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*From Phaidon Press*

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#3335526 in Books 2012-01-02Original language:EnglishPDF # 1 6.50 x .50 x 4.50l, .30 #File Name: 0714862835128 pages | File size: 63.Mb

**From Phaidon Press : Wallpaper\* City Guide London 2012 (Wallpaper City Guides)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Wallpaper\* City Guide London 2012 (Wallpaper City Guides):

0 of 1 people found the following review helpful. City GuideBy StephanieThe book came in excellent condition, just as I had expected. It arrived very quickly and I did not have any problems! I definitely recommend this!!7 of 8 people found the following review helpful. Yes, cool, and so what?By Stephen QuinnSo if you're like me and you've traveled a bit, you know that pretty much all maps in ALL guidebooks are less than totally useful. If you want a comprehensive

map, ESPECIALLY for a place like London, get an A-Z. I like this guide because I like opinionated suggestions about places to go during my limited free time when I'm traveling on business. Are all of these suggestions great? No. Can I afford to stay at all the hotels? Again, no. But these guides give really interesting ideas, food for thought, and a couple of places that made colleagues say "How did you hear about THIS place?". And for \$8.95, that's more than worth it to me. 19 of 20 people found the following review helpful. Hip and slick "concept" but hardly functional  
By World Traveler  
It's unclear for what audience this series of guidebooks is intended. The first-time visitor will find them totally bewildering, while the seasoned traveler will inevitably quibble with the extremely quirky choice of locations included, none of which is marked on the rudimentary map on the inside back flyleaf. The 100 tiny pages, presumably intended to fit into a trouser pocket or small purse, are largely devoted to photographs (attractive), but which reduce still further the space for actual travel information. Wallpaper would have done much better to have merely collected in one place all the great restaurants, hotels, shops, and services featured monthly in the pages of their magazine. Instead, only four shops are featured for a city as huge and varied as London! The idea of reserving only one page for an alleged "insider" profile (once again with minimal "tips," none of them marked on a map) is an interesting "concept" but nearly useless to any traveler. It would appear that Wallpaper's aim was to present each city as a "concept" rather than a series of useful, practical pieces of information (why then an entire section on "escaping" from the city, when you've hardly even discovered it?), but in the end it's mostly an interesting conceit that will appeal to devotees who don't really need another guidebook at all. I religiously clip the tear-out travel pages in the monthly magazine; the recent page for London contains far more useful information for the traveler than this entire book (and has a useful map besides). Wallpaper the magazine is a terrific treasure-trove of cutting-edge information for the on-the-go, in-the-know citizen of the world. In reducing the format and the content, however, both the excitement and the utility have been pared away as well. What could have been a stunning series is instead little more than a curiosity.

Wallpaper\* City Guides are a ruthlessly-researched, design-conscious guide, for the discerning traveller who wants to come away with a true taste of the best a city has to offer.

'the answer to every short-breaker's dream ...The jewel-coloured guides look beautiful and are exquisitely designed.'  
The Times '...gorgeous photography, sharp graphics, and design-savvy, waffle-free text, written by city insiders rather than bearded backpackers.'  
The Independent 'Glamorous, global and affordable.'  
Telegraph magazine 'packed with insider knowledge and eye-catching photography'  
Vogue 'Ultra-glam, uber-chic'  
The Observer 'Attractive and well-researched.'  
USA Today 'Ultra-stylish.'  
Time Magazine 'Sophisticated but simple.'  
The New York Times 'Small, stylish and beautifully illustrated, the Wallpaper\* City Guides make everything else look old hat. ... The photographs and maps are superb.'  
The Sydney Magazine  
About the Author  
Wallpaper\* City Guides are compiled by the magazine's travel experts, both by in-house editors, and correspondents who actually live in the highlighted cities, providing up-to-the-minute information.