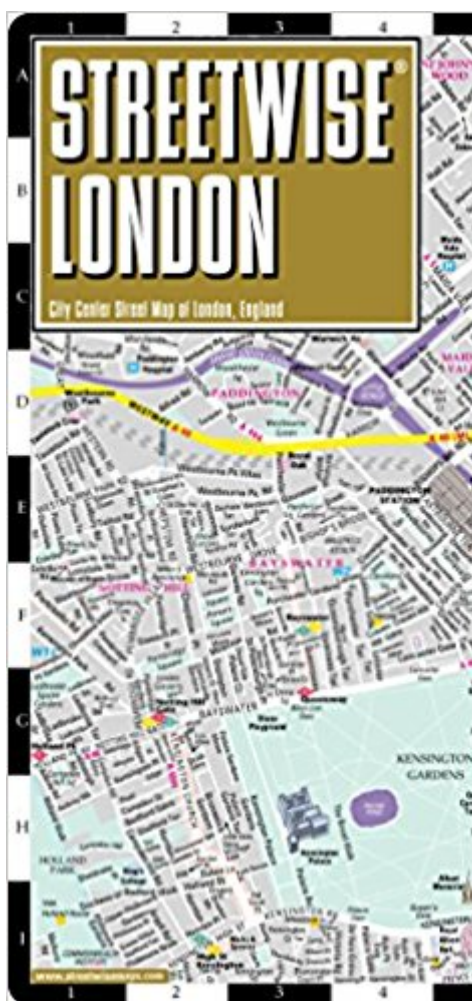


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# Streetwise London Map - Laminated City Center Street Map Of London, England



## Synopsis

Streetwise London Map - Laminated City Center Street Map of London, England - Folding pocket size travel map with London Underground map including tube lines & stations This map covers the following areas: Main London City Map 1:20,000 London Underground Map - London Tube Map London is one of the most popular, populated and accessible cities on earth. People love London. And why not? Londoners are charming and helpful, and their city operates on such a high dosage of civility that it could be considered an art form. London is an urban oasis where you can search out cutting edge design, cuisine, fashion, chic neighborhoods, or traditional culture. When visiting London, be prepared to walk. Whether its basic window shopping, advanced people watching, or the rewarding task of locating restaurants and museums, London is urban roaming at its best. Days can be spent just visiting London's neighborhoods, each with its own character, atmosphere and unique offerings. The STREETWISE® Map of London UK will enable you to go anywhere in central London. The detailed and indexed depiction of streets, tube stations, sites and hotels will enable you to spend more time making new urban discoveries than less time complaining about disorientation. Say you choose Mayfair, for its refined and cultured demeanor. Take an afternoon stroll wandering through Berkeley Square, Grosvenor Square and Green Park then finish with an espresso at Rochaux's cafe. You'll briefly feel exclusive. Wander the back alleys in Soho and you will never know what or who you'll run across. The very trendy Covent Garden is dense with human interaction packed into a small area. Walk up to Bloomsbury with its literary heritage to be amazed by the vast holdings within the British Museum. The original city of London is the square mile of the city center, now the financial center as well. Immerse yourself in history and architecture with its many fantastic buildings beginning with St Paul's Cathedral on the western edge and ending at the Tower of London to the eastside. Hike over the Thames on the Tower Bridge to see the Design Museum and the HMS Belfast. You are now on the South Bank dominated by Waterloo Station and its surrounding shopping and dining area. The London Eye will provide an interesting overhead perspective of greater London. Come back to earth and walk the Thames along Queen's walk pedestrian path and you'll be rewarded upon finding Gabriel's Wharf, the Tate Modern, the famous wobbly Millennium Bridge and Shakespeare's Globe Theatre. Walk South through Hyde Park and you encounter Knightsbridge. It is one of London's most fashionable neighborhoods, the home of Harrod's (the Vatican of department stores) and Beauchamp Place, one of London's most fashionable shopping streets. If shopping is not on the agenda, there are museums like the Victoria & Albert, the Science Museum, and the Natural History Museum. South of Knightsbridge is Belgravia. This area has long been the aristocratic section of

