

STYLE, DESIGN AND FASHION...

Full day

This trail takes you to the fashionable areas of Notting Hill and Holland Park with its boutiques galleries, cafes and bars. The area, most famous for the Notting Hill carnival is the location of the popular Portobello Road market open on Saturdays for antiques, second-hand clothes and bric-a-brac with the shops – and there are many of them – open every day.

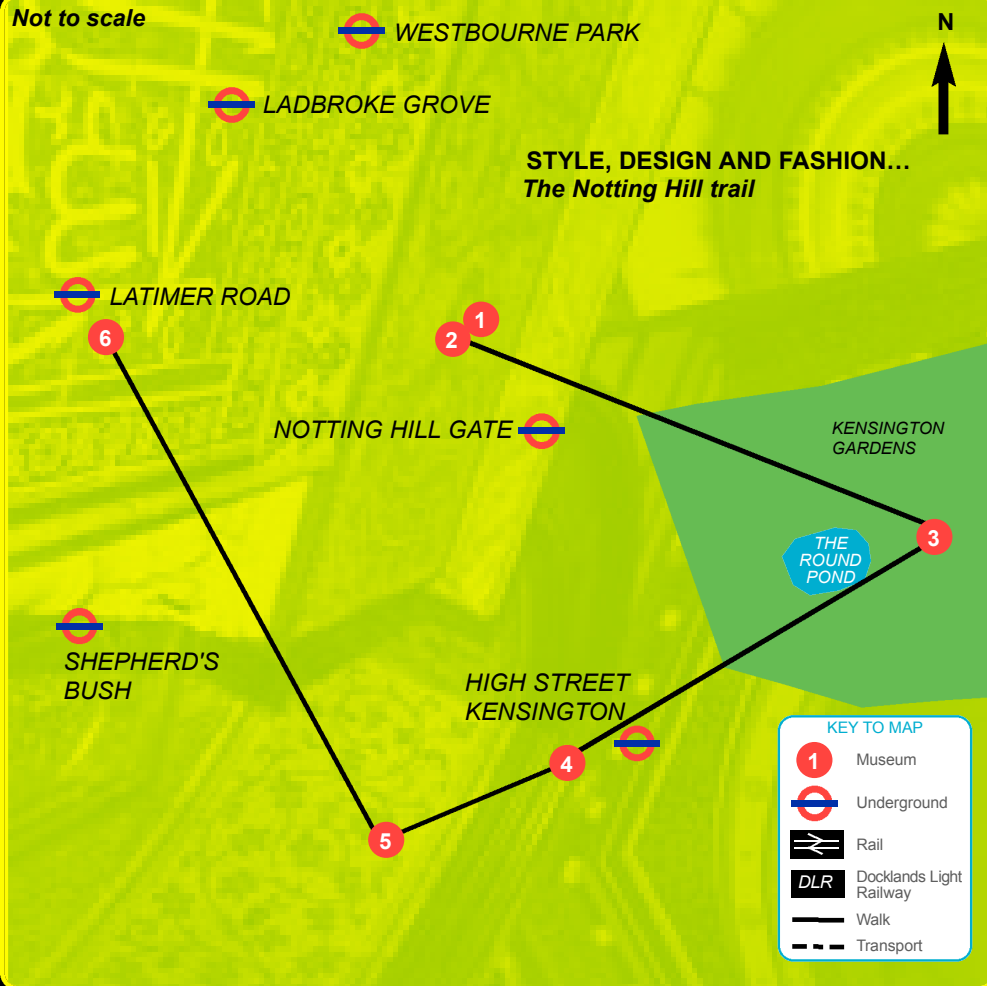
You will be intrigued by Ropert Opie's journey from the Victorian era to the present day through a display of the most famous brands of all times and delighted by the lovely homes of two artists situated in Holland Park, one of the most sought after areas in London. During the last quarter century, several important painters, including Leighton and Frederic Watts, lived in this peaceful area. Designed by some of the leading architects of the period, the houses demonstrate the status and wealth enjoyed by successful artists in late Victorian London.

The trail also includes a stroll through Kensington Gardens with its magnificent tree-lined avenues and a visit to an unusual art gallery.

