

Conference Location

EUROPHRAS 2017 will take place at the Strand Palace Hotel, in the heart of London's West End. Many of the city's major tourist attractions, shops, businesses, government buildings and entertainment venues, including West End theatres, the eclectic eateries and bars of Soho, and numerous galleries and museums, are concentrated in the area. The venue is also within walking distance of Covent Garden, an area associated with the former fruit-and-vegetable market in the central square (now a popular shopping and tourist destination) and with the Royal Opera House, which is also commonly referred to as Covent Garden. The Embankment, a path which runs along the River Thames, is also a short walk from the Strand, and the bustling Southbank area is located across the water.

STRAND PALACE HOTEL

The Strand Palace Hotel is one of the most iconic buildings in London, the history of which starts more than a century ago. With Wi-Fi and flat-screen TVs throughout, The Strand Palace Hotel would now be unrecognisable to guests from the Edwardian era. But links with the past still remain: a few Art Deco touches are visible inside and outside the building; guests from the war years still return to relive their memories. Outside, The Strand remains a buzzing focal point of West End life, just as it was in 1909.

The hotel was built after Exeter Hall was demolished in 1907. It opened in 1909 and was refurbished in the Art Deco style during the 1930s, but has now been modernised. The twenties saw the Strand Palace Hotel expand, taking over the neighbouring Haxell's Hotel. But the real story was a spectacular redesign. New Art Deco features - including a foyer so iconic that it is now owned by the V&A museum - proved a hit with fashionable Londoners, and made the hotel a firm fixture on the capital's social scene. You can see vintage photographs and artefacts from the Strand Palace Hotel both there and at the V&A museum. The hotel's own collections are held in a display cabinet opposite Sacred Café, and the V&A's collections include our 1920s revolving door and a Strand Palace Hotel room key that was recovered from a First World War trench in Normandy, France.

WEST END

Top attractions located in the area include Green Park, the Royal Academy of Arts, the National Gallery, Leicester Square, Piccadilly Circus, Regent Street, Bond Street, Carnaby Street and Oxford Street. For more information on touristic attractions visit <http://www.planetware.com/london/west-end-eng-l-lwe.htm>.

WEST END THEATRE SHOWS

The history of the London West End has been inextricably linked to the theatre for hundreds of years. From the opening of the first West End venue in Drury Lane in 1663, locals and visitors to the burgeoning capital flocked in their droves to the West End to be entertained and enthralled by the various shows on offer.

The London theatre tradition has continued to go from strength to strength over the years, and today the West End is the largest theatre district in the world, with many major international stars treading the boards night after night. No other city can boast the same variety and quality of theatrical performances as London's West End, and its enduring popularity as a global cultural centre stands as a ringing endorsement of all it has to offer.

A number of big musicals could be seen in many of the theatres in the area: *Wicked*, *Lion King*, *The Book of Mormon*, *Matilda*, and *Les Miserables* are just a few of the titles on offer.

For more information on booking tickets please visit:

<http://www.officiallondontheatre.co.uk/>

THE SAVOY

The Savoy, a Fairmont-managed five star hotel, is one of the most celebrated of London landmarks, proudly standing on the North Bank of the River Thames. Built by the impresario Richard D'Oyly Carte with profits from his Gilbert and Sullivan opera productions, it opened on 6 August 1889. It was the first in the Savoy group of hotels and restaurants owned by Carte's family for over a century. The Savoy was the first luxury hotel in Britain, introducing electric lights throughout the building, electric lifts, bathrooms in most of the lavishly furnished rooms, constant hot and cold running water and many other innovations. Carte hired César Ritz as manager and Auguste Escoffier as chef de cuisine; they established an unprecedented standard of quality in hotel service, entertainment and elegant dining, attracting royalty and other rich and powerful guests and diners.

For cocktail connoisseurs, The Savoy boasts the award-winning Beaufort Bar, renowned for pushing the boundaries of mixology; and the legendary American Bar, the oldest surviving cocktail bar in London. The beautiful Thames Foyer, truly the heart of the hotel, is where The Savoy serves one of London's finest traditional Afternoon Teas, a custom that remains a British institution. Fresh pastries, chocolates and bespoke gifts are available for guests to purchase in Savoy Tea. The latest addition to The Savoy is Melba, a take-away gourmet counter enticing passers-by with the finest fare directly on the Strand.