London, rivaling Mayfair in grandeur and tranquility. Our London street map is fully indexed with streets, concert halls, hotels, museums and galleries, parks, points of interest, shopping areas and transportation terminals. A separate inset map of the London Underground, the Tube, is also included to facilitate your travel around the city. Our pocket size map of London is laminated for durability and accordion folding for effortless use. The STREETWISE® London map is one of many detailed and easy-to-read city street maps designed and published by STREETWISE®. Buy your STREETWISE® London map today and you too can navigate London, England like a native. For a larger selection of our detailed travel maps simply type STREETWISE MAPS into the search bar.

## Book Information

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## Customer Reviews

'Don't leave home without STREETWISE.' --The New York Times 'STREETWISE is an absolute travel essential.' --Travel + Leisure Magazine 'In a strange city, your sense of direction is only as good as the map in your hands. The best maps to carry are published by STREETWISE.' --Chicago Daily Herald

STREETWISE® is the first map to be designed with modern graphics and is the originator of the laminated, accordion-fold map format. We™ve set the standard that every map company has imitated but never duplicated. Our mission is to make you feel comfortable, to make you feel safe in a place where you™ve never been before and to enable you to experience a familiar place more fully. The company was founded in 1984 by Michael Brown, who had been in international publishing

for many years, setting up subsidiaries for textbook publishers. In the 1970s, Brown traveled extensively throughout Africa, India, the Middle East and Southeast Asia. Brown would take a large paper map, cut out the city center, folded it up and slip it into his pocket, thus preventing him from looking like a tourist in areas where discretion is the better part of travel. This was his tool for surviving. After many years on the road, Brown settled back in New York and decided to start his own business, based on the adaptations he had made to maps in his travels. His goal was to give someone the ability to navigate easily in unfamiliar terrain. He started with a new map format: the accordion fold. Such a simple idea, but at the time it was revolutionary. No more struggling to fold an awkward, oversized paper map. This new format would enable the user to blend in like a native, instead of stick out like a tourist. Brown then added lamination to ensure that the map would be a lasting tool. More important than the format was the design of the map itself. It had to be a map that not only succeeded above and beyond any map he had used, but was esthetically appealing as well. The look of it had to be as striking as the functionality. Color was introduced in a way that was never seen before in a map - vivid purple for water, soothing gray for the background of street grids, gold to highlight elements of the map. Clarity, conciseness and convenience in a very stylish package. Building the business was a 24 hour job. Brown sold the maps during the day, zipping around Manhattan making deliveries on his Harley Davidson. At night he packed the orders and did the design work. More titles were added, each title requiring months of research and design. Today, STREETWISE® produces over 130 titles for major destinations, regions and countries throughout the United States, Canada, Mexico, Australia, Europe, the United Kingdom and Asia. We have grown from the back of a motorcycle to selling millions of maps around the world. Yet each title is still painstakingly researched and updated. STREETWISE® is one of the only, if not THE only map company that conducts research by walking or driving an area to ensure accuracy. After all, what good is the map if what you hold in your hands doesn't match what you see on the street sign? This lengthy fact checking results in superior accuracy; in effect, we've done the work, now you have the adventure. In the end, it's not about the map, it's about getting out and finding your own authentic experience wherever you go. It's about being in a city or a region and discovering things that you never thought you would find. You can do this if you have confidence and you have confidence if you have a great map. STREETWISE® is the great map that you need.

I love this brand of maps - Streetwise! I usually always buy this brand when traveling because they are easy to carry and very durable. The map included all of London and went farther outside the city as well. If you are just visiting London I can't imagine that you would need a map that included any

