

London



An iconic city, where tradition and civility reign, London was built along the banks of the Thames nearly two millennia ago. While a posh pomp twirls its regal baton through timeless customs, a vibrancy sweeps through the city's historic streets, museums, and monuments, encouraged no doubt by its incomparable past. Once the seat of a powerful empire, London has given rise to some of the most legendary artists of our time. An effortlessly stylish city, with superb shopping, outstanding cuisine, and an endless range of intrigues, London excels at all that makes cultivated travel unique.

Memorable Experiences

Elegant Picnic

Picnic by elegant fountains at the glorious Italian Gardens in Hyde Park.

Cruise the Canals

Board a boat in Little Venice and cruise the city's canals past Regent's Park.

Share a Secret

At the Whispering Gallery's wall, hear a secret uttered from the other side.

Sips and Sights

Sip champagne and marvel at the city from 134 meters up on the London Eye.

Distinctive Details

Amid marble statues and fragrant lilies, the Orangery at Kensington Palace is a sumptuous destination for tea connoisseurs. Enjoy the quintessentially British pastime of afternoon tea.

Starwood Preferred Guest Recommends


Shakespeare's Globe


A cast of Fairy Queens and Danish Kings enchants each season from April to October at Shakespeare's Globe, a faithful rendering of the original 1599 theatre in the round. These timeless tales of love and betrayal survive in earnest.

Destination Information

Country United Kingdom
Province London
Elevation 24 meters
Population 7.5 million
Language English

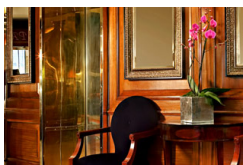
 **Country Code:** 44
Area Code: 207,208

 **London Heathrow (LHR);
London Gatwick (LGW)**

 **Transportation:
Taxi, Extensive Rail and
London Underground System**

 **Pound**

Nearby Luxury Collection Hotels and Resorts



Sheraton Park Tower

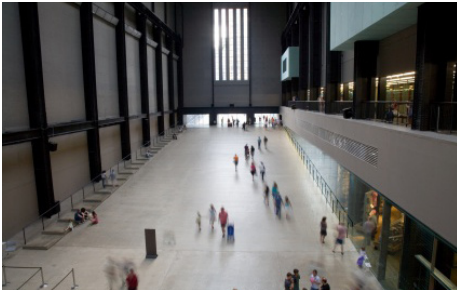
101 Knightsbridge, London SW1X
7RN United Kingdom
Phone: (44) (207) 235 8050



Culture

Literature, theatre, music, and art collide in a compendium of classical brilliance.

Highly Recommended



Tate Modern

A dramatic monolith of brown brick rises 35 meters over the banks of the Thames; it is a formidable chimney and a beacon to devotees of modern art. Within this massive former power station, originally designed by Sir Giles Gilbert Scott, lies a staggering collection of Surrealism, Minimalism, Cubism, and Futurism. Pivotal works created since 1900, by luminaries such as Picasso, Matisse, Pollock, and Rothko, fill two floors of immense gallery space, while the third is devoted to an ongoing array of special exhibitions.

Address: Bankside
Phone: (44) (207) 887 8888



Serpentine Gallery

Near the thin, western tail of the Serpentine Lake, within the enchanting green oasis of Kensington Gardens, lies one of London's most vibrant art centers. The Serpentine Gallery features a changing program of pioneering exhibitions and events in a space where London society once took their afternoon tea. Each summer, while ground breaking artists are displayed inside, the work of an architect is featured outside in a temporary pavilion. Both spaces sit adjacent to a nearby circle inscribed with the names Kensington Gardens of trees, a monument to Princess Diana.

Address: Kensington Gardens
Phone: (44) (207) 402 6075



Saatchi Gallery

Nearly 6500 square meters of radiant white, high-ceilinged space will make the Saatchi Gallery one of the largest contemporary art museums in the world when it re-opens in the summer of 2008 at the Duke of York's Headquarters in Chelsea. Five years ago, the gallery swung open the grand doors at its previous abode, County Hall, where it continued to build a reputation as a springboard for new talent, handpicked by former advertising executive Charles Saatchi. One hundred recent acquisitions of contemporary Chinese art will open the new space this summer.

