

**the unlike guide to**

# **london**

Njide Ugboma

custom tour  
compiled by  
**Unlike Media, Ltd.**

# Njide Ugboma

While working all hours of the day and night—from my office in Brick Lane, east London has slowly and reassuringly become the center of my universe—especially when it comes to fashion, art and culture.

I've been to many cities, all with its own unique qualities, but east London is the place where there are always new and exciting events and grotty little fashion holes to find yourself in.

Not everyone can see the charm in this neck of the woods and the further down Mare Street you go the better the venues. Some are quintessential fashion hot spots whereas others are nice little gems that are dear to my heart. Here are some of East London's diamonds in the rough.

# George and Dragon

Fashion loves

Drink | Hackney

Daily, 18:00 23:00



Those in search of a pleasant, quiet drink should avoid the George and Dragon at all costs. For a slightly shabby dog-eared pub, this tiny place brims with colourful scenesters on practically every night of the week. Good luck getting through the door on weekends, let alone sitting at a table.

London's gay glitterati, fashionistas and their decorative consorts congregate here—so much so that sometimes it can seem as though London's fashion world has managed to squish itself inside. The venue also has Richard Mortimer (who set up the now almost legendary Boombox) regularly dropping by to play '80s German electro, Blondie and Travelling Wilberies. Hedi Slimane and Alexander McQueen are regulars and the clientele is a mix of designers, stylists and artists. Packed with personalities and exhibitionists at all times, the G&D has a deliciously murky allure that's earned it a rep as the Mothership for London's club kids.

*“A grimy East End boozier. Luckily enough, within minutes of ordering your first pint, its charm takes over you. The kitsch décor lends itself to the edgy, artistic crowd and CD jukebox hits. The perfect place to start a night out.”*

## George and Dragon

2-4 Hackney Rd  
E2 7NS London  
T: +442070121100  
W. [www.myspace.com/...](http://www.myspace.com/...)

Transport:  
[Victoria] at Highbury & Islington

**celebs**  
**glitzy**  
**party**  
**rowdy**  
**glitterati**

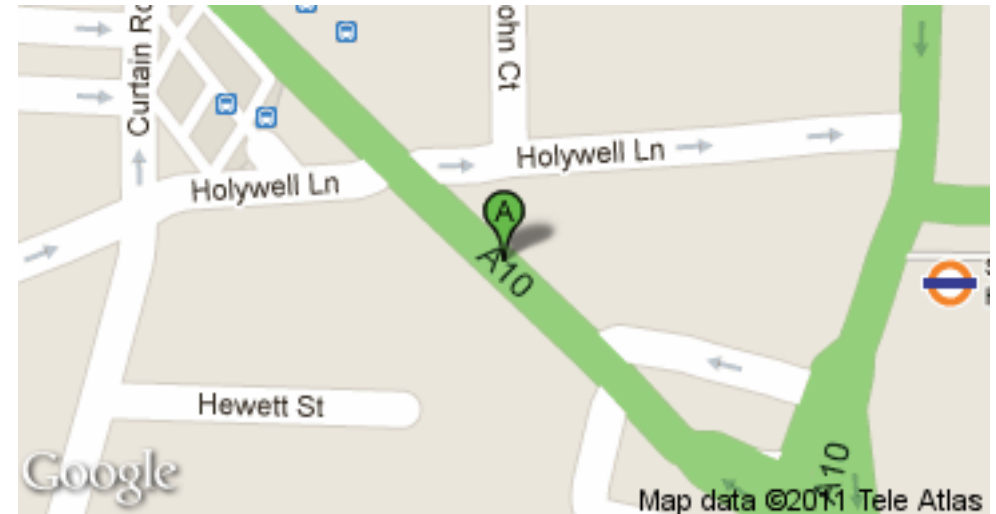
photo © Njide Ugboma

# A Child of the Jago

Curiosity shop

Shop | Hackney

Mon Sat, 11:00 19:00



After setting the lingerie world on fire as the co-founder of Agent Provocateur, Joe Corre set his sights on the menswear market. His latest clothing empire, taking the name from the Victorian novel by Arthur Morrison, packs an inventive punch with some unexpected hidden surprises.

