

ISSUE I

THE
LONDON

EDITION[®]

AND
OTHER STORIES



EDITION

EDITION



FROM THE EDITOR:

I moved to London almost 9 years ago from Cardiff; the small, humble capital city of Wales. London was in risk of swallowing me up whole and spitting me straight back out before I learnt how to navigate it. I learnt very quickly never to allow people to get on the tube before you (or make eye contact for that matter), always walk on the left hand side of the escalator and despite its overwhelming nature, I learnt that it's hands down the best place on Earth.

No matter what time of the day, you have access to the finest foods on offer; whether it be my personal favourite, prawn summer rolls from one of the string of many Vietnamese restaurants in Hoxton or the legendary mac n' cheese dish (with truffle and ox cheek may I add) at our very own Berners Tavern restaurant, the list is endless. London's vibrant day and nightlife is also second to none

and with Soho on our doorstep, you can stumble upon the city's most experiential bars, galleries and coffee shops. I could talk about food & drink in London forever and a day; my fridge door is home to a lengthy list of new haunts that my taste buds are waiting to indulge.

At The London EDITION, I look after all things group. Whether it be for an incentive trip, corporate group, fashion or retail tour, my team and I are responsible for ensuring you have the best possible stay here in our city. For this first issue we engage some of the hotels many social butterflies in recommending some of their favourite places to experience. Oscar Wilde once said "When you're tired of London, you're tired of life.." and I couldn't agree more. Enjoy!

Natasha Thorne
Senior Group Sales Manager
The London EDITION



Sam WALLACE

ASSISTANT EDITOR

London has been my home now for six years, which is actually the longest amount of time I have ever lived in one city. So it is safe to say, I love this city. From the pastel palette homes of Notting Hill, to the cityscape views at the top of Primrose Hill, this place is a true gem, too beautiful not too boast about.

This magazine shares some of the spots that are close to my heart and I am more than happy to share them with you!

Chin Chin

Sipsmith Distillery

As the saying goes, "It's 5 o'clock somewhere." Which is a proverb that allows every Londoner to feel ok when they are ordering a G&T (Gin & Tonic) at 11am on a Tuesday. At The London EDITION we take our gin very seriously, because if you're going to have a drink, better do it right. A strong advocate of this message is our Director of Bars, Lance, who is also a big believer in Gin done properly. So when he recommended Sipsmith Independent Spirits, you can trust that this gin does not mess about.

Sipsmith opened their doors in 2009, with a mission to produce gin of an uncompromising quality.

