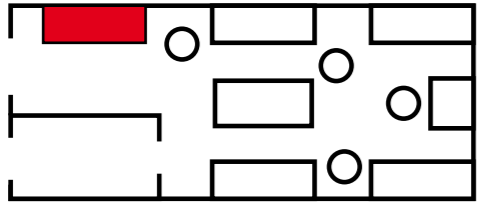


# AIRSPED

*A 1930s Adventure*



World War I saw the deaths of more than 15 million people and the injuring of many more; an entire generation lost or brutalised by the horrors of war. Europe was carved up and empires disappeared forever. The world was still traumatised when, at the end of the 1920s, the longest, most widespread and deepest depression of the 20th century swept the West. Industries ground to a halt and unemployment rocketed.

From this bleak shadow a few charismatic risk-takers emerged and helped the 1930s explode with speed, technology and an appetite for adventure...

### IN THIS SECTION:

Powerful newsreels of WWI and the Great Depression  
Artefacts from the 1920s

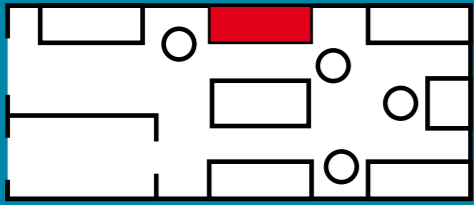




# AIRSPEED

The factory you are standing in is Airspeed, a company that builds some of the most advanced aeroplanes in the 1930s. Airspeed has been started by four adventurers: Alan Cobham, a barnstorming test pilot, Lord Grimthorpe, an aristocratic banker, Nevil Shute, a genius engineer and Amy Johnson, an intrepid, record-breaking girl from Hull.

You'll meet and get to know these amazing people as you explore Airspeed.

