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Task 1

Look at these pictures of London – what adjectives could you use to describe each (there are some ideas below to help you)?

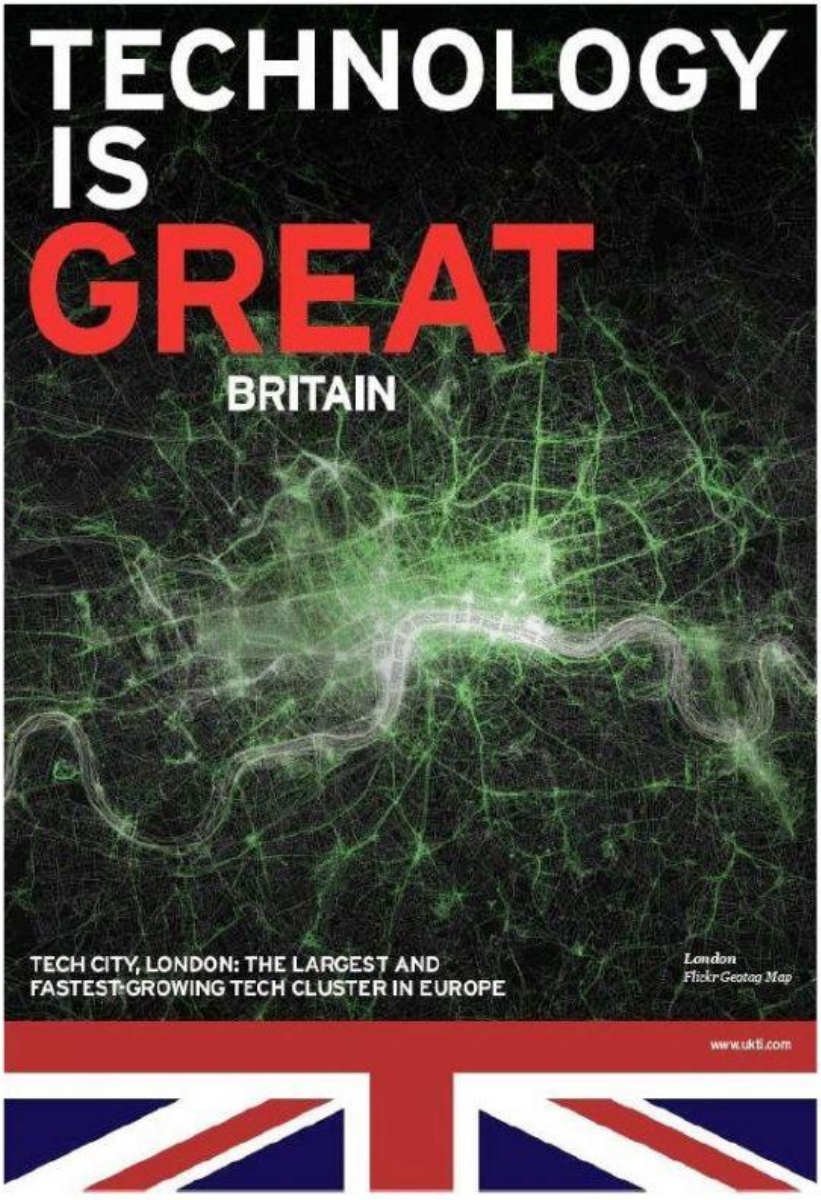
modern	old-fashioned	innovative	cutting-edge	traditional
stuffy	beautiful	ugly	ordered	chaotic
fun	boring	fashionable	busy	dirty

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Task 2

Now have a look at this advert and the video at: http://vimeo.com/27189869 – what impression do you think it is trying to give of London?



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Have you ever been to London? Do you know anyone who has? What impression did you get of the city?