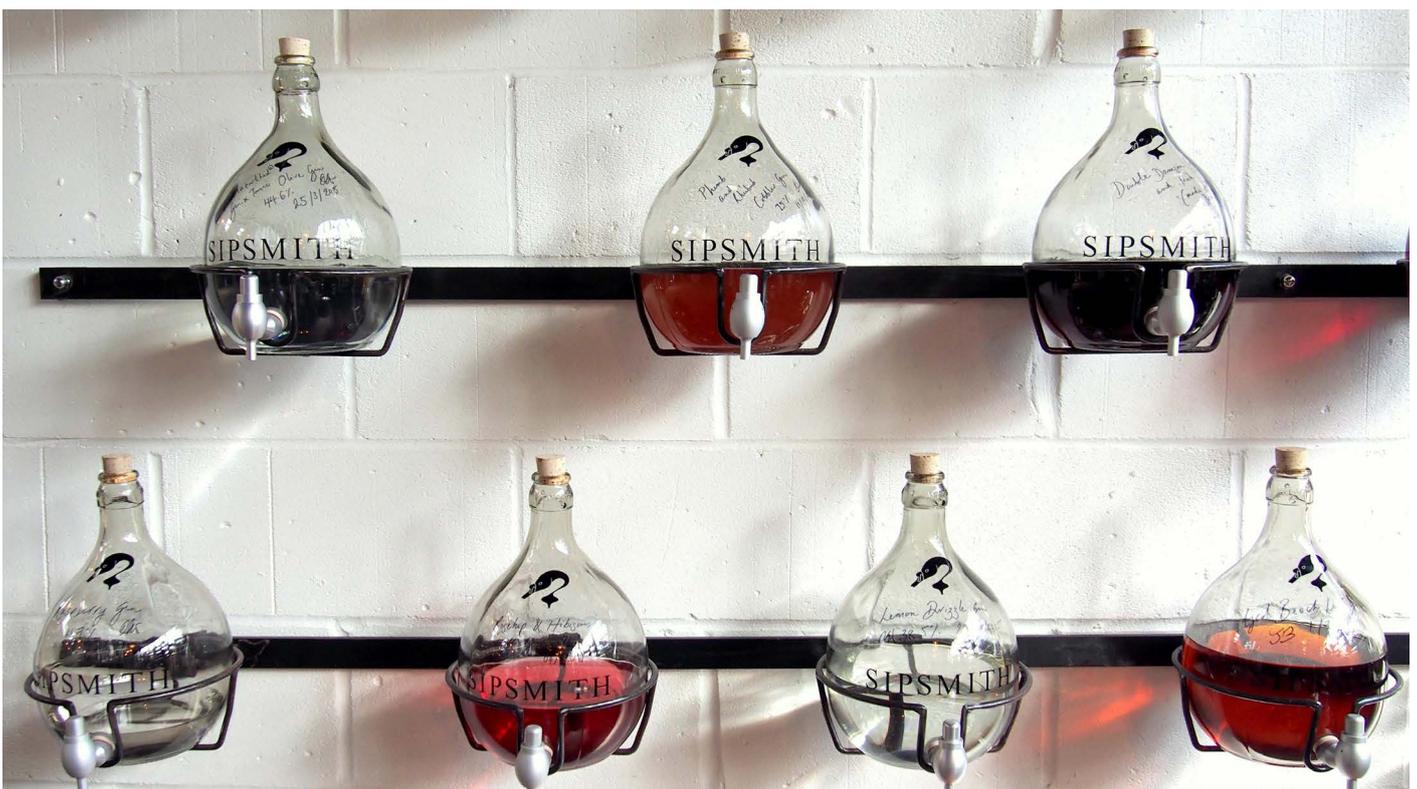
What they created is a traditional copper distillery, using methods that started over 200 years ago. Their method of creation is a true labour of love allowing the formation of a gin that involves a careful balance of a whole host of aromatic botanicals to create a drink that is dry, spicy and full of character.

Sipsmith are so excited about their product, they want to share it with like-minded spirit sippers! Join the team for a tour to see where all their award-winning gin is made and hear some fantastic stories about gin in London and Sipsmith.

For more information please visit www.sipsmith.com

5 SURPRISING GIN FACTS

1. Gin is English - not Dutch, much to popular belief.
2. Gin was born around 1689. The earliest known food pairing occurred in 1731: gingerbread.
3. London's most popular drink in the winter of 1823 was the Hot Gin Twist.
4. By 1726, London had 1,500 working stills and there were 6,287 places where you could buy gin.
5. The best way to taste gins for comparison is at room temperature, diluted with an equal measure of water.



Made In Soho:

A SideStory Tour

The London EDITION is located in one of the coolest areas in London; Soho. Not only is this a hub for the London's movers and shakers, it is also the foodie dream, and if you're into coffee, well you've certainly hit a home run. With Soho's main street, Wardour Street quite literally a hop step and a jump away from the hotel we are spoilt for choice when it comes to culinary delights. Hirata Buns, Tonkotsu Ramen, Mexican street food and Italian aperitivo, all within walking distance of each other.

Don't just take my word for it. The crew at SideStory, a boutique Guided Tour Group think its pretty brill too. SideStory is

a boutique, tailor-made guided tour experience, where a London "insider" shows you around the area and shows you the spots only a local would know.

