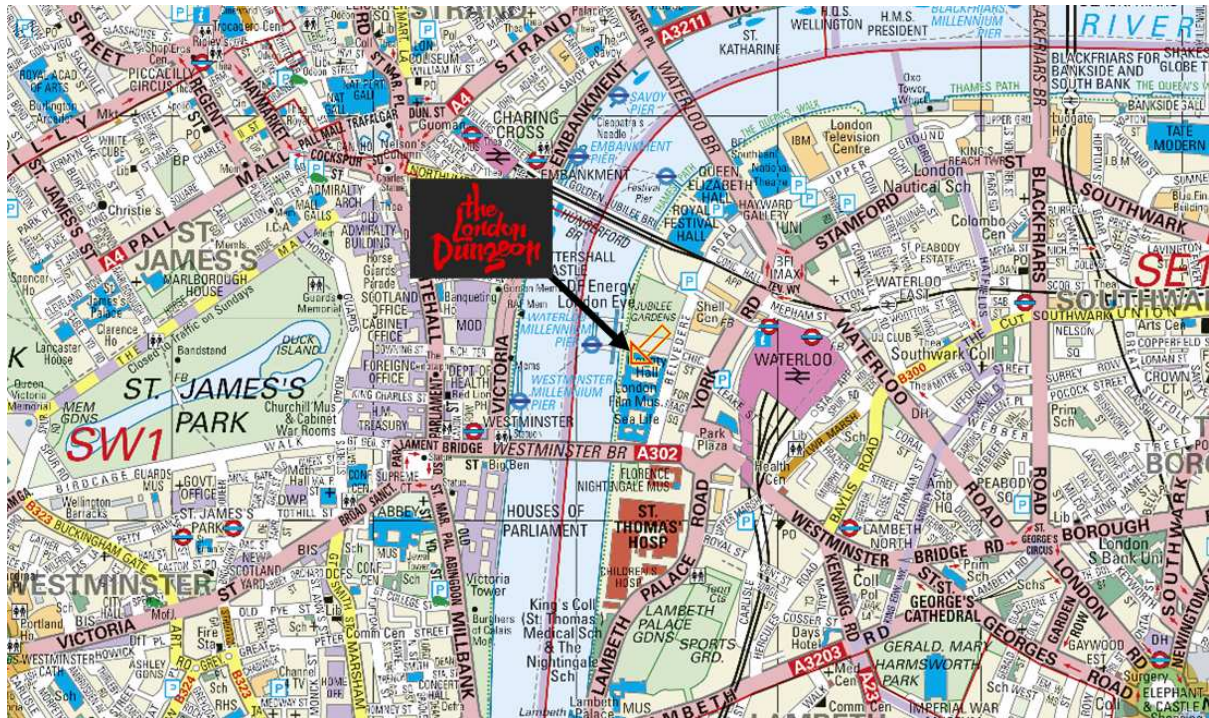




Borough of Lambeth London Dungeon



THE **NEW** LONDON DUNGEON IS COMING MARCH 2013

- A huge NEW Dungeon next to the EDF Energy London Eye, Waterloo, Westminster and the Southbank
- Cutting edge special effects and storytelling
- 18 new shows, 20 theatrical actors, plus new scripts and costumes
- 1,000 years of history, a major new London attraction



The **London Dungeon** is a popular London tourist attraction, which recreates various gory and macabre historical events in a grimly comedic 'gallows humour' style. It uses a mixture of live actors, special effects and rides.

Opening in 1974, it was initially designed as more a museum of "horrible history", but the Dungeon has evolved to become an actor-led, interactive experience. The Dungeon is operated by Merlin Entertainments.

The dungeon has been the subject of mixed reviews by visitors and travel writers. Rick Steves described it as "just a highly advertised, overpriced haunted house" and an "amateurish attraction". The "Rough Guide to Britain" describes it as best enjoyed by "young teenagers and the credulous".

ONLINE SAVER TICKET	DOOR PRICE (not including priority entrance)	WEB PRICE from: (including priority entrance)	WEB SAVING
Adult (16+)	£24.00	£16.00	£8.00
15 and under	£18.60	£10.00	£8.60

With just **one ticket** you'll experience:

- **14 shows** on your **90 minute tour**
- **Live actors & special effects**
- **3 exciting rides**
- **1,000 years** of London's history

The Crypt

The first segment set in the pre-18th Century crypt of All Hallows Church, an actor introduces him/herself as the crypt keeper and speaks about strange goings on that they have previously seen.

Labyrinth of Lost Souls

Opening the crypt entrance, visitors are led into a mirror maze where reflections are seen everywhere and where they have an encounter with a skeleton shaking a metal gate and a wasted woman in black in a rocking chair.

On occasions visitors may also encounter period costume actors jumping out for scare tactics.

Plague

The third segment is set in 1665 during the Great Plague of London, where the city, scattered with decaying bodies, is depicted as having succumbed to Bubonic Plague.

