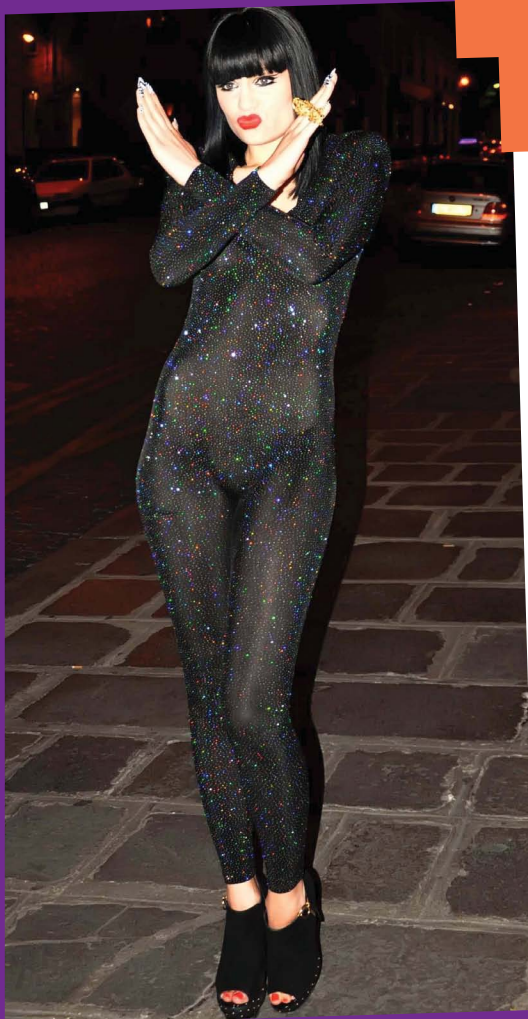


# Metropolis

2012

**PROUD** to be London Met



## Imogen's got the **X FACTOR**

London Met graduate Imogen Belfield always hits the right note when it comes to jewellery making. Just ask her latest customer, popstar Jessie J. The 'Price Tag' singer recently wore one of Imogen's creations on the French X Factor — watched by 2 million people.

Imogen, who studied on the BA Jewellery Design course at The Cass, produces hand-crafted, quality pieces inspired by architecture and the natural world. Since graduating in 2010, Imogen has become an established and respected designer, with luxury stores such as Harrods, Kabiri and Harvey Nichols all selling her jewellery. We caught up with Imogen to discuss celebrities, the future and why London Met has made it all possible. (Cont. Pg3)



# WELCOME to Metropolis

Hello, and welcome to this issue of Metropolis — the magazine featuring all the latest news from London Metropolitan University.

In this edition you can find out more about our students, get top tips on settling in to university life and even some health advice from personal trainer to the stars, Matt Roberts.

We hope you enjoy it!

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## Imogen Belfield: London Met's jeweller to the STARS continued...

Imogen studied BA Jewellery Design at The Sir John Cass Faculty of Art, Media and Design, and is now a successful jewellery manufacturer with celebrity customers. We talked to her to find out more.

**You're fast becoming a big name in jewellery — where do you get your inspiration from?**

"The Natural History Museum is always a place that inspires, I love all of the amazing rock formations they have there, and I try to emulate these in my work. Artists such as Eduardo Paolozzi and Anish Kapoor as well as the architects Frank Gehry, Zaha Hadid and Antoni Gaudi are all big inspirations to me."

**Have you always wanted to make jewellery?**

"It began about eight years ago with a few short silversmithing courses in the tiny village that I grew up in near Brighton. I knew from then I had to pursue jewellery. I had always focused on fine art, so I began to turn the large sculptures I was making into smaller sculptures to adorn the body."

**How does it feel when you see celebrities wearing your jewellery?**

"It is always incredibly exciting to see someone famous wearing something I have designed and created. Most recently Jessie J wore my 'Galactic' knuckleduster on the French X Factor. Lily Allen and Ellie Goulding are regularly photographed wearing my jewellery. I am currently working on some very exciting collaborations, so watch this space..."

**Has studying at London Met helped you in your career?**

"It has helped massively. I look back on my degree with fond memories. It gave me the scope to be able to explore different forms of media and processes. There was fantastic support from the Uni from the first year when we curated our very own catwalk show, through to our final degree show. We then had the amazing opportunity to exhibit at the New Designers Exhibition."