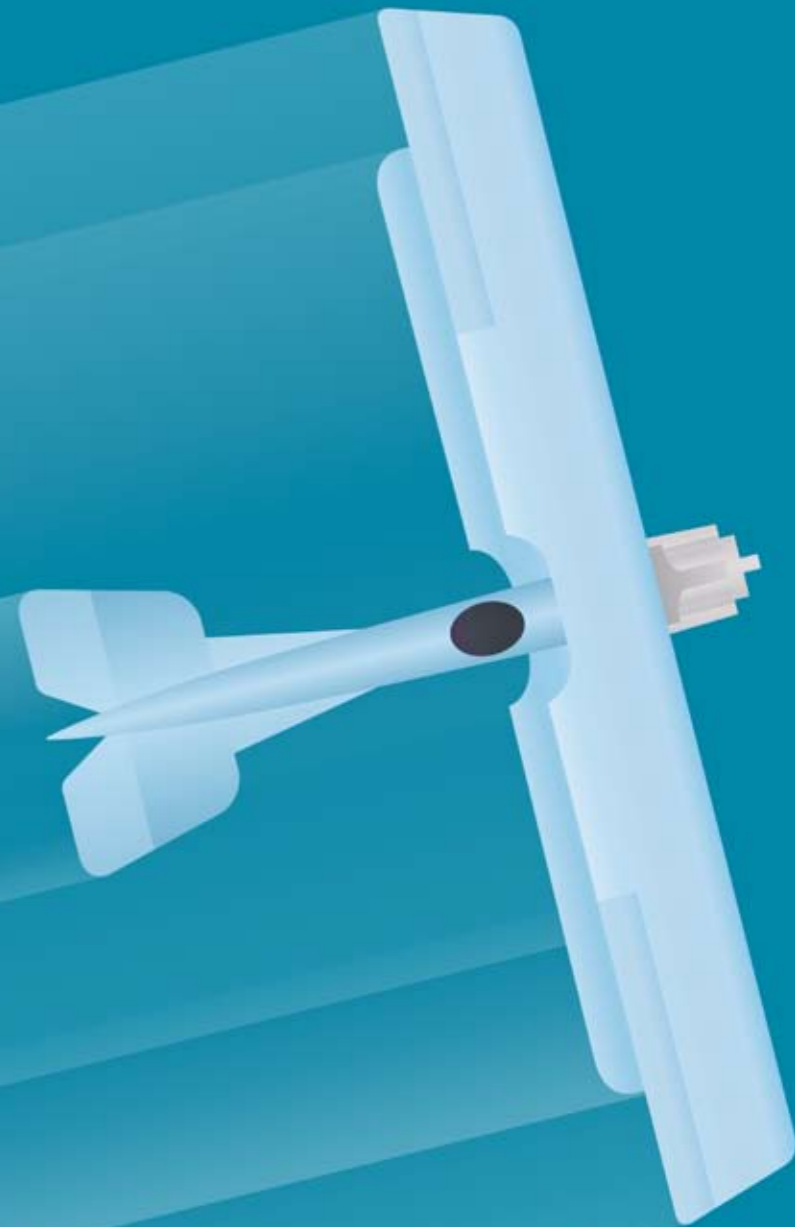


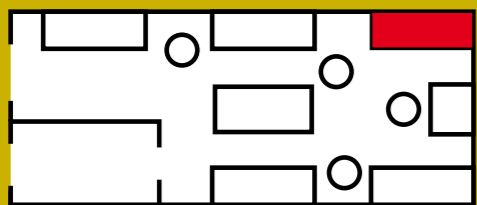
# ADVENTURE

Perhaps as a reaction to the horrors of World War I and the Great Depression, the spirit of adventure has blossomed in the 1930s. Records are being smashed in the air, in the sea and on land. New parts of the globe are being explored and, as an escape from daily life, crowds thrill to spectacular feats and shows.

## IN THIS SECTION:

An original Barnstorming plane belonging to Alan Cobham  
Amazing footage of aerial feats  
Recordings of Amy Johnson talking about  
her record-breaking flight to Australia