Visitors meet a 'survivor' of the plague, who describes the situation and leads the visitors down a dilapidated street filled with cries of pain, bell tolls and "Bring out yer dead!", whilst animatronics and live actors as citizens interact with guests.

Great Fire of London

The fourth segment is set to the Great Fire of London in 1666, where visitors stand inside a small room themed to the Pudding Lane bakery. A short educational film, previously narrated by Tom Baker and featuring Thomas Farynor (owner of the bakery), explains the events.

As the film plays on, smoke effects and smells are piped through the bakery room, and visitors are encased with glowing red lights.

This section was drastically shortened several years ago, with space transferred to Bloody Mary and Extremis (see below).

Surgery: Blood & Guts

The fifth segment takes place within a surgery, where a doctor operates on a stolen dead body: pulling out the intestines, the bladder (which squirts supposed urine at the audience) and the heart.

A visitor, chosen at random and normally male, is then 'operated' on. This involved being trepanned, having their 'blood let', and having a hand amputated (during which air jets and water are used).

The Torture Chamber

The Torture Chamber is the most graphically implied exhibit in the entire Dungeon. The torturer line up the 'prisoners' against a wall and picks out a visitor (usually male) for the demonstration. The visitor is strapped in to a chair surrounded by torture devices, such as a red-hot tongue puller, neck hook, jaw-breaker and the dreaded [appendage](#) cutter. The torturer 'demonstrates' the devices on the visitor 'inch by inch'.

The Courtroom

The seventh segment takes place in an 18th Century courtroom, where three chosen at random by the judge and are put on trial. On occasion the judge is joined by a second actor, who will read out the list of crimes that the first two guests have 'committed'.

Some of the humorous crimes listed are "Doing unspeakable things with a bucket of fish", "Dancing naked", "Doing a wee-wee in the Thames" or "Because your girlfriend is ugly."

The third guest is often convicted as guilty by the judge directly after being asked where they are from, resulting in all guests being condemned to "Bedlam", moving them on to the following section of the attraction.

Traitor: Boat Ride to Hell

The ninth segment of the Dungeon. Visitors come to the Execution Dock where they find a board saying humorous but true crimes. Visitors sit in eight seater-boats and travel down the Thames to Traitor's Gate. Here they see animatronics of Criminals, Boxes of stolen items and Hanging Cargo.

They then go up a lift hill and face an Executioner (an animatronic) and they reverse down a drop into the sewers.

They then exit onto Fleet Street.

Sweeney Todd

This tenth segment is the first of only two fictional events in the London Dungeon, which opened a year before the 2007 film.

Visitors stand outside Mrs. Lovett's pie shop where they are greeted either by Mrs. Lovett herself or by her male assistant, Toby, who quiz them on the type of pies they bake with implications to murder. The character then leads visitors into Sweeney Todd's barber shop, which is filled with seats surrounding a single seat next to a table holding many implements.

The lighting is then extinguished, as the voice of Sweeney and his footsteps comes in. He stalks around the visitors, admiring their looks and suggests they be given a quick haircut as well as a very close shave, during which time 'neck-ticklers' give the sensation of something being run against the back of guests necks. Unexpectedly, the chair is pulled back as if falling into a cellar, at which point the exit opens along with voices of the Police, who have come to arrest Sweeney.

Vengeance 5D Laser Ride

This eleventh segment is the second of only two fictional events in the London Dungeon, set around a séance at 50 Berkeley Square, which was touted as the most haunted house in Victorian London. This is the UK's first 5D ride, incorporating a 3D film, 4D special effects and 5D rider interaction with Victorian-Style Revolver laser guns. It is the latest Attraction opening at the Dungeon and opened May 2011.

Visitors enter 50 Berkeley Square's Main Corridor and see a screen which has writing describing the strange goings-on at 50 Berkeley Square. They are then briefed by an actor about the ride before entering a room, picking up 3D glasses and are seated on a large round seating Platform in Victorian Gothic-Style Armchairs (each equipped with a Laser Gun). On the first screen, guests meet Florence Cook, a Medium with two volunteers.

She begins a séance which goes terribly wrong, Florence becomes possessed, resulting in the two volunteers being killed and summoning a host of ghosts and demons causing the use of the revolver-type guns. The lights soon extinguish, and the Platform spins fast several times until it meets a second screen which shows Florence Cook channelling an evil spirit. Revolving once more guests see more dangerous ghosts and rats running down corridors.

Visitors then exit onto a street in Whitechapel.

Jack the Ripper

The twelfth segment is set in the Whitechapel area of London, where Jack the Ripper committed his murder of five prostitutes in 1888. Since Vengeance was built, this section of the Dungeon has been drastically shortened, making it more compacted. A new scene was also added.

The segment begins on a street where the mutilated body of a prostitute lies as an actor describes what has been happening with the strange murders. Visitors then go into a bed sit where the most gruesome murder took place: that of Mary Jane Kelly. A video describes the murders in more detail, including an animated representation of what happened in the bed.