area farther out than what this map covers. Another great feature of this map is that it has a very detailed map of the Underground lines of London. It includes all of the tube lines and is color coded just like the maps you see at the stations. Since we mainly used the tubes to travel around London it was great to have the map with us at all times so we knew which stops were on which lines and where to catch them. The map was very accurate and we never found anything wrong with any of the street names or any of the markers. There is a lengthy list of streets, hotels and parks as well with a guide to tell you where that particular place is on the grid. So you might be asking, why do I need a map if I have a phone with GPS? The answer is simple - there is really nothing like having it all laid out in front of you so you can plan your day relative to where everything you want to see is. The problem with using a phone is the coverage is sometimes spotty and the screen is so small it is hard to tell how far things are. We definitely used our phones' GPS apps to find places but having a map was extremely useful in planning out our itinerary and it was nice to pull out when we wanted to find a tube station. This is my review rating system: 5 Stars: Awesome! I would definitely purchase this product again. 4 Stars: Great but not perfect I would probably buy this again but I had a few issues with it! 3 Stars: Good and would look around to see if I could find something better before I repurchased. 2 Stars: Not Good and would not buy again. 1 Star: Stay Away! Not worth anything you pay for it.

This map was awesome. It was laminated and fit perfectly in my backpack. Like other reviewers said, you could fold it, so it didn't look like you were a tourist pulling out a huge map. I spent many mornings in Starbucks coffee shops in London on my iPhone and map. Thank you for making such a great one! The lamination makes all the difference.

I have used Streetwise maps for years, and must admit to owning quite the stable of Streetwise maps. As soon as I know I'm going to be spending some time in a city, the first things I check is whether there is a Streetwise map. They are an extremely convenient form factor, and I usually plot out my route then stash the map so I can confidently make my way through a city like a native. Yes, the print is on the smaller size, but that's necessarily true of almost any map. For the person who complained that this map mainly covered Central London and didn't show every little alleyway: that's a benefit! If you're going primarily to fairly common Central London locations the Streetwise map is preferable to maps like London A-Z or NFT London where you're overwhelmed with tiny mews that only the people who live on them need know about or are madly flipping pages to figure out how something stuck down in a corner of one page relates to where you are or the nearest Tube

station. In truth, you may wish to have both Streetwise and London A-Z as they complement each other. But for getting the big picture with enough detail to get where you need to go, Streetwise is invaluable and my first choice go-to map.

Love this map! Been using it for years... Sturdy, laminated for protection, slides in my pocket. They update it every so often so am on my 3rd one. London streets are winding and are not numbered but have proper names so you need this to get around. Yes there are map apps for your phone but much easier to quickly glance at this. Has a London Underground map on it too. It highlights popular attractions and notable areas as well. They make them for most major cities and I have one for Paris too!

As a member of the generation that has grown up with a GPS always in my pocket, I was terrified when presented with the idea that upon arriving in London my cellular data might not work the way it's supposed to. This is laminated and folds out. Front and back, with a little key. Now I just need to figure out how to read and understand it.

I'm past the height of my traveling days. I love maps, however, to help me "remember when" and also to "see" a scene through a character's eyes. As I read many books with roots in the UK, thisÂ Streetwise London Map - Laminated City Center Street Map of London, EnglandÂ and the country-wide Michelin Guide by my side do the trick. If you're nervous about the claim of indestructibility, don't be. The map is some kind of light-weight, easy-to-fold plastic/paper, not a laminated thing sure to crack and break down. Well done, gents! As for you travelers, use this map as a guide to what you want to see and then walk or use The Tube to get there. The traffic in London is horrible and don't spend your valuable vacation time stuck in traffic. Buses are cheap, but they, too, get stuck in traffic. I spent a summer in England, including two months study at Oxford. As a typical American girl, I left behind my beloved VW Bug and personal "boom-box." The mass-trans is so good I never missed having a car, wherever I went, and the peace and calm IS there to be found.

I have been using Streetwise maps for years and years for cities all over Europe. Even after 9 trips to London I bought an updated version for my 10th visit (this version was updated in 2013). Yes, the London map is just the city center so if you are heading to Wembley (like I did this trip) you will need to look at a larger map to figure out where it is; but for most people visiting London as a tourist this

map covers 99% of where you need to go...Streetwise maps are very durable, weather resistant, and a bit more "understated" than other maps (although I think you are kidding yourself if you don't think you look like a tourist even with a less conspicuous map). I highly recommend them!

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