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### **Classic beats contemporary in poll of London's most photographed landmarks**

The Houses of Parliament has beaten off high profile new landmarks like the London Eye to be voted London's most photographed landmark, a poll reveals today.

The iconic gothic building has been snapped by 41% of Brits and was closely followed by Buckingham Palace (37%) and Tower Bridge (32%) in the survey commissioned by photo printer manufacturer, Lexmark who make it easier than ever before to print out and treasure photos of the UK's top landmarks thanks to their new P450 photo printer.

A more recent addition to the capital's skyline, the London Eye, snapped up 27% of the votes and Tate Modern, another contemporary icon on London's South Bank, came seventh with 10%. The bright lights of shopping mecca Piccadilly Circus came in fifth place, dazzling one in five (20%) Brits.

### **Gone but not forgotten**

The red London Routemaster may have reached the end of the road but the icon lives on in many a photograph album with over one in ten Brits (12%) saying they have snapped the London landmark.

### **Celebrity Obsession**

Jude, Sienna and Kate might have put Primrose Hill on the map but only 4% of Brits have made the pilgrimage to NW1 to try and get a snap of the stars or the stunning view from the top of the hill, as seen in the opening credits of Bridget Jones: The Edge of Reason.

### **Top Ten Most Photographed Landmarks**

1. Houses Of Parliament
2. Buckingham Palace
3. Tower Bridge
4. London Eye
5. Piccadilly Circus
6. Red London Routemaster Bus
7. Tate Modern
8. Battersea Power Station
9. Abbey Road
10. View from Primrose Hill

## **Favourite UK landmarks**

When asked to select their favourite UK landmark, one in five Brits (18%) snubbed the capital in favour of historic Edinburgh Castle while the spiritual home of the Druids, Stonehenge, came in second place with 17% of the votes.

The much-loved British holiday icon, Blackpool Tower, beat off stiff competition to take third place with 12% of votes and the spectacular White Cliffs of Dover came in fourth place, with one in ten (11%) Brits voting for this natural beauty.

Paul Murphy, travel writer, photographer and contributor to the AA Illustrated Guide to Britain, and many more guidebooks, commented on the poll:

“It’s great to see such variety in the landmarks that we are choosing to visit. Although the capital’s attractions will always be popular, it’s so encouraging to see that people will go further afield to see the amazing architecture and heritage this country has to offer.”

## **Paul’s Top Photography Tips**

- Look twice – be patient and before snapping your landmark, take a walk around it and look for new and interesting angles or where the light is falling in at its best
- Think about what you are trying to capture – is it the atmosphere/mood, the scale/size of the landmark, the beauty, or simply the fact that ‘I was here’
- Size it up - give the photograph a sense of scale - stick a friend in the shot too!
- Snap away! - don’t be afraid of taking lots of shots - you can then print out the perfect one when you get home
- Less is more - you don’t have to get it all in, interesting or unusual details and partial shots are often more powerful than the whole

The poll was commissioned to celebrate Lexmark’s latest photo printer, the Lexmark P450, perfect for printing out travel snaps instantly and using the built-in CD burner to save photos.

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