- 1 **Museum of Brands, Packaging and Advertising**
- 2 **Portobello Road**
- 3 **Kensington Gardens**
- 4 **Linley Samborne House**
- 5 **Leighton House Museum**
- 6 **Louise T Blouin Institute**

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Not to scale



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Museum of Brands, Packaging and Advertising

Colville Mews, Lonsdale Road, W11
www.museumofbrands.com
 Open: 1000-1800 Tue-Sat; 1100-1700 Sun
 Tel: 020 7908 0880
 Admission charge
 The journey of a lifetime

Kensington Gardens

http://www.royalparks.gov.uk/parks/kensington_gardens/
 Open: year round
 Setting for Kensington Palace

Linley Samborne House

18 Stafford Terrace, W8
www.rbkc.gov.uk/artsandmuseums
 Open: by tour only at 1115, 1300, 1415, 1530 Sat, Sun (access on weekdays is for pre-booked groups only) Mar-mid Dec.
 Tours last approx 1 hr 30 mins.
 Tel: 020 7602 3316 ext 300 Mon-Fri; 020 7938 1295 Sat, Sun
 Admission charge
 A Victorian town house

Leighton House Museum

21 Holland Park, W14
www.rbkc.gov.uk/leightonhousemuseum
 Open: 1100-1730 daily (except Tue)
 Tel: 020 7602 3316
 Admission charge
 Home of Frederic, Lord Leighton

Louise T Blouin Institute

3 Olaf Street, W11
www.ltbfoundation.org
 Tel: 020 7985 9600
 Open: Tue 1000-2030 (late night), 1000-1800 Wed-Sun
 Admission charge
 A new gallery with changing exhibitions

CHILDREN'S/FAMILY ACTIVITIES

Museum of Brands, Packaging and Advertising and Portobello Road – both enjoyable experiences for older children/teenagers.

Kensington Gardens – magical space of Diana Princess of Wales' Memorial Playground. The Playground Café includes disabled and baby change facilities. Additional play areas with entertainment daily during school holidays.

Linley Samborne House – children will enjoy the tours given by the costumed actors.

Leighton House – enquire about a 'quiz' sheet.

Images from Museum of Brands, Packaging and Advertising:
 1. Marmite
 2. Surf
 3. Vimto
 The Arab Hall - Leighton House



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TRAIL SUMMARY

This trail begins close to Westbourne Grove at the **Museum of Brands, Packaging and Advertising** with a fascinating description of the creation of our consumer world. The nearest Underground stations are Notting Hill Gate, Westbourne Park and Ladbroke Grove. From here, you stroll along the antique market at **Portobello Road** (open Saturday only) and walk past Princess Diana's Memorial Playground and Kensington Palace in **Kensington Gardens**.

Arriving at Kensington High Street, you visit two lovely artists' houses in the Holland Park area. **Linley Samborne House** (by tour weekends only with group tours on weekdays), a well-preserved late Victorian town house was home to the Punch cartoonist, book illustrator and photographer, Edward Linley Samborne and **Leighton House**, one of the most remarkable buildings of the 19th century, to the renowned classical painter Frederic, Lord Leighton.

Although these houses are the only two open to the public, many of the large purpose-built studio houses commissioned by other artists such as Frederic Watts, Sir Luke Fildes, Marcus Stone and Val Prinsep remain.

Time permitting, art lovers will enjoy a visit to the newly opened gallery the **Louise T Blouin Institute** in Shepherd' Bush. It is possible to walk (approx 30 minutes) from Kensington High Street or take a bus part of the way.

For a more leisurely day, 'pick and mix' and do this trail over a couple of days and include a visit to **Kensington Palace**.

Plan your own journey by visiting Transport for London's website www.tfl.gov.uk.

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This trail begins at the **Museum of Brands, Packaging and Advertising**. Take the Circle or District Line to Notting Hill Gate, take exit 'B' and turn right up Pembridge Road, left into Pembridge Crescent, along Denbigh Road into Colville Road and right into Lonsdale Road.

The Museum of Brands, Packaging and Advertising is situated in an attractive mews near the fashionable Westbourne Grove. Here, the origins of our consumer society are represented through items that we take for granted from cars to household goods. The creation of our modern world is described by decade from the Victorian era to the present day. You will see the changes in social taste and follow the development of marketing and advertising skills. There is a tearoom in the museum and cafes in the area.

Leaving the museum, cross Colville Road into **Portobello Road** where, on a Saturday, you will find a variety of antiques and collectables from around the world dating from Roman times to the 1960s. The shops around the market are open every day.

Turn right at the end of Portobello Road into Pembridge Road and back to Notting Hill Gate. Walk towards Bayswater and turn right into **Kensington Gardens** past the Princess Diana Memorial Playground and Kensington Palace and right again into Kensington High Street.

This walk will take about 30 minutes. Alternatively, take the Underground one stop on the Circle or District Line to Kensington High Street or a bus down Kensington Church Street.

