

Frank Pick (1878–1941) was a British transport administrator. In 1906, he joined the Underground Electric Railways Company of London (UERL) where he rose through the corporate ranks, becoming managing director in 1928. On 1 July 1933, he became chief executive officer and vice-chairman of the London Passenger Transport Board when it was formed to take charge of most of the transport operations in and around London. Pick had a strong interest in public design, steering the development of the London Underground's corporate identity by commissioning commercial art, modern architecture and graphic design, including the first version of the Underground's roundel (pictured). Under his direction, London's Underground network and associated bus services expanded considerably, reaching out into new areas and stimulating the growth of London's suburbs. His impact on the growth of London between the world wars led to him being likened to Baron Haussmann and Robert Moses. Pick wrote and lectured extensively on sociological issues and on the place of art and design in society, for which he was compared to Gaius Maecenas and Thomas Aquinas.