



# Tour Information



# Art Deco in London





The tour commences and concludes at the **Crowne Plaza Hotel, Ealing, London.**

Western Avenue,

Hanger Lane,

London

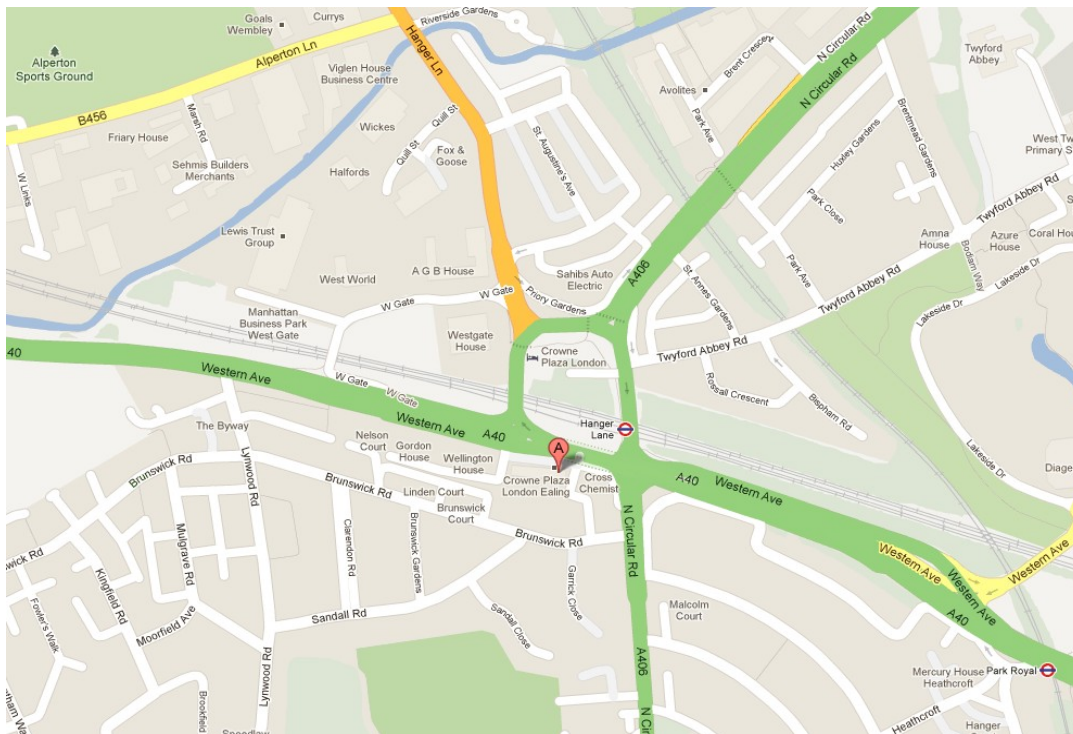
W5 1HG,

United Kingdom

Tel: 0208 233 3200

**Please note that transport to the hotel is not included in the price of the tour.**

### Transport



#### **If you are travelling by car:**

**From central London** – Take the A40 out of central London towards the M40, Oxford and Birmingham. Exit the A40 sign posted Ealing and North Circular A406. At the roundabout the 2nd exit sign posted A40 West, the hotel is located immediately on the left.

**From the North and West** – Take the A40 towards central London. Exit the A40 sign posted Ealing and North Circular A406. At the roundabout bear right and take the 4th exit sign posted A40 West. The hotel is located immediately on your left.

**If you are travelling by train:** The nearest underground stations are Hanger Lane and Park Royal. The nearest Train Station is Ealing Broadway, 18 minutes from the Hotel.



## Accommodation

### **Crowne Plaza Hotel, Ealing**

Located on the outskirts of Central London, the 4-star Crowne Plaza Ealing Hotel offers a restaurant, bar, gym and comfortable, contemporary designed bedrooms with private bath/shower, air-conditioning, TV and telephone. Car parking is available at the hotel for £15.00 per night, payable directly to the hotel.

More information can be found via the hotel's website:

<http://www.ihg.com/crowneplaza/hotels/gb/en/london/lonea/hoteldetail>

### **Check-in and departure from the hotel**

On the day of arrival you will be able to check-in at the hotel from 15.00, and the tour manager will meet you in the evening at the welcome reception.

On the last day, the tour will not finish until approximately 17.30 so you should check with your tour manager, or the hotel reception, where luggage should be stored until your departure.

### **Extra nights**

If you have booked to stay an extra night at the hotel, this is on bed and breakfast basis and check out from the hotel is at 11.00.

### **Dining**

On the first and second night, a buffet dinner with wine is provided at the hotel and included in the price of the tour. Breakfast on all days of your stay and a buffet lunch is included in the price on the final day but meals other than these stated are not included.

### **Special requests**

If you haven't already done so, please notify Travel Editions of any special requests as soon as possible to allow sufficient time to make the necessary arrangements.