SideStory offer bespoke tours of the wine scene of Central and East London, the Cockney way of life in Hoxton and Brick Lane, the food markets of Borough, the vintage shops of Portobello Rd or the graffiti movement of East London. Whatever your preference for your group, SideStory have got you covered.

However, my personal favourite is 'Made in Soho', a foodie tour of our local area. As you get stuck into selected tasting sessions, Louis, a food and wine writer from London, will give his

view of Soho's fast-changing fortunes and introduce you to some of its best-known establishments. This SideStory Experience will also take in the views of long-established Soho'ites, passionate about their patch.

For more information please visit sidestory.co

LOOK OUT FOR:

The noses on Soho walls. This was an artist bemoaning London's CCTV turning us into a Big Brother state. The noses were originally put up where there were gaps in the TV coverage.



About the Insiders:



STUART

PHOTOGRAPHER

Covering stories from Haiti to Afghanistan, Stuart's work has been recognised through awards including Amnesty International, Pictures of the Year, The World Sports Photo Award, and The Royal Photographic Society. Stuart offers a great opportunity to pick up hints and tips from a renowned photographer, with London as your subject.



BENJAMIN

CREATIVE DIRECTOR

Interiors editor-at-large at Wallpaper*, Benjamin is also co-founder of Keays & Kempton. Classy to the last, he always goes the extra mile. Heading to dinner with Bill Clinton, Benjamin broke his wrist... but that didn't stop him shaking the president's hand! An Experience with Benjamin takes you to the high-powered heart of London design.



JOSHUA

ART CRITIC

A SideStory Experience with Joshua offers revealing insights into how the contemporary London art scene has developed, and how it continues to thrive. As a writer and lecturer, Joshua works with the Tate Modern and the NPG. When you meet him, ask about his 15 minutes of fame with Warhol. You won't be disappointed.



LOUIS

FOOD & WINE WRITER

Abandoning world-class sport for the pleasures of New Zealand's wine scene, Louis left his comms job and jetted down under. Spending a summer as a cellar rat he learned the trade and made it his business to uncork the wine world back in London. As for the wine he has made himself, he's still hearing rave reviews but can't seem to find a bottle...



KARIM

GRAFFITI ARTIST

Karim leads highly regarded workshops and masterclasses on street art. As an artist, he has collaborated with ROA, Phlegm and The Rolling People, producing murals, exhibitions and events around London. For a recent hotel commission, he painted solidly for five days – nerve-wracking but a huge success, as his work was subsequently sold at Sotheby's.



HANNAH

FASHION STYLIST

Leaf through Vanity Fair or Vogue, and you'll see Hannah's editorial, shot by the likes of Pamela Hanson and Jason Bell. Hannah lives and breathes the haute couture, although it's not all serious. Her most memorable moment? Dressing Roger Federer in armour for Annie Leibovitz ranks high on the list.

Street



The Art Map

By *Ro Kapila*



Historically the home of writers, musicians and painters, Fitzrovia has recently become the location of choice for art galleries with a mix of established ones and newcomers. This has created a young and vibrant alternative to the art powerhouses in neighboring Mayfair. Check out some of the top galleries, all in a walking distance from The London EDITION.

1. LAZARIDES

*11 Rathbone Place
London W1T 1HR*

This gallery was created by the former Banksy agent Steve Lazarides. It is therefore famous for street art/urban art but it has since broadened its artist stable beyond street art. Anthony Lister, Alexandre Farto (Vhils), DA Least, Conor Harrington and Invader are among the famous street artists whose works can often be seen on the walls of Shoreditch during our street art tours.

2. ROSENFELD PORCINI

*37 Rathborne Street
London W1T 1NZ*

Founded in June 2011 by the film director Ian Rosenfeld and Dario Porcini, directors of Italy's Galleria Napoli Nobilissima. A 3,000 square feet of gallery space, showing contemporary artists from around the world. This gallery always has very strong exhibitions showing excellent works on paper and sculpture.

