can hear from the map designers in a rare public appearance Wednesday at the New York Transit Museum.

Forty years ago, subway riders first began using the controversial subway map, designed by Massimo Vignelli. Angular design. Subway-only focus. Clean lines. The map's elegant abstraction intended to simplify and "straighten out" the tangled web of angles and curves in our subway system. Though it was replaced as New York's official subway map in 1979, it continues to draw interest. While the 1972 map is very different than the familiar printed map that is posted in subway stations today, it was the design breakthrough away from a literal street map that made today's map possible.

Vignelli and his colleagues Beatriz Cifuentes and Yoshi Waterhouse will talk with acclaimed designer Michael Bierut about the legacy of the map, the updated version on which all three collaborated, and its recent reappearance in the MTA's "Weekender" website and mobile app.

When: Wednesday, September 12, 2012 – 6 p.m.

Where: New York Transit Museum, enter via sidewalk entrance at Boerum Place & Schermerhorn Street, Downtown Brooklyn, N.Y. 2,3,4,5 to *Borough Hall*; ACFR to *Jay St-Metrotech*; ACG to *Hoyt-Schermerhorn*; FG to *Bergen St*; R to *Court St*.

Tickets: Available to the public for \$15, or \$10 for members of the museum. Purchase tickets at this web link: <http://www.nycharities.org/events/EventLevels.aspx?ETID=5336>

More Info: Call the New York Transit Museum at (718) 694-1600

Also available for purchase is a limited edition, high quality special printing of the 2012 Vignelli diagram signed by the designers. This highly collectible piece costs \$500, and is limited to just 1000 copies. A limited-edition Vignelli-designed map print in 2008 sold out very quickly.