Compared with the fanfare and publicity machine that surrounds Agent Provocateur, this project has been somewhat low-key for someone who is the son of the mom and pop of the Punk movement (Dame Vivienne Westwood and Malcolm McLaren). Nevertheless, on the first floor, you will find off-the-peg suits, designed by Corres and co-collaborator and man-about-town, Barnzley. Westwood's influence is unmistakable in the collection, in the Teddy Boy suits as well as the silk-panelled t-shirts depicting Hogarth. Make your way down the winding staircase into the basement and you'll find vintage Victorian pea coats, German fighter pilot jackets from the Second World War, a 1950s postman-regulation uniform and other

vintage delights, each one a piece of history.

*"You can assume stepping onto these premises will be a slightly intimidating experience. Founded by designers Barnzley, Joe Corre (responsible for Agent Provocateur) and Vivienne Westwood, the store is filled with outlandish, punk rock men's clothing and slightly political in its message."*

**A Child of the Jago**  
10 Great Eastern St, EC2A 3NT  
London  
T: +442073778694  
W. [www.achildofthejago.com](http://www.achildofthejago.com)

Transport:  
[Northern] at Old Street

**vintage  
accessories  
menswear**

photo © eddie otchere

# Cargo

## Halving the load



Head out to Hackney for a memorable club, bar or restaurant experience. The cellar-like quarters of Cargo—with its stone arches and low ceiling—give good aesthetic guidelines to a packed dance floor, which is often the case concerning Cargo's premium lineup of DJ and live music acts. Cargo offers the charm of a small nightclub and the draw of its shows, but if that weren't enough, food as well. And this isn't your average throw-some-rice-on-a-paper-plate and call it a day type of affair. Cargo's recently refurbished dining area is open day and night (as well as for a proper weekend brunch), serving Spanish tapas, bocadillos (sandwiches), burgers, platters and salads.

There's always more than one reason to make your way to Cargo: the three-pronged heavy load of sustenance, libation and entertainment.

## Club | Hackney

Restaurant: Mon Thu, 12:00 01:00; Fri Sat, 12:00 03:00; Sun, 12:00 00:00 Bar & Club: Mon Thu, 18:00 01:00; Fri Sat, 18:00 03:00; Sun, 18:00 00:00



*"I watched the Robots In Disguise and Le Couteau Jaune play live here, and you can't help but feel invigorated by the electro disco-crazed crowd on the sticky and broken bottle-covered floor. Sneak a peek at the original piece of Banksy art adorning the beer garden wall."*

**Cargo**  
83 Rivington Street, EC2A 3AY  
London  
T: +442077497840  
W. [www.cargo-london.com](http://www.cargo-london.com)

Transport:  
[Northern] at Old Street;  
[Overground] at Shoreditch High Street

**Tapas**  
**live**  
**music**  
**DJ**  
**brunch**

photo © [gluglondon](#) via Flickr

# Rivington Place

Publicly funded art house



The 15,000-square foot Rivington Place is an exhibition and visual arts gallery located in Shoreditch, first brought to life by gifted architect David Adjaye in 2007.

The Shoreditch arts space, which is built like stacked Jenga blocks, is the only one of its kind to be solely dedicated to visual arts from varying ethnic backgrounds. It's also the first publicly funded building since the Hayward Gallery was erected in 1968. The building's clean white interiors with smooth slate floors make for an ideal showing space for the exhibitions, installations, seminars, screenings, cafe and the Stuart Hall Library, housing thousands of rare titles, that can be found here.

## Art & Culture | Hackney

Tue Wed And Fri, 11:00 18:00; Thu, 11:00 21:00; Sat, 12:00 18:00; Sun Mon, Closed



*“At first glance, the large, black, imposing building looks quite intimidating, enhanced by its narrow lines and angles. Inside however, a library teems with books on art, fashion and culture and there’s an atmospheric street-level café where I imagine art lovers and nouveau philosophers meet up.”*

**Rivington Place**  
Rivington Street, EC2A 3BA  
London  
T: +442077491240  
E: info@rivingtonplace.org  
W: www.rivingtonplace.org

Transport:  
[Northern] at Old Street

**exhibition**  
**installation**  
**gallery**  
**public**  
**art**

photo © courtesy of Rivington Place

# Spitalfields Market

Seek and ye shall find



Perusing Spitalfields means that you'll never leave without something in hand—or at least, without being plagued by that thing you couldn't quite afford. Luckily, the latter is rare at this East London market, which is spread out over 150-plus market stalls and on Sundays overflows with a general assortment of food, fashion and art—making wading through the market a several-hour activity at the least.

