

visitgreenwich

time after time

Press Release - 27th May 2015

Come and Walk 'The Line' in Greenwich

As the centre of London is said to be shifting slowly East, the opening of London's first dedicated modern contemporary art walk 'The Line' could be the perfect excuse to visit and fall in love with Greenwich, the centre of the new world, this summer.

The Line was opened on Saturday 23rd May and is being described as 'the ultimate art walk' as it showcases the works of generation-defining artists such as Damien Hirst, Anthony Gormley, Martin Creed and Abigail Fallis; with final sculptures being put in place this week. The brand new three mile walking and cycling trail from the Greenwich Peninsula to Stratford, was co-founded by urban regeneration expert Clive Dutton OBE and art dealer Megan Piper. This exciting non-profit project is a brave experiment in bringing art into the public realm.

The Line from The O2, through the Royal Docks, to Three Mills in East London follows the Meridian Line as it makes its way through the west side of the Greenwich peninsula, across the Thames and around the River Lea, making its way up towards the Olympic Park. This new project provides a new path and a new perspective for a visit to the area of Greenwich. For example up to four sculptures can be seen when taking the incredible Emirates Air Line, the UK's first urban cable car linking the O2 and ExCeL at Royal Victoria Dock, across the Thames. The nearby Now Gallery is a must-see this new public exhibition space for contemporary art and design is close to the O2 and surrounded by over 30 great restaurants.

The walk will be lit at night and there are indoor gallery spaces on the route that will create perfect romantic moments and magical evenings in the city, Greenwich will become a living gallery. Visitors can continue their journey of discovery by walking over the roof at 'Up at

The O2', or perhaps make a visit to the Greenwich Peninsula Ecology Park, in summer the Park comes alive with exotic wildlife and birds as well as brightly coloured dragonflies.

The area of Greenwich is attracting a whole new audience with food and craft beer festivals, urban fetes and world-class music events throughout the summer months. With great independent shopping - cool boutiques and much-loved vintage stores, galleries and antique shops as well as highly-acclaimed gastro hubs and stylish bars. Foodies should head to the recently refurbished historical food market for scrumptious street-food from around the globe.

Greenwich is the place where hemispheres meet and is home to a World Heritage Site, The O2 arena, London's prettiest royal park and the Prime Meridian of the World - longitude zero. From the romance of Painted Hall, the location of Prince Charming's Palace in Disney's Cinderella, to the traditional history of the Old Royal Naval College, The Naval Museum and the beautifully conserved Cutty Sark. There are so many incredible things to do and views to experience, that it's impossible to do it in a single day and with such a strong accommodation offer that caters for all budgets, from quirky B&B's to affordable boutique hotels, you don't have to. The Mercure 'Greenwich' for example offers a 4 star stay from £99pppn and with the 453-room luxury Intercontinental hotel opening in the Winter, Greenwich can be the perfect base for an affordable weekend in London. The city is also just a 10 minute commute away via the DLR and London Underground.

Unusual Eats in the Greenwich Area:

1. Greenwich Market

Pick up some delicious street food to take with you as you walk 'The Line' at the newly refurbished historical food market

<http://www.greenwichmarketlondon.com/food-and-drink>

2. Greenwich Kitchen

<http://www.greenwichkitchen.com/>

An independent close to the O2 serving delicious small plates and tempting brunch options as well as take away options for wandering along with.

3. Rivington Greenwich

For a neighbourhood feel and local specialities, next door to the Greenwich Picture House and close to the Cutty Sark and The Naval Museum.

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

4. The Big Red Pizza

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

Simple, tasty food served in restaurant, bar and venue situated in an unused double-decker bus, with the added bonus of a summer terrace and garden (perfect for families and relaxed couples).

5. The Pilot

<http://pilotgreenwich.co.uk/>

This pub and B&B dates back over 200 years and was built for local coal workers and is said to be the oldest surviving building on the Greenwich Peninsula. More recently the pub was used as the backdrop to Blur's Parklife music video. It's just 12 mins walk from the O2, it has a fantastic bar and open-plan restaurant and even has an outdoor space with covered seating booths and a summer roof terrace.

The Now Gallery

<http://nowgallery.co.uk/>

Top Events for 2015

1. Greenwich Film Festival - 13/14th June
http://www.royalgreenwich.gov.uk/info/200006/arts_and_entertainment/503/the_royal_greenwich_festivals
2. Greenwich + Docklands International Festival, 20-28 June
<http://www.festival.org/festival/>
3. Greenwich Music Time, 22-25 July
www.greenwichmusictime.co.uk
4. Kids Week (free and discount theatre tickets in London throughout August)
www.kidsweek.co.uk
5. Sail Royal Greenwich, 29-30 Aug
<http://www.sailroyalgreenwich.co.uk/>
6. Totally Thames, all Sept

www.totallythames.org

7. Greenwich Comedy Festival, 6-12 Sept tbc
<http://greenwichcomedyfestival.co.uk/>
8. On Blackheath Festival , 12-13 Sept
www.onblackheath.com
9. Open House London, 19-20 Sept
www.openhouselondon.org.uk/
10. ATP at The O2, 15-22 November
www.greenwich.co.uk/barclays-atp-world-tour-finals/
11. National Maritime Museum - Samuel Pepys: Plague, Fire and Revolution
20 November 2015–28 March 2016
www.rmg.co.uk/about/press/exhibitions-2015

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Notes to Editors:

The Line

For more information about The Line go to www.the-line.org

For information about the attractions and events mentioned in Greenwich go to:

www.visitgreenwich.org.uk

About Visit Greenwich

Visit Greenwich is a private sector led destination management company, supported by the Royal Borough of Greenwich, with the aim of growing the visitor economy and raising the profile of Greenwich for the benefit of businesses, visitors and residents. A public/private partnership led by a board of tourism professionals, representing different sectors of the industry, with an independent chair, Visit Greenwich works with local visitor attractions, accommodation providers, transport operators, meetings and events venues, the hospitality and retail sector and local businesses to promote Greenwich as a visitor destination for leisure and business.

Set alongside the river Thames in south east London, the Royal Borough of Greenwich is one of London's most popular visitor destinations, stretching from the Maritime Greenwich World Heritage Site, eastwards to cross the Prime Meridian of the World to Greenwich Peninsula for The O2 and the Emirates Air Line cable car, and onwards to the historic Royal Arsenal at Woolwich, Eltham, Charlton and Blackheath.