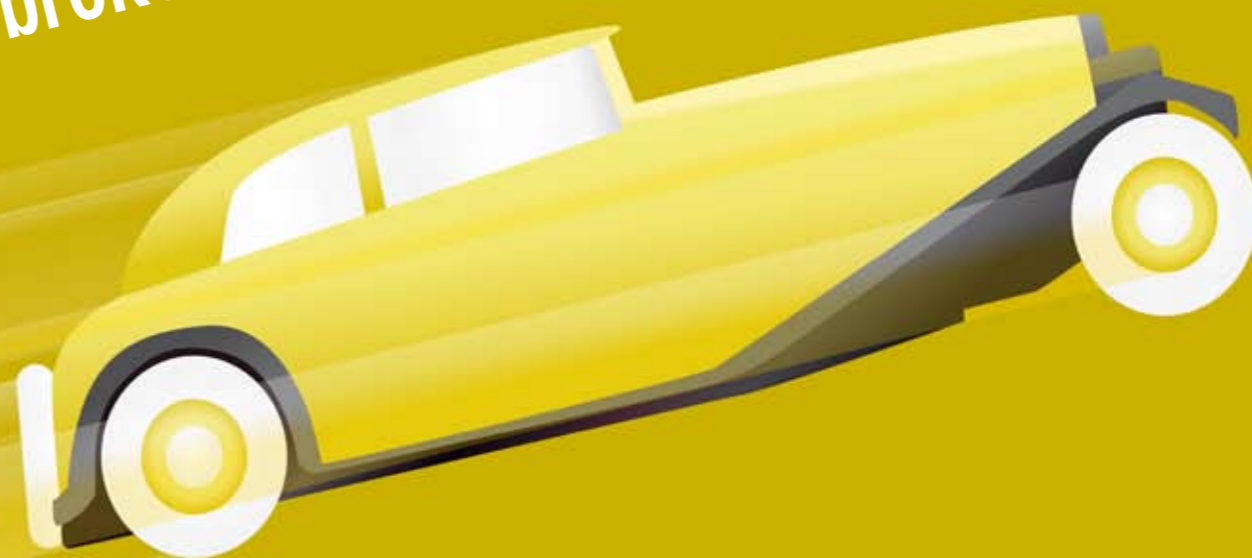


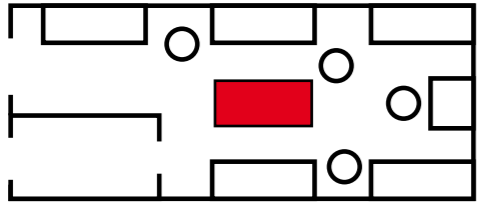
# SPEED

As new technology and engineering methods have been developed, adventurers in the 1930s are pushing their aeroplanes and cars faster and faster. The risks they face are huge but fame is guaranteed for anyone breaking a world-record. Design and architecture throughout the 1930s reflects it's a decade in love with speed.

## IN THIS SECTION:

An authentic racing car and record-breaking aeroplane from the 1930s  
Footage and details of the records that were broken