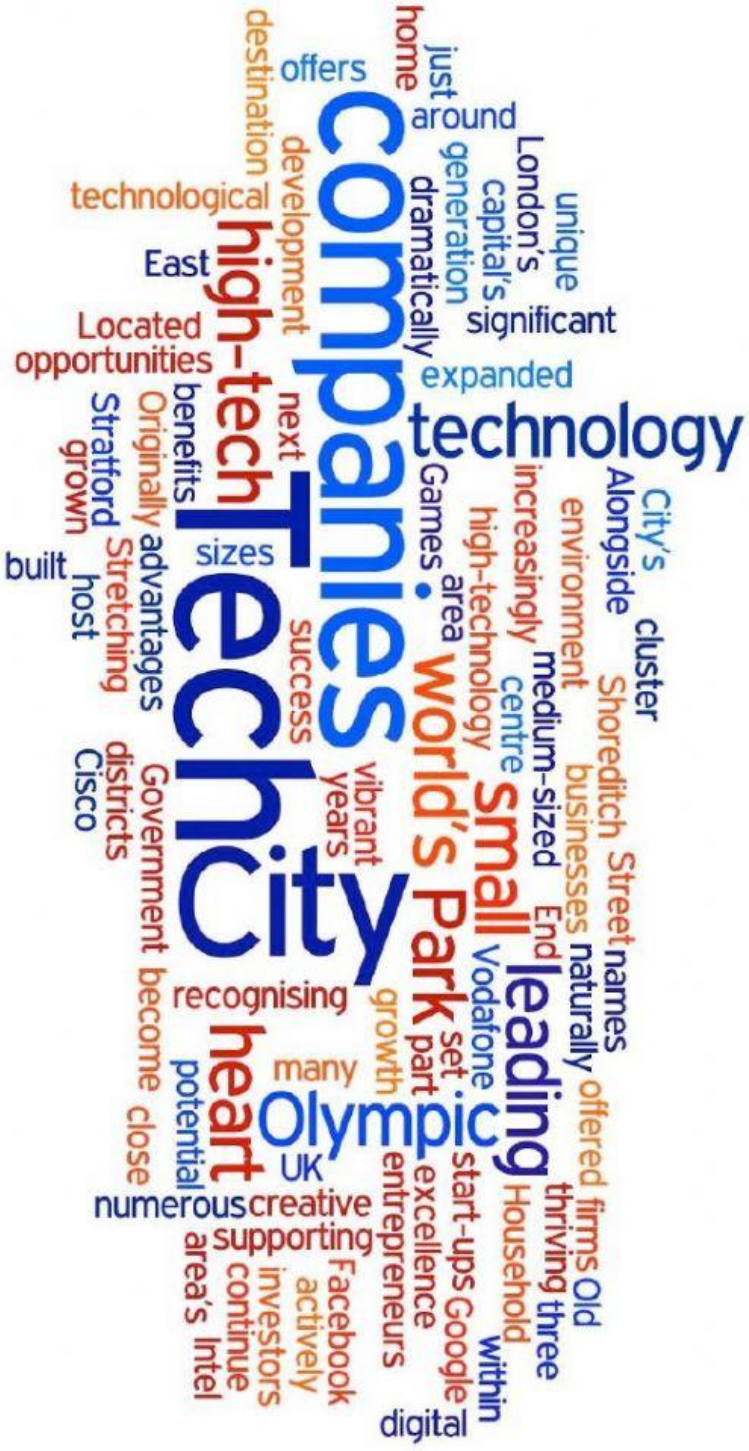
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Task 3

London Tech City

Have a look at this word cloud – what do you think London Tech City could be?



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Task 4

Now read this text to check your answers.

London is a city that is continually changing; nowhere is this more apparent than in East London. This part of the city was once famous for the bleak industrial slums of Dickens' novels, the world's largest port and heavy industry. All this is gone now and East London has become famous for its creative industries and the latest fashions. Places like Hoxton, Shoreditch and Bethnal Green have become home to a large number of art, fashion, design and publishing companies. The area also has the cutting edge of London nightlife with many clubs, bars, galleries and gigs every night of the week.

You may have heard of 'Silicon Valley' in California but since Wired magazine identified 85 tech start-up companies around Old Street tube station this part of London is now known as 'Silicon Roundabout'. These start-up companies include Last.fm, Moshi Monsters, School of Everything and Tweetdeck. Last.fm is a site that allows people to share the music they like listening to that has become so successful that it was bought up by CBS for £140m. Moshi Monsters has become an online favourite of young children everywhere. Tweetdeck is one of the most popular ways of using Twitter, while the School of Everything helps students and teachers find each other.

The Prime Minister David Cameron recently announced the creation of a 'Tech Hub' in the area where technology businesses, universities and financial institutions can combine to create successful new products. London Tech City will stretch 4 miles east of Hoxton to Stratford, which is where the 2012 Olympic Games will be held. The Government is promising £200m of financial support along with a new entrepreneur visa to support talented individuals who want to work in the technology sector.

The scheme has so far been supported by large international companies, such as Google, Facebook, Intel, Vodafone and Cisco Systems, while finance will be provided by Barclays and Imperial College London, University College London and Loughborough University are also involved in the project. The Government hopes that this combination of finance, technology and academia will lead to a thriving technology sector in London.

Match these words to their definition. Now try these questions:

Apparent (adj)	A new business
Cutting-edge (adj)	Successful
Start-up (noun)	A business owner who takes risks to make profit
Thriving (adj)	Clear, obvious, easy to see
Academia (noun)	Newest & best
Entrepreneur (noun)	Researchers and universities

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1) Is Tech City a project about heavy industry, fashion, or IT.
2) True or False: East London has always been a centre for creative industries.
3) True or False: Silicon Valley is in London.
4) True or False: The Government is helping companies employ people from other countries.
5) True or False: Google is providing finance.

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