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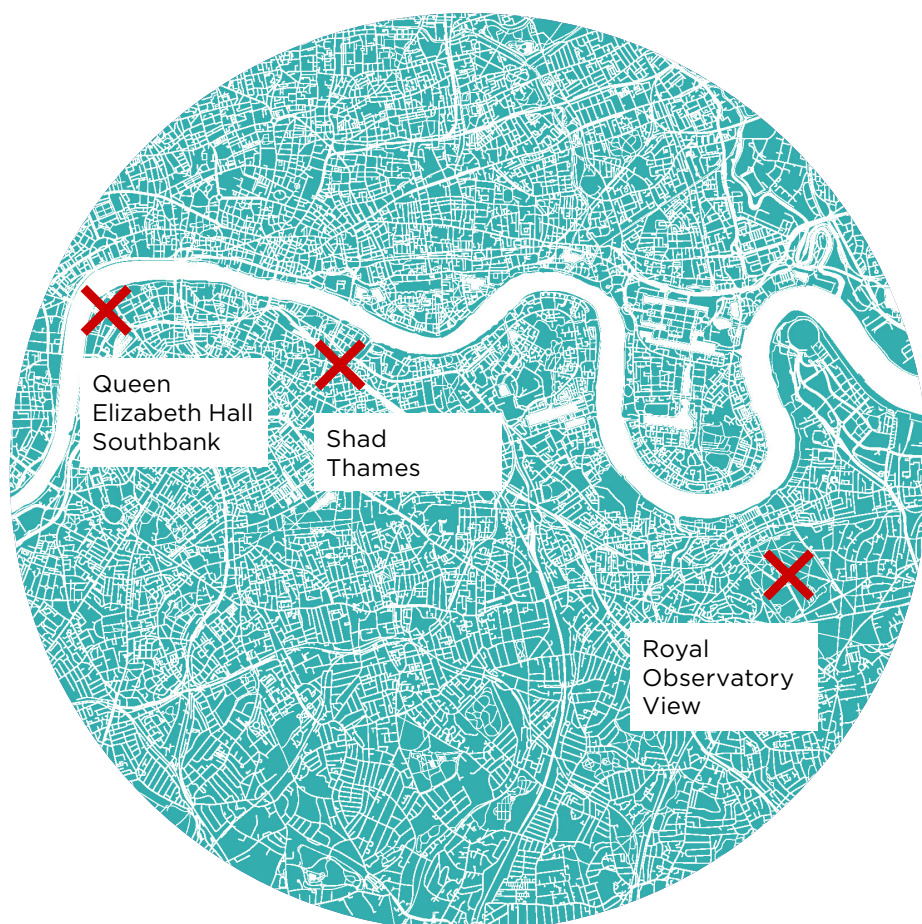
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## Canon and LOST iN create the Hidden Spots Travel Guide

A historical heartland, the city of London is home to some of the United Kingdom's most iconic landmarks. An intoxicating mix of art, culture and stunning parks, LOST iN and Canon's travel guide lets you unearth unknown viewpoints of London with the PowerShot ZOOM.



Explore London like never before with the **Canon PowerShot ZOOM** - a 12 megapixel camera with image stabilisation and an easy-to-use 3-step zoom. A pocket-sized camera capable of Full HD video and super-zoom, the PowerShot ZOOM is the perfect travel companion to take with you this summer. With 100mm, 400mm and a digitally extended 800mm zoom, this compact camera lets you beat the crowds and discover Europe's hidden spots from new perspectives.



# QUEEN ELIZABETH HALL AT SOUTHBANK CENTRE



## Home of arts, culture and the 1951 Festival of Britain

Situated in London's cultural and creative South Bank district, the Southbank Centre is Europe's largest centre for arts and culture. The area had fallen into a state of disrepair before the 1951 Festival of Britain, but since then, it has become a hub from which the surrounding area emanates. Since its initial construction, the site itself has grown and encouraged the development of the Hayward Gallery, BFI Southbank and National Theatre – plus the imposing London Eye.

Concocted by a group of visionary young architects, it was designed from the inside out. Its functional concrete façade lets the facilities do the talking, although the jumble of stacked columns and external jutting structures mean the centre has a unique silhouette. Similar to the nearby Barbican Centre, the complex's functionalist structure has since been dressed up with quirks of design which have come to define it – the infamous yellow staircase and gardened terraces, can be quickly snapped from afar thanks to the PowerShot ZOOM's 3-step zoom.



Busy and bustling, the centre attracts millions of visitors a year and is an ideal place to capture culture and arts – capture the juxtaposition of colourful performances against the brutalist and functional design in Full HD 30fps with the PowerShot ZOOM. Alternatively, head out onto Waterloo Bridge to take in the whole centre's incredible outline or take to the skies on the world-famous London Eye to scan the whole footprint.

**Stand at the bottom of this famous yellow staircase which is juxtaposed to the rest of the building's brutalist design.**



# SHAD THAMES

## A peak into the mercantile history of the East-End

Largely a residential and hospitality area of the city, the Shad Thames district of the city was once known as the larder of London - the network of busy warehouses were used to store and unload cargo from ships docked east of Tower Bridge.

The narrow-cobbled street parallel to the river is lined with high rowed Victorian warehouses creating an imposing and spectacular visual. It's difficult to place yourself when stood within the terraced streets of the Shad, which block out any reference points from the surrounding city. The iron bridges connecting the two rows provide the finishing touches to one of London's most unique and iconic views.

The sun hangs low between the terraces during the summer, creating shadows across the buildings for you to capture with the PowerShot ZOOM's Full HD, 30fps video function. The Optical 4-axis Image Stabilization helps to keep things steady as you traverse the cobbles. Whether it's Butler's Wharf, China Wharf or the name Shad Thames itself, the signage in the area all points to its commercial past.

Using the PowerShot ZOOM's powerful 3-step zoom means you can look for evidence of the buildings' previously functional use, whether it's metal brackets for pulleys or swinging cranes folded against the exterior walls, it's easy to get swept up in the atmosphere of trade and commerce. To find out more, head to the London Docklands Museum in West India Quay.



**From the street below, you get the most striking view of the blue walkways connecting the iconic London terraces.**



# ROYAL OBSERVATORY VIEW



## London's largest royal park has a view of Canary Wharf

Greenwich Park is London's largest royal park, situated in the south-east corner of the map. A former royal hunting park and home to the Tudors, the expanse of leafy paths and fields is now a favourite of locals looking to escape the city and soak in some sights. The PowerShot ZOOM's lightweight, tiny profile is ideal for a long day in the park, covering its 180 acres.

Home to JMW Turner's The Battle of Trafalgar painting and the jacket in which Admiral Horatio Nelson was shot at that very battle, the National Maritime Museum is an incredible insight into Britain's naval past.

The Queen's House can be visited for free with incredible sights including the famous Tulip Stairs and iconic Armada Portrait of Elizabeth I inside. The former royal residence is ideally viewed from the Royal Observatory, looking north along the Prime Meridian, you'll find an incredible view of London new and old. Canary Wharf's towering business district looms in the distance and the Queen's House gives a feel for

London's rich history in the foreground. Explore every detail with the PowerShot ZOOM's range of focal lengths.

The Royal Observatory is a fascinating trip into the history of astronomy and navigation - Planetarium shows will wow adults and children alike as astronomers and leading scientists take you on a tour of our solar system.



**Look north along the Prime Meridian from the Observatory to see the Royal Naval College in the foreground with Canary Wharf's skyscrapers behind.**