3. ALISON JACQUES

*16-18 Berners Street
London W1T 3LN*

One of London's leading contemporary art galleries showing sculpture, painting, photography and video. Established

in 2004 by Alison Jacques in a townhouse off Bond Street, the gallery relocated in 2007 to a 3,500-square-foot space at Berners Street. Representing the estates of iconic artists such as Mapplethorpe and Ana Mendieta. Many artists such as German Thomas Zipp and British Graham Little have their works in important museums.

4. ART FIRST

*21 Eastcastle Street
London W1W 8DD*

This gallery was located for 15 years in Mayfair (Cork Street) and moved to Fitzrovia in September 2010. It exhibits established British and international artists such as Eileen Cooper RA, Jack Milroy and Christopher Cook. Art First Projects (on the lower floor) showcases emerging artists working across a diverse range of media.

5. PILAR CORRIAS

*54 Eastcastle Street
London W1W 8EF*

Founded in 2008 by Pilar Corrias, a former director of the Lisson Gallery and Haunch of Venison. The gallery is included in a two-story building, formerly a leather showroom with moveable walls, and high ceilings, allowing to show big art pieces. The gallery participates in major international fairs including Frieze London and New York and Art Basel, Miami. Artists include South Korean artist Koo Jeong A, Swedish artist John Skoog, French artist Philippe Parreno and German artist Tobias Rehberger.

6. CARROLL/FLETCHER

*56-57 Eastcastle Street
London W1W 8EQ*

Established in 2012 by Jona-

thon Carroll and Steve Fletcher, this gallery is a leading platform for contemporary art with an emphasis on multimedia and new technologies. It represents established and emerging artists, using diverse media in order to explore socio-political or technological themes. This includes computer art pioneer Manfred Mohr.

7. BARTHA CONTEMPORARY

*25 Margaret Street
London W1W 8RX*

It is a tiny gallery opened by Swiss-German couple Niklas and Daniela von Bartha in 2012. It is specialized in non-figurative art. Artists include Julia Mangold, James Howell, Alan Johnston and Frank Gerritz.

8. TIWANI CONTEMPORARY

*16 Little Portland Street
London W1W 8BP*

This art gallery was founded in 2011 by Maria Varnava, a Greek Cypriot raised in Lagos. It focuses on contemporary art from Africa and its diaspora with a very good selection of young artists. It also runs Art Connect, a program providing a platform for discussion through publications, talks and projects.

9. JOSH LILLEY GALLERY

*44-46 Riding House Street
London W1W 7EX*

Josh opened his first permanent gallery in May 2009, in a converted split-level tailor's storehouse. The gallery exhibits each year at The Armory Show in New York. Contemporary artists include Sarah Dwyer, Belen Rodriguez Gonzalez and Christof Mascher.

**Ro Kapila
Concierge**

Small Car *Big City*

When you think about London Life, it's hard not to picture yourself whizzing around Buckingham Palace in your Mini Cooper, waving to Queenie in passing.

If this sounds like the look for you, then you'll love Small Car Big City, where driving around London, exploring the city in a Mini is the name of the game. SCBC has a love for 1) London and 2) classic cars.

The company offers a fleet of old school Mini Coopers, and along with a chauffeur; you can see all the key historic points of London.

Each Mini has its own quintessentially English name; Poppy, Mildred & Daphne to name a

few. For corporate teams, SCBC can organise a London Treasure Hunt, which uses their fleet of classic Mini Coopers and to take guests on an Italian Job themed treasure hunt around the city.

Upon arrival all participants will don bright blue boiler suits and tweed flat caps and be given their London Job Photo Challenge. Divided into teams of three with the gold stashed away in the boot, it is up to you and your team to navigate your get-away driver through the narrow streets of London before the law get involved!

You will be given a number of challenges to complete within the allotted time. Without wanting to give too much away, the chal-

lenge will require you to throw caution to the wind when trying to befriend a police officer and attempt to get him to arrest you with the bar of gold in shot.