Address: Duke of York's HQ, King's Road, Chelsea

Local Charms



Portobello Road

Pink roses, their hue achingly soft, are set against a backdrop of pale green on a 100 year old Limoges plate, while the supple black leather of an Eames chair glistens. Hundreds of stalls overflow with precious vintage treasures every Saturday on this storied street, which has hosted a world-renowned market since the reign of Queen Victoria. In addition to antiques, the rare row features the independent shops of young fashion designers, a fruit and vegetable market, and a marvelous array of people from all walks of life.

Address: Portobello Road
Phone: (44) (207) 229 8354



Shopping

A tradition of incomparable style makes London a premier shopping destination.

Acclaimed



Anderson & Sheppard

Hand-loomed tweeds and twills fill this distinguished shop, waiting to be fashioned into fine custom suits for London's most discerning man. Since 1873, the tony tailors have been fitting everyone from legendary style icons like Fred Astaire and Duke Ellington, to today's modern men of elegance such as Tom Ford, Graydon Carter, and the Prince of Wales himself. Since moving off storied Savile Row, around the corner to Old Burlington Street, Anderson & Sheppard continues to be one of the most respected tailors in the world

Address: 32 Old Burlington Street
Phone: (44) (207) 734 1420

Local Charms



Harvey Nichols

Just across from the princely plane trees of Hyde Park, on the distinguished corner of Sloane Street and Knightsbridge, this chic department store stands proudly. Known to London's upscale locals as Harvey Nicks, it began as a linen shop in 1813 and has grown into a respected purveyor of luxury goods. Labels like Galliano and Alexander McQueen fill three floors, while the top level, a distinct destination in its own right, includes a restaurant, bar, café, and an outstanding food market with inspiring views.

Address: 109 – 125 Knightsbridge
Phone: (44) (207) 235 5000

Neighborhoods



Bond Street

A fascinating blend of architecture and style, Bond Street combines landmark boutiques such as Smythson, Thomas Goode, and Pringle of Scotland with premier modern labels like Prada and Versace. A hallmark of top-end London shopping for over three centuries, discerning travelers the world over make their way to this fabled Mayfair row to seek out fine china, enchanting jewels, and refined fashions. Antiques connoisseurs flock to Sotheby's, the most renowned auction house, to bid on the world's most exceptional treasures.

Address: Bond Street

Shops & Boutiques



Paul Smith (Furniture)

Italian marble mantles, Bauhaus tables, and Victorian settees that caught the designer's discerning eye during his travels around the world join 1930s fashion magazines, and 1970s vinyl from his own collection. Art dealers and antique collectors adore this incomparable Mayfair boutique where the master of whimsical refinement, Paul Smith, sells furniture and curiosities for the home. Most items are offered exactly as Smith discovered them, but he has been known to occasionally add his signature touch, reupholstering a cushion here, painting a frame there.

Address: 9 Albemarle Street
Phone: (44) (207) 493 4565



Cuisine

An international array of culinary fare lures even the most sophisticated of palates.

Acclaimed



The Albion

A refined marble fireplace, dark hardwood floors, sage colored walls, and a long mahogany bar contribute to this Islington restaurant's elegant Georgian interior. Refurbished in 2007, The Albion serves classic British fare including braised beef marinated in Black Sheep bitter, spinach and mushroom pie with Stinking Bishop cheese, and a shoulder of lamb large enough for three people to share. Gracious French doors provide passage to the restaurant's large, leafy, wisteria-draped garden, complete with a summertime rotisserie.

Address: 10 Thornhill Road
Phone: (44) (207) 607 7450



Veeraswamy

A glamorous interior fit for an Indian prince, Veeraswamy was designed to resemble a maharaja's palace, bursting with the vibrant allure of tables dusted with rose petals, turbans strung upon the walls, and opulent glass chandeliers suspended from above. King Gustav of Sweden, Indira Gandhi, Charlie Chaplin and Marlon Brando have all dined at the United Kingdom's oldest Indian restaurant. Established in 1926, Veeraswamy now hosts a sophisticated clientele who feast on contemporary creations, or classical dishes such as sholay chicken tikka and nihari lamb.

