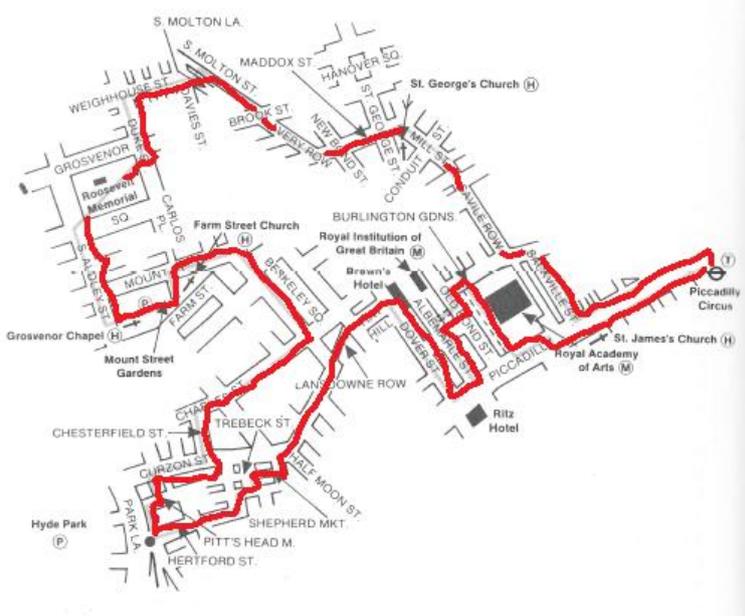


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Around Mayfair



Piccadilly- The name Piccadilly comes from a 17th-century type of starched collar called a piccadil. During the 19th century, the area was redesigned by John Nash and a circular open space was created on the junction of Regent Street. At the eastern end of Piccadilly is Piccadilly Circus with Eros at its centre. The sculpture of Eros represents the Angel of Christian Charity. Unveiled in 1893 as a memorial to the Earl of Shaftesbury, a Victorian philanthropist; the statue has become a London icon. This is the centre of London's West End; all around are

restaurants, theatres, cinemas and the bright electric advertising signs of Piccadilly Circus. Coca-Cola has been present on the site since 1955 - Over 50 brands have appeared on the signs over the last 100 years.

Fortnum and Mason's shop can be found further along Piccadilly - founded in 1707, the clock high on the wall of this elite shop has figures of the founders, Mr Fortnum and Mr Mason, who emerge and bow to each other as the carillon plays a tune

Burlington Arcade - Burlington Arcade is a covered walk and is lined with fine bow-windowed shops. The Regency arcade built in 1819, has gates at either end that are closed at night. The arcade is run by a team of beadles,(a sort of Regency police force) who wear the full traditional dress of the time. The arcade links Piccadilly to Burlington Gardens.

Bond Street - Bond Street takes its name from Sir Thomas Bond, who, together with a goldsmith, John Hinde, built it in 1686 and began developing it. Famous for art dealers, antique shops and jewellers - branches of the worlds leading designer brands can be found here - it became known as one of the world's most exclusive shopping streets.

Shepherd Market - Shepherd Market is a charming area set in the heart of Mayfair and is a remarkable survival of old London. Many original 18th-century buildings survive among an atmospheric web of narrow streets which were laid out in 1735 by Edward Shepherd.

Charles Street - Charles Street is lined with very large, sumptuous 18th-century houses. The curiously named pub "The Only Running Footman" can be found at 5 Charles Street. The author, Sydney Smith, lived at number 32.

Berkeley Square - Berkeley Square's 200 year old plane trees and surviving Georgian houses still surround this famous square. Clive of India lived at number 45 and the square was also home to the 18th-century poet, Alexander Pope.

Perhaps the most important thing that happened here was when Joseph Priestley discovered the existence of oxygen, whilst he was the librarian at Landsdowne House. Long ago, the square would have been filled with ladies riding in Sedan chairs and in Victorian times; the square was a popular place for nursemaids to take their charges, for a stroll.

South Audley Street - The Grosvenor Chapel is on South Audley Street; it was constructed in the 1730s and was where American servicemen worshipped in World War II. Grosvenor Chapel, in Mayfair, is thought to have been the inspiration for many churches in North America.

United States Embassy - The American Embassy in London occupies the whole west side of the Grosvenor Square and was completed in 1960. During the Second World War when the Chancery was on one side and General Eisenhower's headquarters on another, Grosvenor Square became popularly known as "Little America." The Eisenhower Statue, dedicated January 23, 1989, stands just across the road from the buildings that General Eisenhower occupied as Commander in Chief of the Allied Force (June - November 1942) and Supreme Commander, Allied Expeditionary Force (January - March 1944). There is a statue of Franklin D Roosevelt in the square's central garden.

Brook Street - The Messiah (1741) was written in Brook Street as were nearly all of Handel's works. The 18th-century composer Handel lived at Number 25 (this house now houses the Handel House Museum) for over 30 years. Here, also, William Friese-Green toiled in a small room and invented the moving picture. He was so excited at his discovery; he grabbed a policeman off the street and brought him back to look at it. So it was that a Holborn policeman was the first spectator at a cinema.

Hanover Square - Once filled with elegant Georgian houses, many of these have now been replaced by newer office buildings. At the south end of Hanover Square is St George's Church - George Frederick Handel, was for thirty-five years a parishioner and worshipper at St. George's.

Saville Row - Saville Row has long been world famous for its high-class, traditional men's bespoke tailoring. Built between 1731 and 1735 as part of the development of the Burlington Estate; customers have included Winston Churchill, Lord Nelson and Napoleon III.

Albany - Many famous people, including the poet Lord Byron(1788-1824) and the 19th-century Prime Minister Gladstone, have lived in this secluded court, which dates from the early 19th-century.

Regent Street - Regent Street owes its existence to George IV, who as Prince Regent lived at Carlton House. Regent Street was designed by John Nash in 1811. Nash designed a wide boulevard with a sweeping curve that became a clear dividing line between the less respectable Soho and the fashionable squares and streets of Mayfair. Famous stores in this graceful street, includes the Iconic, Hamleys Toy Store, Liberty and Austin Reed.