The team that works together to collect the most amount of points will win a nice bottle of bubbly and some chocs (or something a little stronger should you so wish!).

For more information please visit smallcarbigeity.com

DID YOU KNOW?

All four members of The Beatles owned Mini Cooper vehicles.



Tea & Scones

As Philosopher, Henry James once said, "There are few hours in life more agreeable than the hour dedicated to the ceremony known as afternoon tea."

Afternoon tea was introduced to England by Anna, the seventh Duchess of Bedford, in 1840. The Duchess would become hungry around four o'clock in the afternoon. The evening meal in her household was served fashionably late at eight o'clock, thus leaving a long period of time between lunch and dinner. The Duchess asked that a tray of tea, bread and butter (some time earlier, the Earl of Sandwich had had the idea of putting a filling between two slices of bread) and cake be brought to her room

during the late afternoon. This became a habit of hers and she began inviting friends to join her.

Bring it forward to 2016, and the ritual still lives on. In fact as I write this story at 4:30pm on a Tuesday afternoon, I am happily sat with piping cuppa next to me! London local and afternoon tea connoisseur, Caroline Hope, loves the tradition so much so, that she opens up her home to groups for afternoon tea demonstrations and cooking classes.

Groups can take a workshop for anywhere between three days to a half-day and if you have a sweet tooth then this is definitely the workshop for you. This is your chance to learn Caroline's closely guarded recipes for the perfect Victoria sponge cake,

tasty traditional scones, and crumbly melt-in-the-mouth shortbread.

You'll learn to perfect these recipes in the workshop, so you can then take them home and create these delicious treats for your very own tea party!

For more information please visit www.teaandscones.co.uk

WHAT'S INCLUDED?

Hands-on baking workshop, ingredients, recipes, and a box full of your uneaten cakes, scones and shortbread to take home after a traditional tea party.



BREAK THE MOULD

The SBC Experience

VOGUE has called it, “one of the toughest regimes around.” Which The New York Times echoed by saying, “the only thing more motivating than the gruelling regime is the array of impossibly toned, A-list bodies in the room.”

The Skinny B***h Collective is the most talked about wellness and lifestyle projects in the UK right now. It promotes metabolic and strength conditioning, along with signature SBC movements. The venture shot to fame after seeing multiple famous (and not to mention beautiful) faces, leave the classes with green juices and smiles in tow.

The man behind SBC, Russell Bateman, has a noteworthy

portfolio of training athletes and some of the top health professionals. He wanted to create a class that throws you as far away from your comfort zone as possible promoting the notion that, “boredom becomes the enemy.”

So with all this chat, we at The London EDITION decided to give it a go. We set up shop in one of our event spaces, Basement, and embarked on a sweaty, endurance testing and amazingly fun work out adventure. Curtsy lunges, crawl jumps and battle rope jumps are just a few of the cardiovascular-challenge inducing movements you will take on during the 60-minute session. Not only did we get a proper work out, but it was also

a perfect session to do amongst a group, working together to reach a common goal of making it to the end victorious. Having a laugh along the way didn't hurt either.

For more information please visit thesbcollective.com

SBC WORKOUT TIP

When circuits training, perform all the movements back to back with 30 seconds rest between each. Repeat the circuit four times, with a minute rest after each set. Keep hydrated and be strict with your rest periods.



“One of the *TOUGHEST* REGIMES around”

VOGUE

LONDON
ISTANBUL
MIAMI BEACH
NEW YORK
SANYA, CHINA
2016

BANGKOK
2016

ABU DHABI
2016

SHANGHAI, CHINA
2017

TIMES SQUARE, NEW YORK
2018

REYKJAVIK, ICELAND
2018

WEST HOLLYWOOD
2018

WUHAN, CHINA
2019

BALI, INDONESIA
2019

DUBAI
2019



BERNERS
STREET W1
CITY OF WESTMINSTER