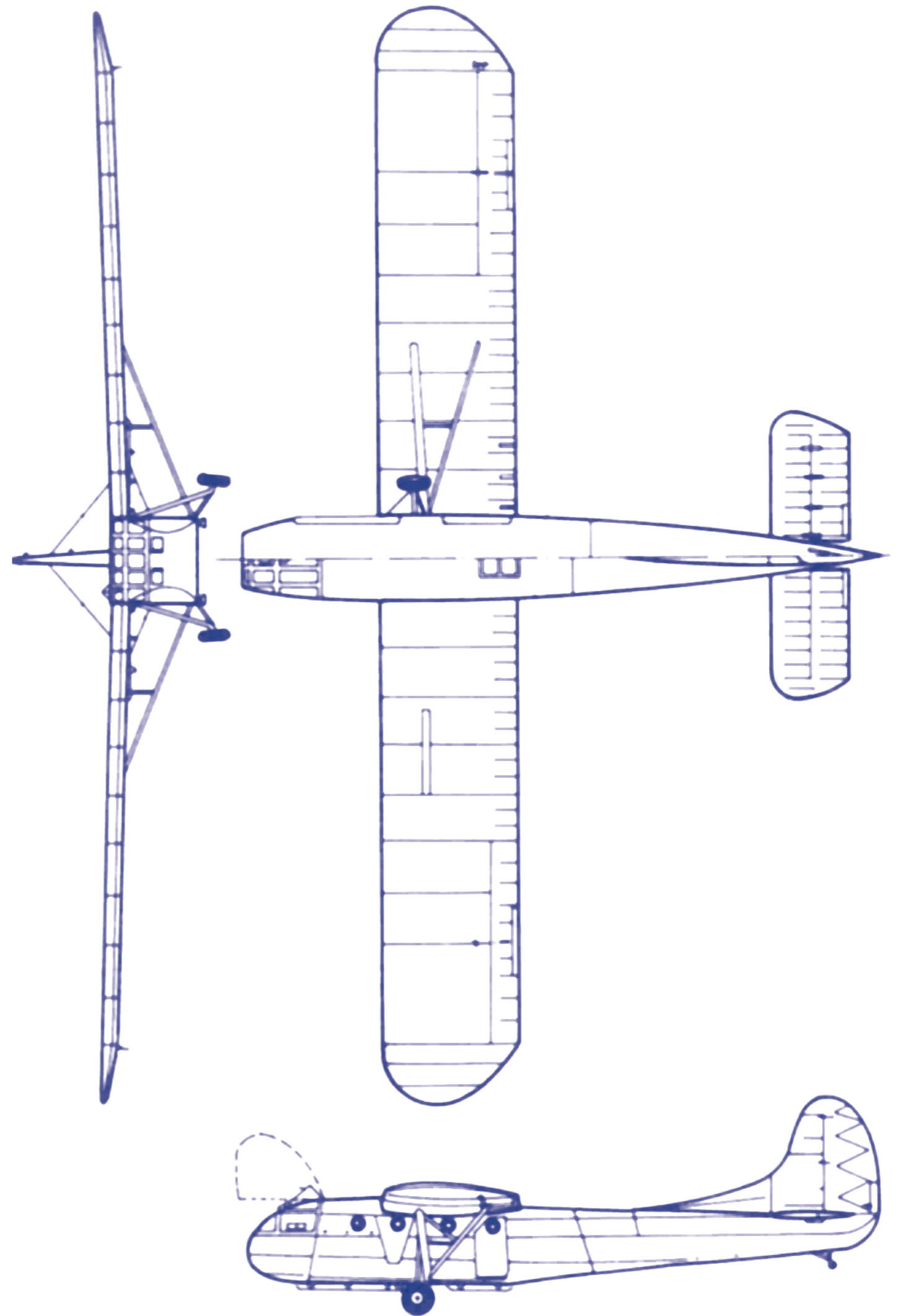


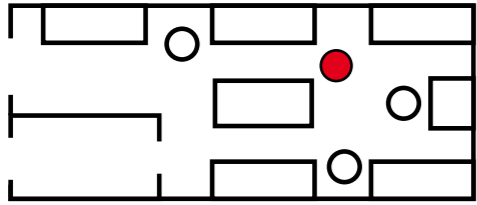
# ENGINEERING

The 1930s are a hive of creativity and experimentation when it comes to engineering and technology. New ideas and discoveries are pouring out of factories like Airspeed, meaning that aeroplanes and cars as well as everyday items like household appliances are changing the world.

## IN THIS SECTION:

You'll see our live Airspeed engineers strip and re-build an authentic 1930s aeroplane right before your eyes

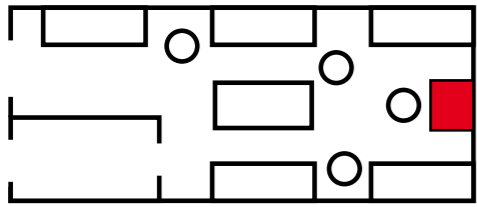




# Meet NEVIL SHUTE

My name is Nevil Shute. I am engineer and the brains behind Airspeed. I believe engineering, science and design can improve human life. I'd describe an engineer as "a man who can make something for five bob that any bloody fool can make for a quid." In the future I will become a best-selling, world famous author...





# WOMEN

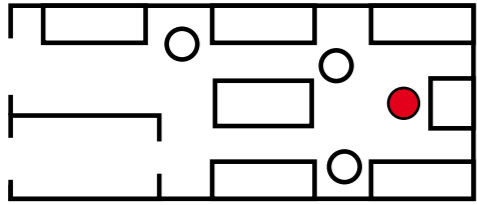
Since women got the vote in 1918, their role in society has changed hugely. The jobs and education that women do in the 1930s are very different from the start of the century. Fashion reflects this with trouser suits and hairstyles becoming much more functional. Amy Johnson's life is a perfect example of the independence women now have.

## IN THIS SECTION:

Learn about the achievements of Amy Johnson and other women of the 1930s through newsreels and artefacts

You can even try on authentic 1930s fashions!

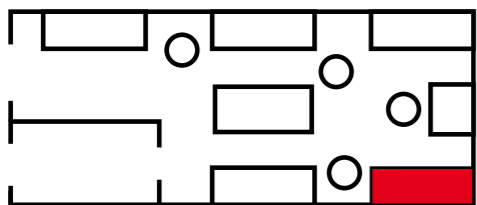




# Meet **AMY JOHNSON**

My name is Amy Johnson, I was born in Hull and, in 1930, I am the first woman to fly solo from Britain to Australia. In the 1930s I've been tremendously famous for my flying skills and record-breaking. I invested in the Airspeed aeroplane factory...