Visitors are then led into a pub ten years after the murders in 1898. Most of the prostitutes were said to have spent their evenings here according to the bar keeper, who also sees 'images' of some of the girls. The lights strobe as Jack the Ripper suddenly appears with a knife behind a door, reaching out to the visitors before disappearing.

Bloody Mary: Killer Queen

The thirteenth segment goes back pre-17th Century in a Chapel, introducing the story of Mary Tudor, also known as Bloody Mary.

An Actor appears and tells visitors that Heretics will be executed if not believing in the same religion as Mary. After he finishes, Mary herself appears. A visitor is then chosen at random and taken to a burning post, and is charged guilty of heresy against Mary and her government.

As the room is filled with smoke and flames, the visitor is switched with a model of a burnt to death corpse.

Extremis: Drop Ride to Doom

The final, fourteenth, segment of the Dungeon is Extremis, in which visitors are treated as criminals to be hanged at Newgate Prison. They are taken to a ride which elevates them towards the ceiling to the sound of a drumroll and models of judges and an executioner reading the charges.

Some nooses drop in front of the riders and as the hangman pulls the gallows lever, the ride free fall drops approximately 20 feet. At the midpoint of the drop, a photograph is taken which is available to purchase in various formats. Visitors then exit into the London Dungeon Gift Shop.

The ride is a freefall tower manufactured by ABC Engineering of Switzerland, it can seat up to 20 people in two rows of ten and provides a considerably intense dropping motion. The experience can be bypassed by those not wishing to ride.

The **London Eye** is a giant Ferris wheel situated on the banks of the River Thames in London, England. The entire structure is 135 metres (443 ft) tall and the wheel has a diameter of 120 metres (394 ft).

It is the tallest Ferris wheel in Europe, and the most popular paid tourist attraction in the United Kingdom, visited by over 3.5 million people annually. The London Eye, or Millennium Wheel, was officially called the British Airways London Eye and then the Merlin Entertainments London Eye. Since 20 January 2011, its official name is the EDF Energy London Eye following a three-year sponsorship deal.

The London Eye was designed by architects Frank Anatole, Nic Bailey, Steve Chilton, Malcolm Cook, Mark Sparrowhawk, and the husband-and-wife team of Julia Barfield and David Marks. Mace were responsible for construction management, with Hollandia as the main steelwork contractor and Tilbury Douglas as the civil contractor.



The spindle, hub, and tensioned cables that support the rim

The rim of the Eye is supported by tensioned steel cables] and resembles a huge spoked bicycle wheel. The lighting was redone with LED lighting from Color Kinetics in December 2006 to allow digital control of the lights as opposed to the manual replacement of gels over fluorescent tubes.

The wheel was constructed in sections which were floated up the Thames on barges and assembled lying flat on piled platforms in the river. Once the wheel was complete it was lifted into an upright position by a strand jack system made by Enerpac. It was first raised at 2 degrees per hour until it reached 65 degrees, then left in that position for a week while engineers prepared for the second phase of the lift.

The wheel's 32 sealed and air-conditioned ovoidal passenger capsules, are attached to the external circumference of the wheel and rotated by electric motors. Each of the 10-tonne capsules represents one of the London Boroughs, and holds up to 25 people, who are free to walk around inside the capsule, though seating is provided. The wheel rotates at 26 cm (10 in) per second (about 0.9 km/h or 0.6 mph) so that one revolution takes about 30 minutes. It does



not usually stop to take on passengers; the rotation rate is slow enough to allow passengers to walk on and off the moving capsules at ground level. It is, however, stopped to allow disabled or elderly passengers time to embark and disembark safely.

Fully Flexi Fast Track

All tickets now include...



Fully Flexi Fast Track Prices

Adult (16 Plus) £37.00

Child (4-15 years) £37.00

Child (under 4) FREE

Family of four* £148.00

The Fully Flexi Fast Track Ticket is perfect if you're planning a trip to the London Eye but aren't sure what time or day you'll visit and want to bypass the majority of the queue.

You will enjoy breathtaking views of London from high above the River Thames with the flexibility of being able to visit at any time during the opening hours in the week you choose.

Simply choose the date in the booking system for your ticket to start, and your ticket will be valid for a visit from that date onwards for 7 days (the day you choose counts as the first day of the ticket).

The Fully Flexi Fast Track Ticket includes:

- Priority boarding
- Flexible arrival time for the week of your choice
- 30 minutes on the London Eye
- Online exclusive ticket

Standard Ticket Prices

	Individual Price on the Day	Online Advance Price from	Saving from Ticket Office up to
Adults (16 Plus)	£18.90	£17.01	10%
Child (4-15 years)	£11.10	£9.96	10%
Child (Under 4)	FREE	FREE	-
Senior (60 plus)*	£15.00	£13.50	10%
Family of Four**	£60.00	£48.00	20%

A Standard Ticket includes:

- Standard admission
- 30 minutes on the London Eye
- Up to 20% online discount

Online discounts for Standard Tickets only apply to tickets booked at least 24 hour in advance of your visit. The price of your ticket depends on the date and time of your visit. Cheaper tickets are generally available early morning or late evening, and during weekdays.