## Places Visited

### Florin Court

Built in 1936 by Guy Morgan and Partners, Florin Court (better known to Poirot fans as Whitehaven Mansions) is a delightfully modern addition to the mish mash of architectural styles to be found in historic Charterhouse Square. The ten-storey block of flats was built in 1935-37 (almost the exact scope of the television series chronology) for Charterhouse Ltd by architects Guy Morgan & Partners and builders J. Gerrard & Sons. The building cost was apparently about £47,000 at the time. In 1988, the block was refurbished and modernised for Regalian Properties at a cost of about £2 million by architects Hildebrand & Glicker. That was when the building acquired its current name, Florin Court.

### Isokon Building and Gallery

An icon of International Style modernism in the UK, the Isokon Building was designed by Wells Coates for Jack and Molly Pritchard and completed in 1934. Located on Lawn Road in Hampstead, the building was envisioned as a progressive housing model, offering sleek, minimalist flats for forward-thinking professionals. With its stark white concrete facade, cantilevered balconies, and ship-like profile, it quickly became a hub for émigré intellectuals and artists, including Bauhaus figures like Walter Gropius, Marcel Breuer, and László Moholy-Nagy. After years of decline, the building was meticulously restored in the early 2000s by Avanti Architects for Notting Hill Housing Trust. It reopened in 2004, with the former garage transformed into the Isokon Gallery, a small but rich museum documenting the building's design legacy and its fascinating roll call of residents.

### Carreras Cigarette Factory

Arguably one of the most exuberant expressions of Art Deco in London, the Carreras Cigarette Factory, also known as the Arcadia Works, was built between 1926 and 1928 on Mornington Crescent. Designed by Marcus Evelyn Collins and Owen Hyman Collins, with Art Deco and Egyptian Revival flourishes, it famously features dramatic black cat sculptures flanking the entrance, lotus-bud columns, and papyrus plant detailing. The building originally housed the vast manufacturing operations of Carreras Tobacco Company and was one of the first in London to incorporate a full air-conditioning system. In the 1960s, much of its ornate facade was removed during a modernisation effort, but an ambitious restoration in the 1990s returned it to its former glory. Now repurposed as offices under the name Greater London House, it remains a theatrical and much-loved landmark.

### Aldgate & Whitechapel Area: Including Peterborough Court Clock and Holland House

The Aldgate and Whitechapel area also offer some striking examples of Art Deco flair. Chief among them is the Peterborough Court building on Fleet Street, formerly the Daily Telegraph headquarters, with its bold geometric lines and stylised motifs, not least the impressive Art Deco clock above the entrance, a standout piece of functional ornamentation. A short walk away, Holland House, designed by Hendrik Petrus Berlage and completed in 1916, is a rare early example of modernist influence in the UK. Though technically predating the Deco period, its unadorned red-brick façade and steel frame set the tone for later streamlined office architecture. Together, these buildings reflect the varied stylistic transitions that marked London's east end during the early 20th century.

### Freemasons Hall

Built between 1927 and 1933 as a memorial to the Freemasons who died in the First World War, Freemasons' Hall is one of the grandest Art Deco buildings in London. Designed by architects Henry Victor Ashley and F. Winton Newman, the imposing stone structure dominates Great Queen Street in Covent

Garden with its monumental massing, strong vertical emphasis, and lavish interior detailing. The Grand Temple, at the heart of the building, features marble-lined walls, elaborate ceiling mosaics, and symbolic Art Deco lighting fixtures that create a dramatic ceremonial atmosphere. Still used as the headquarters of the United Grand Lodge of England, the hall is also open to the public for guided tours and is a popular film and television location. Remarkably well-preserved, it remains one of the few major London buildings of the 1920s and '30s to retain its original decorative scheme throughout.

## Practical Information

**Tour manager** - Your tour manager will be on hand throughout the tour to ensure that everything operates according to plan. If you have any problems or questions please see him or her immediately – it is often possible to resolve complaints or problems very quickly on the spot, and do everything to help you enjoy your holiday.

**Tipping** –To keep our tours affordable, we do not increase the tour price by adding in tips. However, in the tourism industry, there is a certain level of expectation that when receiving a good service, one does award with a tip. Tour Managers, Representatives, Guides and Drivers appreciate a tip at the end of their involvement with the tour, but this is entirely at your discretion. We believe in allowing you to tip according to your level of satisfaction with their services.

**Grading** – This tour has been graded as **Moderate**: Walking between sites, lots of standing for viewing.

## Insurance

Although this is a UK holiday please note that, should you cancel your holiday, the amount paid is non-refundable. For this reason you may wish to take out insurance just in case an unforeseen event caused you to have to cancel the tour. As well as covering cancellations, your travel insurance will also cover your baggage and personal belongings in case they are lost or stolen.



**Should an emergency arise, please call our offices on:**

020 7251 0045

Outside office hours (Mon-Fri 0900-1700), telephone our emergency staff on:

07841 023807 or 07441343850

**PLEASE USE THESE NUMBERS ONLY IN THE EVENT OF A GENUINE EMERGENCY.**

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