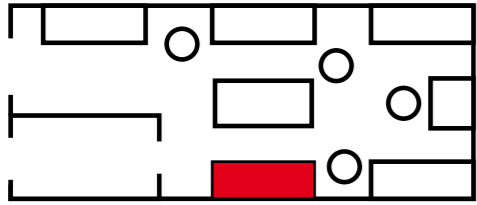
# DESIGN

IN THIS SECTION:

*The new engineering and pursuit of speed in the 1930s is changing the look of aeroplanes, cars, buildings and adverts all over the world.*

*An aeroplane built for speed  
Contemporary advertising and posters  
The chance to build your own 1930s building*

*Moving away from the fancy, ornate aesthetic that dominated the early part of the century, design now is all about sleek lines, movement and functionality.*

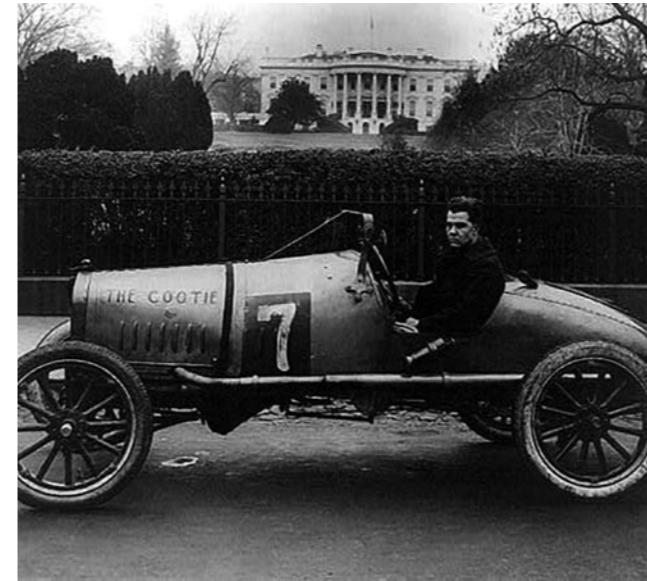


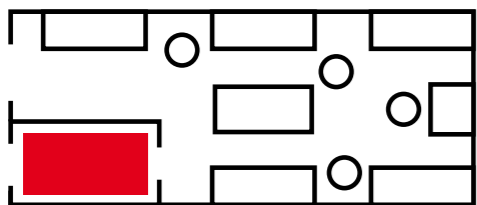
# A CHANGING WORLD

The search for speed and adventure you feel in *Airspeed* captures the spirit of the 1930s. Slowly emerging from World War I and Great Depression, people all around are delighting in new ideas, technology, music, fashion and design. It is a decade of risk-taking and wonder. On the horizon, however, the storm clouds of war are gathering again...