The gardens, originally part of Hyde Park and covering 275 acres, are the setting for Kensington Palace the choice of William III and Mary II for their London home. Queen Victoria was born in Kensington Palace and lived there until she became queen in 1837. In a long series of improvements, Queen Victoria commissioned the Italian Gardens and the Albert Memorial. Features include the bronze statue of Peter Pan, the Diana, Princess of Wales' Memorial Playground and a seven-mile Memorial Walk that also goes through Hyde Park, Green Park and St James's Park. The Memorial Playground with a huge wooden Pirate ship as its centrepiece is a children's wonderland opened in memory of the late Princess. Located next to her Kensington Palace home, it is a fitting tribute for a Princess who loved the innocence of childhood set against a lush backdrop of trees and plants.

A 10-minute walk will take you to **Linley Samborne House** – turn right up Argyll Road and second left into Stafford Terrace. This house is a remarkably well-preserved late Victorian town house, complete with almost all of its interior decoration and contents. As you go through the door, a guide takes you back in

time to the daily life of a late Victorian family. Edward Linley Samborne (1844-1910), a Punch cartoonist, book illustrator and photographer lived in the house with his wife Marion and their two children.

The family made many alterations to their home introducing Morris wallpapers, stained glass windows and Benson light fittings. Thousands of unsorted papers relating to the Samborne family and life at 18 Stafford Terrace are stored at the nearby Kensington central library. This material pieces together the daily life of the family and gives an insight into Samborne's professional life at Punch and late Victorian/Edwardian society. The catalogue for the archive can be viewed online at www.rbkc.gov.uk/linley_sambornehouse.

Linley Samborne House can only be visited as part of a tour on Saturdays and Sundays (it is advisable to book in advance) and open for group tours by arrangement during the week. The first tour of the day is led by a conventional guide and the others by a costumed actor.

On leaving the house, continue along Stafford Terrace, turning right at the end into Phillimore Gardens back to Kensington High Street. Turn right after a few minutes into Melbury Road past the Commonwealth Institute and left into **Holland Park Road for Leighton House**.

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For refreshment, enjoy one of the many cafes, bars or restaurants in the area or within Holland Park with its woodland trails, formal gardens and the Kyoto Japanese Garden with its resident Coi. Holland Park was a private estate belonging to the Earl of Holland and, in the 19th century, attracted high profile visitors from various walks of life, from the politician, Lord Palmerston, to the poet, Lord Byron.

The wonderful building of **Leighton House** was home to the eminent classical painter and President of the Royal Academy, Frederic, Lord Leighton (1830-1896), centre of the art world. The house was built to the designs of George Aitchison and, between 1864-1894, extended and embellished into Leighton's private palace of art.

Centrepiece to the house is the beautiful Arab Hall – the centre of which evokes a compelling vision of the Orient – designed to display Leighton's priceless collection of over 1,000 Islamic tiles mostly brought back from Damascus in Syria. Encircling the room is a golden frieze and the domed ceiling is illuminated by elaborate decorative paintwork. There are also coloured marbles on the walls and in the centre of the mosaic floor where there is a fountain adding calm to the space.

The opulence of the Arab Hall continues through the richly decorated interiors with gilded ceilings and walls lined with sumptuous

peacock blue tiles by the ceramic artist William De Morgan. Leighton's grand painting studio, with its dome and apse, on the first floor is the heart and purpose of the house and was also where Leighton celebrated musical evenings.

The charming garden at the rear of the house was restored in 1997 to conform to the original layout and planting scheme. This is open from April until the end of September (depending on weather conditions).

If time allows but check for opening times, visit the Louise T Blouin Institute at Shepherd's Bush. Walk along Holland Park Road, turn right up Addison Road and, at the Holland Park roundabout, turn right along Holland Park Avenue, left into Royal Crescent, left into St Ann's Villas, up Saint Ann's Road, left into Freston Street and left into Olaf Street. Alternatively, take the number 49 bus part along Addison Road and walk from there – approx 10 minutes.

The nearest Underground station to the Institute is Latimer Road on the Hammersmith & City Line. Shepherd's Bush Underground station on the Central Line (about a 10 minute walk) is the other side of the Holland Park roundabout.

The philosophy of the **Louise T Blouin Institute** is experimentation, questioning, debate, learning, and there are two focuses of

activity. The first is to present the work of individual artists through temporary exhibitions, installations, performances and screenings. In addition, there is a lively programme of events such as lectures, debates, workshops, think tanks and summits related to the foundation's areas of interest.