Come during the week for more interest-specific offerings; Thursday sees the antique and retro market—a great time to snag a bargain—while Friday swirls with colorful tapestries and quirky bits from young designers in the fashion and design market. A bi-monthly (on the first and third Friday of the month) record fair draws a more rugged crowd as the dread-locked and leather-jacketed scan stalls to score the latest vinyl find.

Restaurants: Mon-Fri, 11:00-23:00; Sun, 9:00-17:00

Shops: Mon-Sun, 11:00-19:00

## Escapism | Hackney

Market Stalls: Thu Fri, 10:00 16:00; Sun, 9:00 17:00



*“Friday is my favourite day to visit the Spitalfields Market. It’s not the busiest day (unlike Sunday), but it’s when the odd and unusual congregate to sell, and at times, just talk and display their wares to like-minded market devotees. On popular days, musicians play in the streets and international culinary delights are available.”*

**Spitalfields Market**  
Old Spitalfields Market, E1 6AA  
London  
T: +442073752963  
E. sstuart@ballymoregroup.com  
W. www.oldspitalfieldsmarket.com

Transport:  
[National] [Circle] [Central]  
[Hammersmith] to Liverpool  
Street

**bargain  
fair  
market  
young  
designers  
vinyl**

photo © SAILOR JESS.'s via  
flickr

# Lik Neon

More than a movement

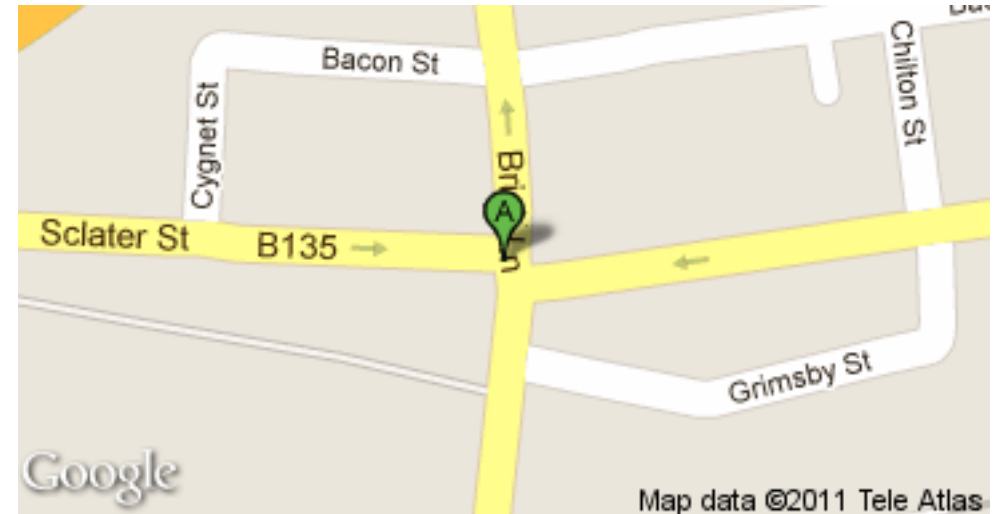


Fans of Kitsúne and Ed Banger Records will find refuge in Lik Neon, a store that shamelessly flaunts its Nu Rave Kids status with items from our childhood that have been long considered passé but have recycled their way back into popularity.

Carrying a slew of goods that make us immediately nostalgic, Lik Neon offers cards that look like they were scrawled on the spot, toys like the Japanese Tamagotchi Pet, Lego-piece and Perler-bead jewellery and an impressive collection of old school electronic games. Playing second fiddle to the collectables are fluorescent neon kicks, hoodies of the repeating logo variety, rare vintage clothing and magazines, plus the requisite '80s vinyl collection and cassette tapes. Boy, do we suddenly feel old.

