

## The Golden Ticket to London Arts Events

According to Samuel Johnson "When a man is tired of London, he is tired of life." Three hundred years on this adage still holds true; to be tired of London is to be tired of life. From gorgeous architecture and galleries, to world class shopping there is enough to keep even the most discerning visitor or cynical Oyster card-holder entertained. Beyond this, the entertainment scene has never been more vibrant and the number of world-class events in London grows daily ? if there is any criticism, perhaps it is just that there?s so much to choose from.

Looking for things to do in London isn?t difficult. In fact, it?s probably fair to say that whilst you?ll be spoilt for choice finding events in London, experiencing the capital can be an event itself. However, since quantity doesn?t always equate with quality it?s a breath of fresh air to come across a new concept from the Guest Hotels group. Membership of their Concierge Club guarantees you a "golden ticket" into the cream of cultural events in London. Whether you love theatre, music, art, literature or fashion, they?ve opened the door to a whole new way of enjoying the best that London has to offer in beautiful surroundings.

Music lovers, for instance, can indulge in everything from large-scale symphony performances to world famous stadium gigs in London. However, whilst big may be beautiful, it?s worth remembering that many renowned musicians, from rock to classical, started out their careers in, and often prefer the intimacy that comes from playing smaller venues. Classical musicians perform in eclectic venues around the city, from restaurants, to galleries to tube stations. The number of pub gigs is endless ? you might well witness the next Amy Winehouse or Radiohead before a rock and roll life style and/or giant ego have taken over. But, all too often these gigs are either jammed to the rafters or take place with minimal advertising. Blink, and you?ve missed them.

With this in mind, who wouldn?t jump at the chance to be regularly invited to the best concerts in intimate surroundings? Imagine if every visit to London, or regular nights out for those who live there, included a guarantee to catch the best of cultural events whether music, theatre, art or literature? Membership to The Concierge Club offers exactly this.

The concept of these arts events does not so much involve jumping any queues as rather negating the need for them in the first place and leapfrogging the mediocre. If a fast track ticket to top quality events seems to good to be true, perhaps it?s time to re-evaluate your expectations. After all, with such diversity of cutting edge cultural activity taking place in the capital, isn't it time that innovation was applied to the ways audiences experience the arts?

They say that New York is the city that never sleeps, whilst this may be true, there is no doubt that London is the city that never bores.

### About the Author

Mark Shaw is a travel writer with a passion for [events in London](#) and [what's on in London](#). Further details on events in London can be found at [www.guesthotels.com](http://www.guesthotels.com).

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