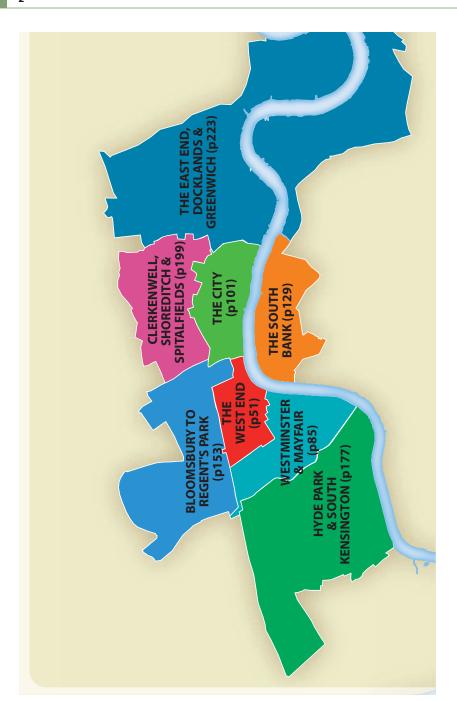


discover LONDON

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DISCOVER LONDON



The West End (p51) Shop, drink, eat and dance all night in the city's throbbing heart.



Westminster & Mayfair (p85) The home of London's political and aristocratic elite never fails to impress.



The City (p101) London's historic walled city now houses one of the world's leading financial centres.



The South Bank (p129) London's cultural hub offers an enormous range of art, theatre and music.



Bloomsbury to Regent's Park (p153) Academic institutions, grand museums and stately parks make up this teeming area.



Hyde Park & South Kensington (p177)The capital's greatest park and biggest museums dominate glamorous West London.



Clerkenwell, Shoreditch & Spitalfields (p199) London's engine room of creativity and fashion is where the cool kids hang out.



The East End, Docklands & Greenwich (p223) The home of the cockney, Canary Wharf and world time is unmissable.

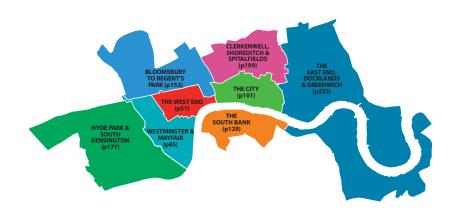
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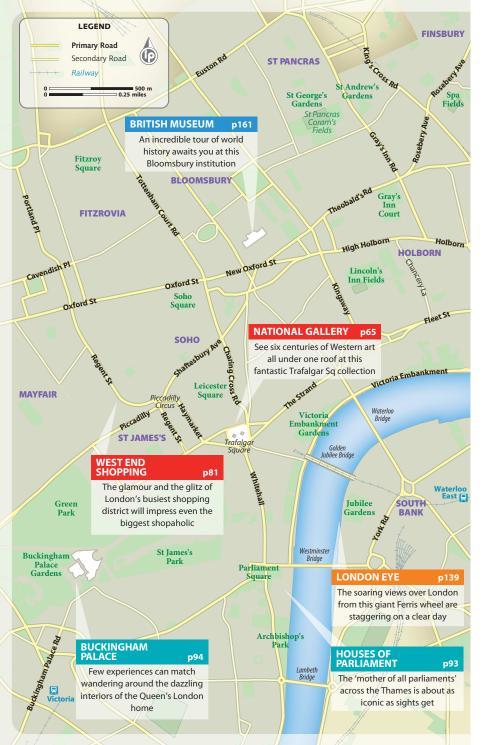


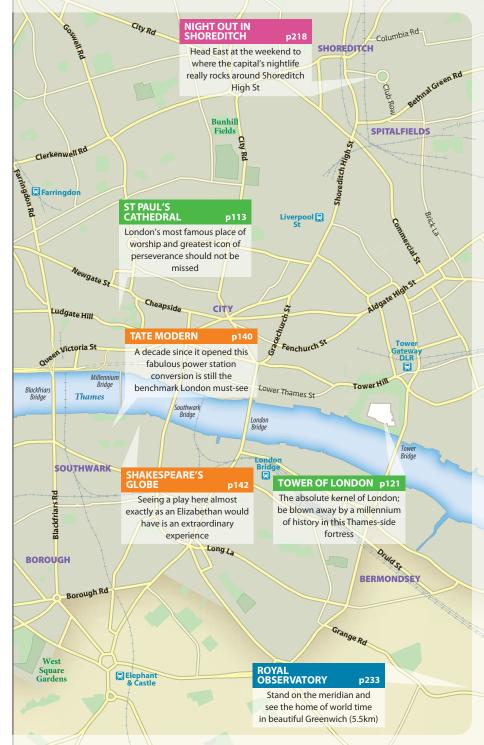
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THIS IS LONDON



The British capital positively glistens with possibility and variety – its iconic sights never fail to impress, its royal splendour and historic buildings are unmatched anywhere else in the world, and, perhaps most importantly, the city's energy and dynamism can be felt on every street corner.

London is one of those world capitals that everyone feels they know before they set foot in it. The instantly recognisable icons – the red post boxes, the double-decker buses, the guards at Buckingham Palace in their bearskin hats – are all present and very correct, but the city itself usually surprises first-time visitors by being anything but the stuffy, ordered capital of popular belief. Instead they find a fast-moving and deeply diverse city of art, culture and thriving commerce.

London crowds around the banks of old Father Thames, its sights so closely packed together that it's often hard to know where to start. The Roman-founded square mile known as the City of London is one obvious place, home to the extraordinary Tower



of London, heroic Blitz icon St Paul's Cathedral and innumerable ancient churches, cobbled side streets and hidden treasures.

The West End, London's incontestable present-day heart, will make any serious shopper's heart sing, and provide ample chances for superb meals out, while royal

Mayfair and political Westminster next door are the playgrounds of the city's elites and are packed full of impressive stately homes and the world's most famous parliament building.

As well as the unmissable sights, make plenty of time for the little things that truly make London great: a pint and a plate of fish and chips by the

'fast-moving and deeply diverse city of art, culture and thriving commerce'

river, a day out with friends in one of London's expansive wooded parks or just a rocking night out in Shoreditch or Soho. London is truly one of the great world cities and your only problem coming here is that you're bound to wish you had more time to see it all.