

CHECK

5 Answer the questions

- 1 Which innovations mentioned in the article are connected with travel?
- 2 What do James Dyson and Tim Berners-Lee have in common?
- 3 Which design was influenced by the way the body works?
- 4 Which design was copied for similar systems in other countries?
- 5 Which Anglo-French design classic revolutionised air travel?
- 6 Which design classic was used in combat?

Great British Innovations

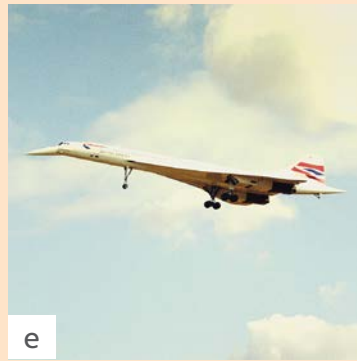
What's the connection between the toilet, the hovercraft, the sandwich, railways, cement, the toothbrush, the World Wide Web, plastic, television and underground trains? They were all invented or designed by British people!

Many inventions, like the toilet or underground trains, were designed to solve specific problems, but others, like the sandwich or the toothbrush, were created to make life a bit more pleasant!

Stamps are also a British invention. A few years ago, a series of ten stamps was issued by Royal Mail to represent the best of British design from the 20th century.

All ten stamps show great design icons, from red telephone boxes to miniskirts, but not everybody agreed with the choice. Why wasn't the classic black London taxi or James Dyson's vacuum cleaner included? The World Wide Web was invented by Tim Berners-Lee, but that's missing too!





Listen and read the clues (1–10) and match them to the photos of the design classics (A–J).

1

Because of its cheap, light and space-saving design, it is still used today in schools, cafés and other meeting places. The material it is made from was invented by an Italian scientist.

2

The design was based on how human arms and legs move. You save energy by putting light exactly where you need it.

3

It was designed by London Transport to replace a much heavier model. A total of 2,876 vehicles were built and around 1,000 are still in existence.

4

In this non-geographic diagram, complex networks are represented with straight lines. It was an immediate success with the British public, who found it very easy to understand. It was used as a model for many transport networks around the world.



5

When it appeared, it was modern, very fashionable and a bit shocking. It was soon known as the 'Chelsea Look' and was worn by most trendy young women in the 1960s. They are still worn by a lot of people today.

6

Different colours were introduced for different types of literature: orange and white were used for general fiction, dark blue and white were associated with biographies, and so on.

7

It was designed by a team of British and French aircraft engineers. Its supersonic Soviet rival, the Tupolev TU-144, was considered much more dangerous and had more than one crash.

8

It was cheap and reliable and it was first driven along British roads in August 1959. It's still manufactured in the original factory in Oxford today, and about 300,000 are bought every year.

9

It was painted red, as the designer wanted to satisfy a request from the General Post Office. They were installed mainly in London. There are still around 200 of them on British streets.

10

It was needed urgently during the Second World War. The designer didn't really like the name it was given, but the original name – the Shrew (= *toporagno*) – was considered too strange for a combat plane!