

NEW YORK TRANSIT MUSEUM

Contact:
Chelsea Newburg (718) 694-4915
chelsea.newburg@nyct.com

March 3, 2016



Transit Etiquette or: How I Learned To Stop Spitting and Step Aside in 25 Languages *Opening March 12 at Grand Central Terminal*

Given the nature of urban mass transit – small spaces shared with perfect strangers and everyone in a rush – it is no surprise that transit agencies have from their very beginnings encouraged passengers to be safe, clean, and well-behaved. No matter if it is 1916, 1956, or 2016, whether in Toronto, New York, or Tokyo, the inappropriate behaviors ubiquitous to mass transit have remained remarkably consistent and have annoyed commuters throughout the world for more than a century. **Opening March 12**, the [New York Transit Museum](#)'s newest exhibition *Transit Etiquette or: How I Learned to Stop Spitting and Step Aside in 25 Languages* explores the creative and engaging visuals and broad scope of humor that transit agencies in the U.S. and abroad have used to cajole and scold passengers into better behavior.

Whether they are asking people not to smoke, to be safe at the edge of the platform, or to throw away their trash, the graphic posters and videos from all over the world truly speak to everyone, their message loud and clear with no translation necessary. *Transit Etiquette or: How I Learned to Stop Spitting and Step Aside in 25 Languages* includes etiquette campaign posters and videos from cities dotting the globe including Barcelona, Brussels, Chicago, London, Madrid, New York, Philadelphia, Rio de Janeiro, Taipei, Tokyo, and more.

Each section in the exhibit highlights a transit etiquette sin that is seen year after year, from one city to the next. A section entitled "Don't Be a Seat Hog," includes a 1920 London Tube poster from the London Transport Museum Collection, a 1939 Toronto Transit Commission poster from the City of Toronto Archives, a 1947 New York City Transit Authority poster from the New York Transit Museum Collection, and a 2012 Tokyo Metro poster from the Tokyo Metro Cultural Foundation Collection – all discouraging what has come to be known today as "manspreading." After viewing etiquette campaigns spanning over a century, some exhibit visitors may question how far we've really come.

Transit Etiquette or: How I Learned to Stop Spitting and Step Aside in 25 Languages opens to the public on **Saturday, March 12** at the **New York Transit Museum's Gallery Annex and Store at Grand Central**. The gallery annex is located just off the Main Concourse in the Shuttle Passage, next to the Station Master's office, and is open Monday - Friday, 8am to 8pm and Saturday and Sunday, 10am to 6pm. Admission is free to the public year-round. For more information on hours, admission and directions, please visit: <http://web.mta.info/mta/museum/#general>.

ABOUT NEW YORK TRANSIT MUSEUM:

The New York Transit Museum, one of the city's leading cultural institutions, is the largest museum in the United States devoted to urban public transportation history and one of the premier institutions of its kind in the world. The Museum explores the development of the greater New York metropolitan region through the presentation of exhibitions, tours, educational programs and workshops dealing with the cultural, social and technological history of public transportation. Since its inception more than a quarter century ago, the Museum – which is housed in a historic 1936 IND subway station in Downtown Brooklyn – has grown in scope and popularity. The New York Transit Museum operates a Gallery Annex in Grand Central Terminal that presents changing exhibitions. As custodian and interpreter of the region's extensive public transportation networks, the Museum strives to share through its public programs their rich and vibrant history with local, regional, and international audiences.

What: Transit Etiquette or: How I Learned to Stop Spitting and Step Aside in 25 Languages

When: March 12, 2016 – July 10, 2016

Where: New York Transit Museum
Grand Central Terminal
42nd Street and Park Avenue, Shuttle Passage
Adjacent to the Station Master's Office

More Information: mta.info/museum

Media Contact: Chelsea.Newburg@nyct.com or 718-694-4915

###