## IN THIS SECTION:

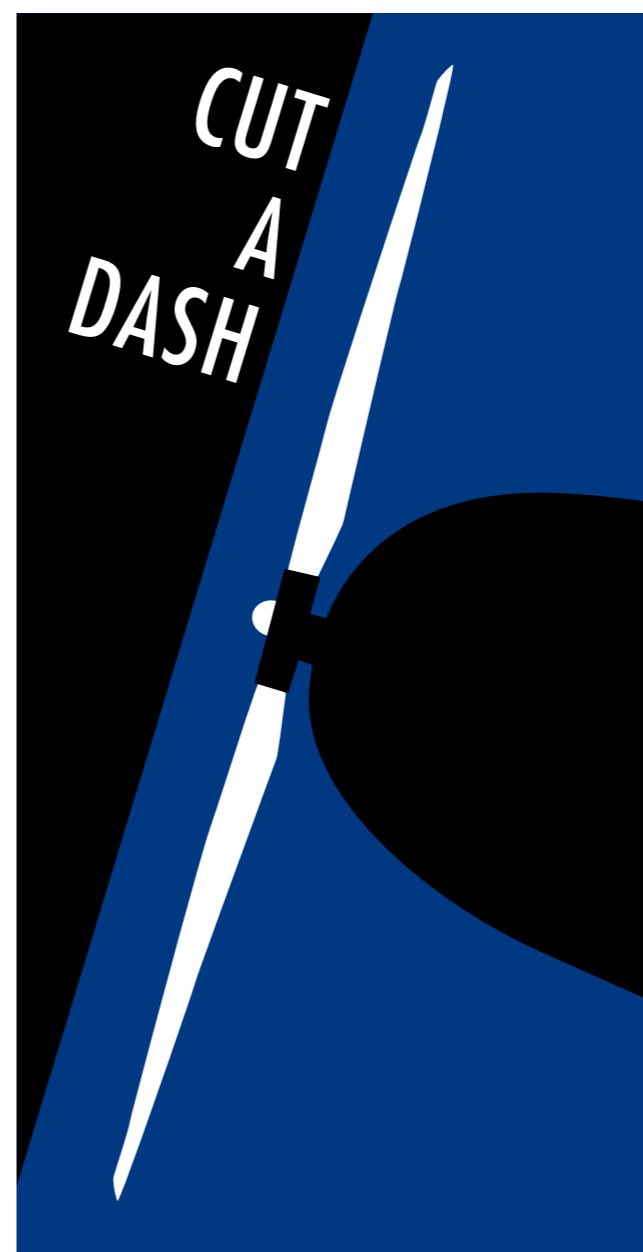
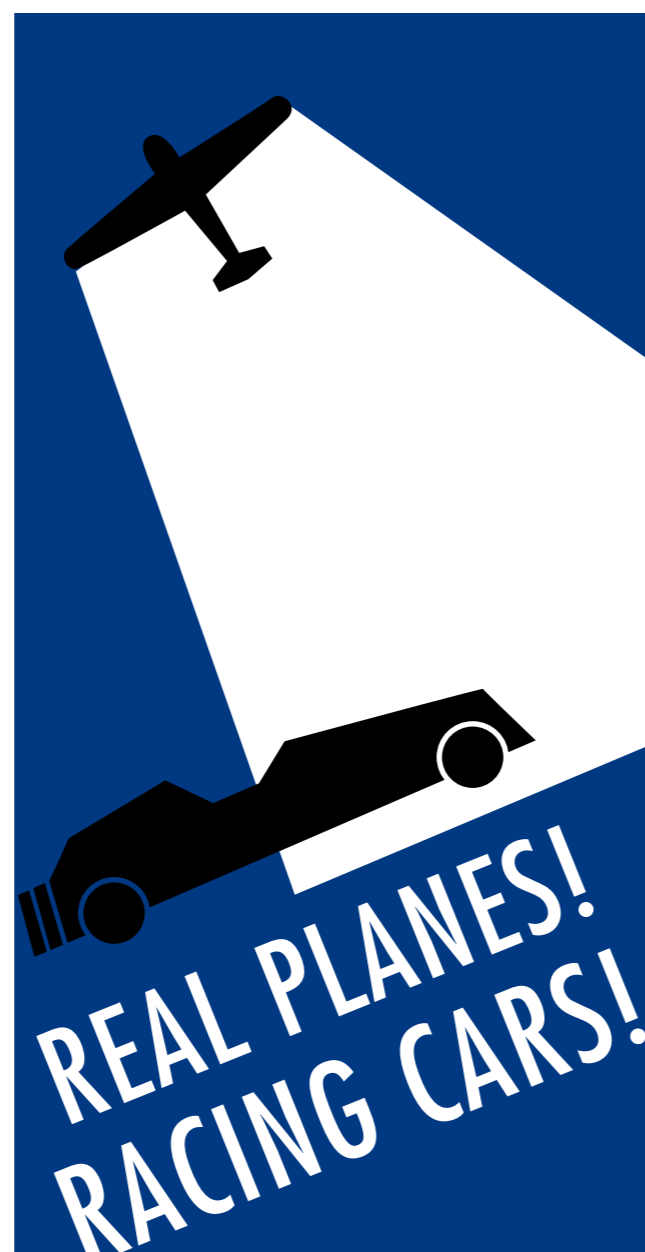
Music, films, fashion and popular culture from the 1930s





# SHOP

In the shop you'll be able to buy replicas of some of the artefacts you've seen in Airspeed as well as great 1930s postcards and fashion.



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**Extract from proposals for Airspeed.**

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