COVENT GARDEN: TAKE A WALK THROUGH TIME

Prize-winning author and historian Peter Ackroyd describes the historical place as follows: *“Covent Garden has always been one of the fiery territories of London. It has always been a centre of trade, and noise, and conflict, and pleasure, with its rapacious history and presence still to be sensed in the streets of the neighbourhood. There has never been, and never will be, a place equal to Covent Garden as a market and emporium. It is generally believed that it emerged as a market place when the Piazza was first erected in 1630. But it is of much greater age. The area was used as a place of trade and barter by the Saxons in the sixth century, and was known as Lundenwic or London market. But there have always been people here, and the evidence of prehistory is still beneath your feet. That is what makes the neighbourhood so welcoming.”*



London’s fruit-and-vegetable wholesale market until 1974 is now mostly the preserve of visitors, who flock here to shop among the quaint old arcades, eat and drink in any of the myriad of cafes and restaurants, browse through eclectic market stalls, toss coins at street performers pretending to be statues and traipse through the fun London Transport Museum. On the square’s western side is handsome St Paul’s Church, built in 1633.

(Source: Lonely Planet)

CULINARY LIFE

The area is a foodie’s paradise. Whether it’s breakfast or brunch, pre-theatre dining or burgers alfresco, the neighbourhood is filled with a diverse array of gastronomic options to suit all tastebuds, morning ‘til night. So if you’re feeling peckish, take a culinary tour of the neighbourhood, offering the best of British, French cuisine and patisserie, contemporary Peruvian, American meat feasts, or the tastiest sushi in town.

More information about the various restaurants, bars and cafes at Covent Garden could be found at: <https://www.coventgarden.london/eat>

NIGHT LIFE

West End and Covent Garden clubs are some of the most sought after clubs in London for city socialites, seasoned party-goers and tourists alike. There are so many choices for stunning cocktails, live DJ sets and places that offer something a little different in this one area, you'll want to guarantee your place at the front of the queue and on the guest-list.

To plan the perfect night out, visit

<https://www.designmynight.com/london/clubs/covent-garden/clubs-in-covent-garden>

EVENTS AND WHAT'S ON

There are a number of events on the Piazza, seasonal collections in-store and new openings in the neighbourhood. You can find out more about all events at: <https://www.coventgarden.london/whats-on>

ROYAL OPERA HOUSE

Experience our world-class opera, classical music, theatre, ballet and dance at The Royal Ballet and The Royal Opera in the heart of London's Covent Garden.



During the days of the conference, several world-class performances take place: Lucia di Lamermour, La Tragédie de Carmen, Untouchable, The Illustrated 'Farewell' and The Wind.

Lucia di Lamermour: <http://www.roh.org.uk/productions/lucia-di-lammermoor-by-katie-mitchell>

La Tragédie de Carmen: <http://www.roh.org.uk/productions/la-tragedie-de-carmen-by-gerard-jones>

Untouchable: <http://www.roh.org.uk/productions/untouchable-by-hofesh-shechter>

The Illustrated 'Farewell': <http://www.roh.org.uk/productions/the-illustrated-farewell-by-twyla-tharp>

The Wind: <http://www.roh.org.uk/productions/the-wind-by-arthur-pita>

More information about tickets and performances: <http://www.roh.org.uk/>

BY THE RIVER & THE SOUTHBANK CENTRE

The Thames Embankment, which hugs the north side of the River Thames, is known for being lined with grand historic buildings and peppered with small public gardens and parks. Across the Millennium Bridge, on the south side of the River, is a cluster of venues known collectively as the Southbank Centre—in addition to excellent views of Westminster across the river, the area is home to the National Theatre, the Royal Festival Hall, the British Film Institute, a host of restaurants, cafes and bars—and a well-used skatepark, too! The key buildings here were built for the Festival of Britain in the 1950s, as reflected in their striking architecture, and in the years since they have become a home for London's thriving creative communities. The riverside is always bustling and has a great energy at any time of day, and is also a short walk from the theatres of Waterloo, such as the Old Vic.

SOHO

“In a district that was once pastureland, the name Soho is thought to have evolved from a hunting cry. While the centre of London nightlife has shifted east, and Soho has recently seen landmark clubs and music venues shut down, the neighbourhood definitely comes into its own in the evenings and remains a proud gay district. During the day you'll be charmed by the area's bohemian side and its sheer vitality.”

(Source: Lonely Planet)