

An eye for learning

English

Activity 1

Write a shape poem about the London Eye, entitled Looking Down like the one on the right.

- b) Illustrate your poem with drawings of your trip on the London Eye. You might want to use crayons or pencils to make your poem look more colourful.

When I look down on London from the London Eye, I feel like I can see the whole of the world casually passing by. Offices, parks, palaces and houses lie like a tapestry beneath me. The river Thames catches the morning light as it wends its way to the sea.

Activity 2

Below is part of an article featured in the Sunday Times on 9th January 2000

London Eye in the Sky

The British Airways London Eye is on the South Bank on the Thames, close to Westminster Bridge. The choice of site was very important to Julia Barfield, one of the wheel's architects. She says: "If you look through the wheel you can see the Houses of Parliament, so you can see London's terrific past as well as its modernisation!"

In June 1999, a massive sea floating crane, called TAKLIFT 1, arrived in London. It was crucial in lifting the different sections of the London Eye and had to negotiate eight bridges on its way up the Thames!

The rim sections of the London Eye arrived on barges. They were shipped across the English Channel from Rotterdam, in Holland, where the wheel was manufactured.

© Sunday Times / Sunday Times 09.01.2000

- Which bridge is the London Eye located close to?
- Which historical building does Julia Barfield say can be seen if you look through the wheel?
- What was the name of the crane used to help lift the London Eye?

- Where were the rim sections of the wheel manufactured?

- Create your own newspaper article about the London Eye. Here are some facts you might want to include:

- the 32 capsules on the London Eye can carry over 20,000 visitors a day
- the London Eye measures 135 metres – which is taller than Big Ben
- passengers can see over 40 kilometres in each direction from the top of the London Eye
- the combined weight of the wheel and capsules is 2,100 tonnes

Activity 3

Write a fantasy story involving the London Eye. The title of the story should be *Back in Time* and your inspiration for the story is that your character is transported back in time when they step into one of the capsules. You can choose either one year to write about (in the past or future), or you might like to write about what it's like to be transported to a number of different years.



An eye for learning

English

Activity 4

Below is a copy of a poster used by the London Eye to encourage visitors to the attraction.

- Do you think this poster encourages people to visit the London Eye? Give reasons for your answer.
- The slogan 'What will you get up to in London?' has two meanings. Can you think what they are?



What will you get up to in London?

0870 5000 600
www.ba-londoneye.com

BRITISH AIRWAYS
London eye

Activity 5

If you switch on the television or radio, you will hear lots of examples of jingles. A jingle is a short song that has been written to advertise a product to the general public. A jingle might tell listeners how cheap a product is compared to others, or it might tell listeners how much better the product is than its competitors. Write a catchy jingle for the London Eye, remembering to think about the message you are trying to convey. The best jingles always have catchy tunes, so make sure the tune of your jingle is easy to remember!

Keywords	facts, fantasy, jingle
-----------------	------------------------