Address: 99 Regent Street
Phone: (44) (207) 734 1401



Umu

A haven of tranquility in the heart of Mayfair, Umu combines sophisticated décor with sublime Kyoto cuisine for an exceptional experience. A most harmonious combination of taste, texture, and color form this restaurant's signature dish, Kaiseki, a Japanese culinary art form devised around the notion of balance, a hallmark of Umu's philosophy. The unrivaled sake list includes over 160 premium labels, which Umu's knowledgeable sommelier will pair with everything from the refined miso soup, to the fresh sashimi, flown in direct from Japan.

Address: 14 – 16 Bruton Place
Phone: (44) (207) 499 8881

Local Specialty



L'Artisan Du Chocolat

Exotic flavors like "black cardamom," and "Iranian sundried lime" infuse the chocolates at this Chelsea boutique, which rank among the best in the world. Limited edition bars, truffles, and the company's signature chocolate pearls are displayed in temperature controlled drawers, like fine jewelry. Called "the Bentley of chocolate" by Gordon Ramsay, L'Artisan du Chocolat is run by an Irish pastry chef and a Belgian businesswoman devoted to creating exceptional chocolate with the highest quality cocoa beans, cane sugar, and British milk.

Address: 89 Lower Sloane Street



Noteworthy

Serene sanctuaries and intriguing museums offer infinite choices for the discerning.

Family



Photo Courtesy of Michael Harding

Horniman Museum & Gardens

The frantic croak of the monkey frog rises above the enchanting flora and fauna of the Horniman Museum's South American rainforest, while an overstuffed walrus sits in the center of its natural history gallery. Surrounded by sixteen acres of formal gardens and natural landscapes, faraway cultures and environments come to life within this extraordinary 19th century museum. It was founded by tea trader Fredrick John Horniman to house his vast hoard of tribal artifacts, natural specimens, and musical instruments; an unrivaled collection of anthropological relics.

Address: 100 London Road
Phone: (44) (208) 699 1872



Photo Courtesy of Will Pryce

Museum of Childhood

Intricate Victorian dollhouses brim with delightful miniatures, while a troupe of wooden rocking horses stands regally across the way. A member of the V&A network, this intriguing museum inspires creativity and self-expression while showcasing the ways in which children from cultures the world over have lived, learned, and played, historically. One particularly interesting section is devoted to childcare and features a German bassinet from the 1930s inscribed with the names of all the infants who ever slumbered within its wicker confines.

Address: Cambridge Heath Road
Phone: (44) (208) 983 5200

Highly Recommended



Hampstead Heath

Graceful meadows and dramatic woodlands, dotted with ponds and swimming pools cover nearly 800 acres of land at this green oasis just four miles from the bustle of Trafalgar Square. Here, amid ancient trees, woodpeckers and warblers build their nests, while Londoners fly kites, play volleyball, walk their dogs, or simply enjoy the alluring landscape of the park's peaceful, country atmosphere. Highlights include Parliament Hill, which offers outstanding views of the city, and Kenwood House, featuring an exquisite collection of Rembrandts and Gainsboroughs.

Address: Hampstead, London NW3
Phone: (44) (207) 606 3030

Local Charms



Photo Courtesy of Luke Hayes

Design Museum

A sublime structure of white concrete and glass, on the south bank of the Thames, the Design Museum is a modern utopia of form and function overlooking the historic grandeur of Tower Bridge. While balancing the legacy of exceptional 20th century design, with the innovations of modern methodologies, the museum presents inspiring exhibitions, with a focus on product, fashion, graphic, industrial, and architectural design. A compelling lecture series educates, while themed, late-night events invite the public to mingle with the experts.

Address: Shad Thames
Phone: (44) (207) 403 6933