## Shop | Tower Hamlets

Mon, 12:00 19:00; Tue Sat, 11:00 19:00; Sun, 11:00 18:30



*“Walking into Lik Neon, I feel like I’m waking up in an electro dream. Specializing in fluro, the store is a great place for emerging designers. My favourite thing about the store are the two, very sociable, resident cats that can often be found sleeping in the window, on the counter or between the racks.”*

**Lik Neon**  
106 Sclater St, E1 6HR London  
T: +44207294650  
W. [www.likneon.com](http://www.likneon.com)

Transport:  
[Northern] at Old Street

**toys**  
**magazines**  
**design**  
**retro**  
**vintage**  
**electronics**  
**sneakers**  
**vinyl**

photo © Njide Ugboma

# Beyond Retro

Beyond the high street



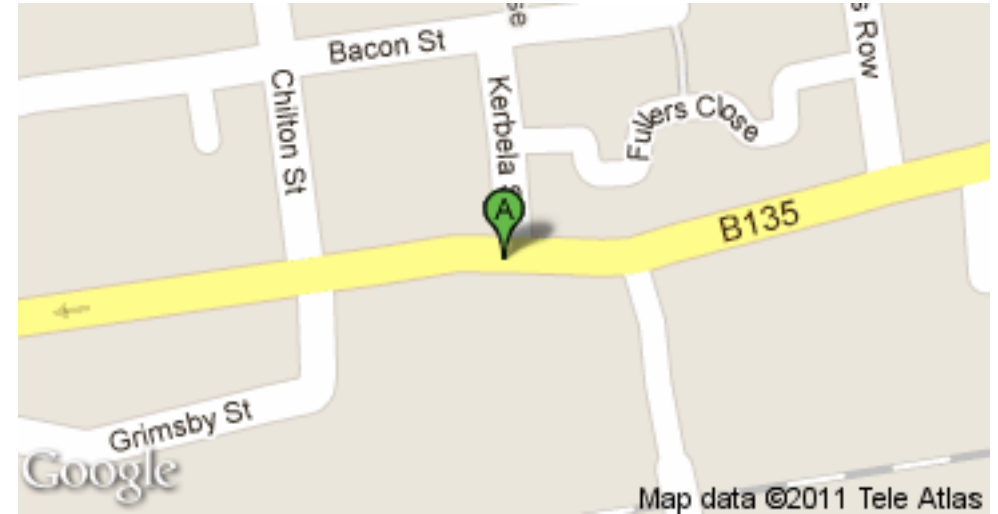
Whether you're costuming a new style or adding one-off pieces to your wardrobe, head for Beyond Retro—a 50,000 square foot warehouse-world of American vintage clothing and accessories. Each visit provides a plethora of new finds from a near endless selection of clothing for men and women alike. Should you need guidance, just ask the tuned in, helpful staff who know the stock through seams and stitches inside out.

Garments from the 1940s to the 1980s are showcased with an emphasis on wearable quality vintage rather than secondhand kitsch; although a fair amount of wonderful wearable art objects await as well. Another strength is the store's extensive collection of old skool accessories, from trainers and cowboy boots to bags, ties and a new addition to the stock, wigs.

Beyond Retro is one of the largest and most modestly priced vintage shops in London. Customers are sure to enjoy themselves amassing looks from the racks and bopping back and forth between changing rooms as the

## Shop | Tower Hamlets

Mon Wed, 10:00 19:00; Thurs, 10:00 20:00; Sun, 10:00 18:00



lively retro soundtrack urges them on. Be sure to check out this part disco, part retro bargain basement, part archive of fashions past; whatever else is Beyond Retro, we encourage you to find out as you enjoy the thrill of the vintage clothing chase.

*“The blaring music and bulging racks of vintage clothes make it hard, but with a well-trained fashion eye you’re able to find what your looking for. Always busy, shoppers parade the floor in a myriad of experimental looks.”*

**Beyond Retro**  
110-112 Cheshire St, E2 6EJ  
London  
T: +442076133636  
W. [www.beyondretro.com](http://www.beyondretro.com)

Transport:  
[U] at Shoreditch. [Central]  
[Circle] [Hammersmith] at  
Liverpool St

**menswear**  
**womenswear**  
**vintage**  
**secondhand**  
**spectacle**  
**Brick**  
**Lane**

photo © photo by Kendall  
Waldman

# London Basics

## All You Need To Survive

### WELCOME

...to London, the once Roman settlement turned setting for Sherlock Holmes, home of Shakespeare and the Sex Pistols, site of the Great Plague and the Great Fire, the Peasant's Revolt and today's finance driven pride of the Pound, originator of the metro system, bomb basin of the German Blitz and subsequent architectural chimera, epicentre of the truth-obsessed Renaissance, and subject of Dicken's musings on the Industrial Revolution and white-lace Victorian Era.

