

Digital Underground Guide

to MagentoLive UK 2017

#MLUK17

27TH - 28TH JUNE
PARK PLAZA,
200 WESTMINSTER BRIDGE,
LONDON

Brought to you by Space 48

SPACE

48

An award-winning ecommerce consultancy for forward-thinking retailers

CHESHIRE

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LONDON

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www.space48.com

TWEET US YOUR PICS

Send us your selfies and pics from MagentoLive UK.

@space48ers

THINGS TO DO

IMAKR

Experience the 3D revolution and create the ultimate selfie at iMakr, the 3D print shop.

www.imakr.co.uk

79 Clerkenwell Road. Open: Mon-Fri 10am-8pm, Sat 10am-6pm

TED BAKER VR STORE

Don't have time to visit places physically? Discover the wonders of Ted's virtual store. If you see something you like, hover and click to buy online.

virtualstore.tedbaker.com

132 Commercial Street, E1 6AZ. Open 7 days a week



INTERESTED IN VR? VISIT THE INITION DEMO STUDIO

Home to interactive installations, endless 3D printed models and all the latest and greatest emerging tech. You can experience the multi award-winning Topshop Virtual Catwalk Experience, the Nissan Juke 'Built to Thrill' Wingsuit and Gareth Pugh x Selfridges for yourself. Please call ahead to arrange a demo for groups of up to 15.

www.inition.co.uk

23 Curtain Road, EC2A 3LT (0)20 7377 2949



LEGO® LEICESTER SQUARE

The shop is full of life-sized models, including a replica London Underground carriage that you can sit in, making it experiential and aspirational in terms of what is possible. It's the perfect brand showcase, with customers even able to buy a personalised LEGO mosaic of their face. The digital endless aisle makes it easy for customers to view all of the sets available in the store, and staff can better serve shoppers by receiving requests for help to their smart watches.

www.lego.com

3 SWISS COURT, W1D 6AP
Mon-Sat: 10:00-22:00
Sun:12:00-18:00



BOXPARK SHOREDITCH

A hipster space made up of a collection of shipping containers. Here you will find fashion & lifestyle stores, food & drinks and events - it's officially 'the place to be'.

www.boxpark.co.uk

2-10 Bethnal Green Rd. A 10 min walk from Liverpool St and Old Street Station. Fashion: Mon-Sat 11am-7pm, Thurs 11am-8pm, Sun 12-6pm
Food & Drink: Mon-Sat 8am-11pm, Sun 10am-10pm

TALKING STATUES

Ever fancied having a conversation with Sherlock Holmes or the goat at Spitalfields? Pass a statue, swipe your phone on a nearby tag and your phone will ring... It will be one of many statues located around London. Talking Statues breathes new life into the statues that surround us all.

www.talkingstatueslondon.co.uk

FOOD & DRINK

SKYLON

Skylon is a D&D London restaurant with panoramic views across the River Thames, comprising of a beautiful restaurant, stylish grill & destination bar.

www.skylon-restaurant.co.uk

Royal Festival Hall, Southbank. Open: Mon-Sat 12 noon-2.30pm, Sun 12 noon-3.30pm, Mon-Sat 5.30pm-10.30pm

HOMESLICE

No airs and graces here, just simple honest pizza goodness. Order by the slice or get whole 20" pizza fresh from their wood fired oven.

www.homeslicepizza.co.uk

Covent Garden, Shoreditch & Fitzrovia. Open: Mon-Sat 12 noon-11pm, Sun 12 noon-10pm



COFFEE ISLAND

There are five coffees on the menu, via a host of brew methods: your commonplace Chemex, V60, syphon and Aeropress, but also a tray of hot sand for making Turkish style coffee.

www.coffeeisland.co.uk

5 Upper St Martin's Ln, London 7.30 to 9.00 Weekdays

STARBUCKS DIGITAL CONCEPT STORE

Order from the comfort of your chair using your phone and watch your food and drink being prepared in front of your eyes.

www.starbucks.co.uk

5 Upper St Martins Lane, Covent Garden. Open: 7am-10pm

INAMO

London's original digital restaurant. Enjoy oriental fusion food ordered from an interactive menu projected onto the table surfaces.

www.inamo-restaurant.com

Soho, Wardour St and Covent Garden, Hanover Place. Open: Mon-Fri 5pm-11pm, Sat 12 noon-1am, Sun 12 noon-11pm



THE THIRSTY BEAR

London's first fully fledged self-service pub where technology meets great food and drink. Some say they serve the best burgers in London...we'll let you decide!

www.thethirstybear.com

62 Stamford Street, Blackfriars. Open: Mon-Sun 12 noon-midnight

PLACES TO STAY

VISIT THE FUTURE AT NOVOTEL BLACKFRIARS

From the moment you check-in (electronically, of course), you'll notice a Virtual Concierge recommending local events as well as an underground spa with an aquarium projected onto one wall. The best technology is saved for dinner, however. The Microsoft Surface table in the bar lets you plan your night, and an iPad dining table allows you to check Facebook. And for breakfast the next morning, there are booths with TVs and headphones, to allow you to savour the last moments of peace.

www.novotel.com/Novotel-hotel

46 Blackfriars Rd, London SE1 8NZ
020 7660 0834

MagentoLive UK

OUR RECOMMENDED TALKS:

OMS IS AN OMNICHANNEL IMPERATIVE

By Michael Sonier, Head of Omnichannel Products at Magento Commerce

Plaza 3, Level -1
Tuesday 27th June,
12:30 to 13:45

BUILDING A GROWTH CULTURE USING BUSINESS INTELLIGENCE & AB TESTING

By Grant Kemp, Data & Analytics Consultant at Inviqa

Plaza 5, Level -1
Tuesday 27th June,
15:30 to 16:00

MONITORING YOUR CACHE EFFECTIVENESS IN MAGENTO 2

By Tony Brown, Technical Director at Space 48

Plaza 3, Level -1
Wednesday 28th June,
11.30 to 12:00

MORE THAN "GETTING PAID": PRIORITISING PAYMENT STRATEGY TO ENABLE GROWTH

By Magento Commerce, Gene Commerce, The Gro Company, Inviqa, and Graze

Westminster 2, Level -3
Wednesday 28th June,
9:45 to 11:00

WWW.MAGENTOLIVE.COM/UK/SCHEDULE/

FUTURE EVENTS TO ATTEND

MAGE TITANS



An International conference for Magento developers that is designed and curated by #RealMagento developers.

Sat 11th Nov
Manchester

www.magetitans.co.uk

ECOMMERCE EXPO



At Ecommerce Expo, thousands of ecommerce professionals come together with the most innovative suppliers of ecommerce technologies and services for two days of networking, business, education and inspiration.

27th - 28th Sep
Olympia, London

www.ecommerceexpo.co.uk