London surges with culture. Countless immigrants add flavour to the 32 boroughs shared between 8 million people of colourful backgrounds, from the posh West London neighbourhoods to the developing East. Welcome to the most populous city and metropolitan area of the EU, one of the world's most expensive destinations, and the capital of much more than just an island.

### FACTS & FIGURES

Population: 7.5 million ( city ); 13.9 million ( metropolitan )  
Average Temperature: January 6C/43F; July 19C/66F  
Currency: British

Pound

Time zone: GMT

Electricity: 240 volts AC, 50Hz; square three-pin plugs are standard

Country dialing code: +44

Areacode: 20

Spoken languages in London: 300

Licensed taxis: 18,000

Website: <http://www.visitlondon.com/>

### ARRIVING

Heathrow Airport is the world's busiest international airport. It is considered the hub of the aviation world and is the base for over 90 airlines. Gatwick Airport and Stansted Airport are also major ports carrying similar airlines.

From Heathrow:

Public Transport:

The London underground system is conveniently linked to Heathrow Airport, with stops at terminals 1-4. Tickets can be purchased at the terminals.

Taxi:

The following cab companies will take you from the airport to all city points:

London Black Cabs ( +44 795 769 6673 /

<http://www.londonblackcabs.co.uk/> )

London Taxi Cabs ( <http://www.londontaxicabs.net/> )

Bus:

Use Megabus ( +44 0900 160 0900 / <http://www.megabus.com/uk/> ) for discounted fares to destinations throughout

# London Basics

## All You Need To Survive

England.

First Bus Service ( +44 20 7291 0505 / <http://www.firstgroup.com/index.php/> ) provides transit to Acton, Greenford, Uxbridge, Northumberland Park, Alperton, Westbourne Park, Hackney, Rainham and Orpington.

Heathrow Airport  
Tel: +44 (0)844 335 1801  
<http://www.heathrowairport.com/>

From Stansted:

Train:  
The Stansted Express runs every 15 minutes and reaches London Liverpool Street in 45 minutes. Alternatively, National Express East Anglia trains run to Stratford (east London) via the Lea Valley. All trains depart from Stansted Airport rail station, situated directly below the terminal. London Underground connections are available at Liverpool Street, Stratford and Tottenham Hale (on the Stansted Express line).

Bus:  
Fast, frequent coaches run from Stansted to London destinations including Liverpool Street, Victoria, Stratford, Baker Street and Kings Cross. With fares starting at just a few pounds, this can be a really cost-effective way to travel. All services

call at the airport coach station, directly opposite the terminal.

Stansted Airport  
Tel: +44 (0)844 335 1803  
<http://www.stanstedairport.com/>

From Gatwick:

Train:  
Gatwick Express is the fastest rail link between the airport and central London. Non-stop trains run to and from London Victoria every 15 minutes and the journey takes 30 minutes (35 minutes on Sundays). A standard single ticket costs 16.90 and a standard return is 28.80. Tickets can be bought on board at no extra cost.

Gatwick Airport  
Tel: +44 (0)844 335 1802  
<http://www.gatwickairport.com/>

For details of special offers and to book in advance, visit the Gatwick Express website or ring +44 (0)845 850 1530 (UK only).

## TRANSPORTATION

Public Transport

Underground:  
London's Tube ( <http://tube.tfl.gov.uk/> ) will get you anywhere you need to go. There are 12 underground Tube lines. Underground trains on all lines run every few minutes between 5:30a-12:30a Monday to Saturday, and between 7:30a-11:30p on

# London Basics

## All You Need To Survive

Sundays.

While single fares are available on most forms of transit, visitors are advised to purchase a Travel Card or use Oyster to pay as you go. Oyster ( <http://tfl.gov.uk/oyster/> ) is London's Smart Card; users can put Travel cards or bus pass season tickets on their Oyster cards, add cash to pay as you go, or have a combination of both. Oyster cards are reusable, and cash can be added to an already existing balance. Although Oyster is not valid on National Rail services, Oyster users still pay considerably less on the tube, bus, DLR and tram services. Visitors from within and outside of the UK should visit these sites to purchase their Travel Cards in advance: <http://www.ticket-on-line.com/>.

Bus:

The public bus system in London is one of the world's largest transportation services in the world. Over 6,500 buses carry around 5.4 million passengers every week. Routes 9 and 15 are especially good for sightseeing. The most convenient way to travel via the bus is to purchase a Bus

Pass or Travel Card from an underground ticket office, travel information center, or ticket stop. Please remember that bus tickets used for travel in Central London ( zone 1 ) cannot be purchased on board. A valid ticket or Oyster Card is needed prior to boarding. Tickets are also available for purchase at bus stops.

Train

There are a number of overland rail lines that cover London. The North London Line provides the only east-west rail link bypassing the middle of town, linking stations in east London through north London over to Kew in the west.

The Docklands Light Railway ( +44 20 7222 1234 / <http://www.tfl.gov.uk/dlr/> ) covers a large segment of east London and Docklands, intersecting with the Tube network at Bank, Tower Hill and Stratford. This line contains a useful link to Maritime Greenwich, and there is also a new link to the London City Airport. Services operate from 5:30a to 12:30a and tickets must be purchased prior to entering the system.

BritRail ( +44 845 711

# London Basics

## All You Need To Survive

4141, +44 845 748 4950 /

<http://www.networkrail.co.uk/> ) has stops in Kings Cross, Cambridge, and Euston or take the Network Rail.

First Capital Connect ( <http://www.firstcapitalconnect.co.uk/> ) runs the Thameslink and East Coast Main Line.

Tramlink ( +44 20 8681 8300 / <http://www.tfl.gov.uk/trams/> ) runs approximately every 15 minutes and covers suburban south London linking Wimbledon, Croydon, New Addington and Beckenham.

National Rail ( +44 845 748 4950, +44 20 7278 5240 / <http://nationalrail.co.uk/> ) operates in the same zone system as the London Underground, but is also able to reach areas outside of this region such as Hampton Court and Windsor. Oyster Card readers are not available at all stations and holders should check their validity prior to using National Rail services.

### Boat

You can also get around with the London River Services ( <http://www.tfl.gov.uk/river/> ), which provide a great way to view London day or night by traveling on the Thames river. Services

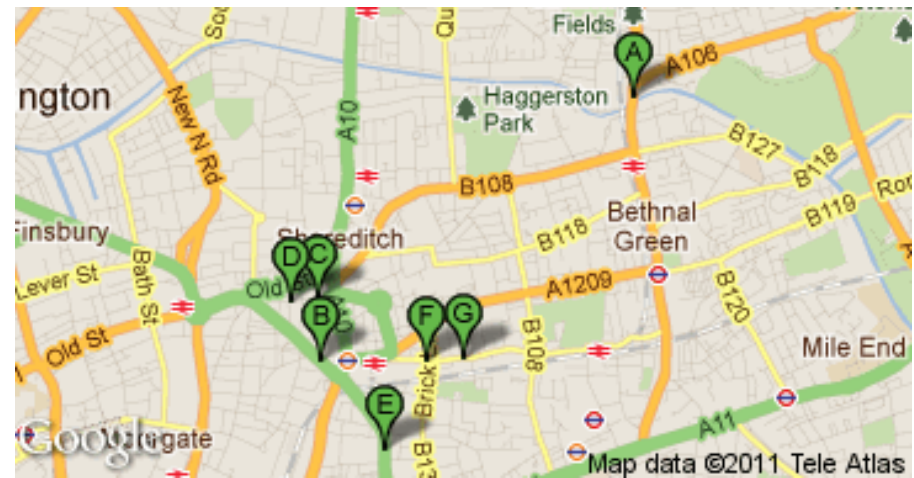
head east towards Greenwich, The O2 and the Thames Barrier, and travel west towards Richmond and Hampton Court. Tickets can be purchased at one of several boarding piers, and, in some cases, on the boat. Travel Card holders can receive a one-third discount off most river services.

### Coach

Coaches ( +44 870 608 2608 ) have the virtue of serving some locations that are inaccessible by other modes of transportation. They cater to many popular destinations including Oxford, Windsor ( for Windsor Castle and Legoland ), Leeds Castle, Lakeside Shopping Centre, and Southend-on-sea.

The London Travel Information Call Centre is open 24 hours, 7 days a week and offers a multitude of comprehensive travel information. It can be accessed by calling +44 20 722 1234.

# Notes



- A) George and Dragon
- B) A Child of the Jago
- C) Cargo
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- E) Spitalfields Market
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