**What was the best thing/s about studying at London Met?**

"We were able to start work in the Uni workshops at 9am and work right through to 9pm. To have that amount of time in the studio in London is such a luxury. I also had a very special group of tutors who supported me all the way. I was also very lucky to be nominated to receive the South Square Trust award. This was a grant for my second and third year at Uni, which really helped with the cost and purchase of materials. Studying jewellery is not cheap, because of the precious materials involved."

**What are your plans for the future?**

"To continue to grow the business on a global scale. As well as the UK, we have already launched our brand in Hong Kong, New York and Dubai. But there is still a long way to go..."

**What do you enjoy most about your work?**

"I love having a job in which I thrive and which creates new challenges for me each day. To be able to design and make jewellery everyday is a real thrill."

Visit Imogen's website [www.imogenbelfield.com](http://www.imogenbelfield.com)



## The future's bright for **BOBBY**

He counts Robert Pattinson as a close friend, his song was featured on the Twilight movie soundtrack, he has been compared to Bob Dylan and now his debut album is gaining rave reviews. There's just no stopping Bobby Long's meteoric rise.

The London Met graduate has just released his first studio album 'A Winter Tale', which he made with the help of legendary White Stripes producer Liam Watson. Now, the talented musician is conquering the US with his haunting lyrics and melodies.

Bobby only started playing the guitar when he was 17, so the success of the 25 year old is particularly impressive.

He said, "I mucked about quite a lot when I was younger and didn't really do much. But my Dad plays guitar and he got me interested. I just fell in love with it."

It was during his time at London Met that Bobby became serious about pursuing music, learning his craft at various open mic nights across the capital. It was at such an event, in the Spice of Life pub, that Bobby met actor Rob Pattinson, and the two have been friends ever since. Pattinson loved Bobby's track 'Let Me Sign' so much that he recorded it after moving to Los Angeles.

Bobby, who studied BA Music Technology (Sound for Media) at London Met, also attributes his success to the practical skills he learnt at university, which allowed him to channel his creativity.

Now living in New York, Bobby is gathering an army of fans. He recently appeared on America's CBS channel where he performed his tracks 'Who Have You Been Loving?' and 'Dead and Done', watched by millions.

"My Dad plays guitar and he got me interested. I just fell in love with it."

## **LADY GAGA** gives Fernando the thumbs up

Most students looking for part-time work take bar jobs or work in shops but London Met student Fernando Bauza Alonso earns his pocket money in style.

The BA Film and Broadcast Production student worked as a limousine driver at the Cannes Film Festival, where Lady Gaga became one of his clients.



Film-maker Fernando (left) at work

Fernando, who studies at The Cass, played the Poker Face singer 'Dim Sum Dance Some', a film he made, whilst he chauffeured her from the festival's opening ceremony. The star was thoroughly entertained.

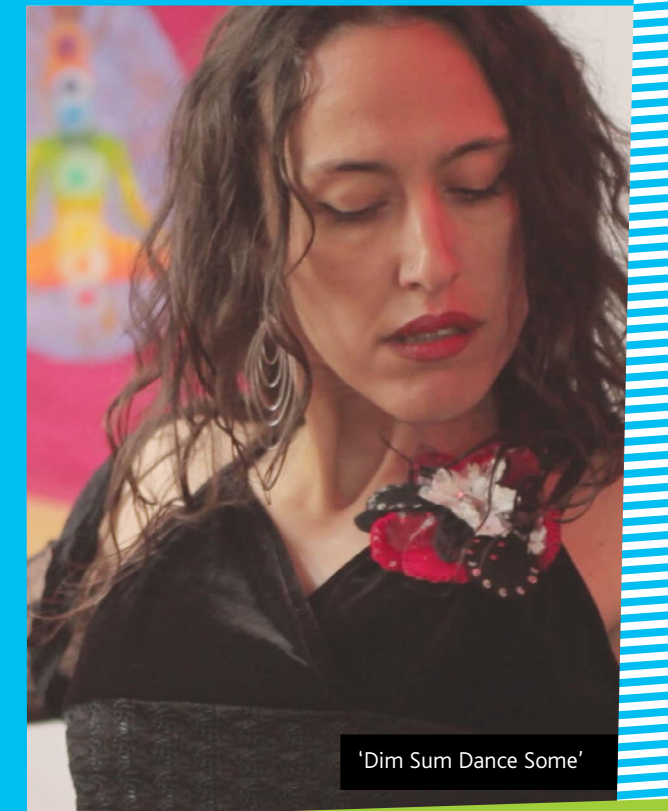
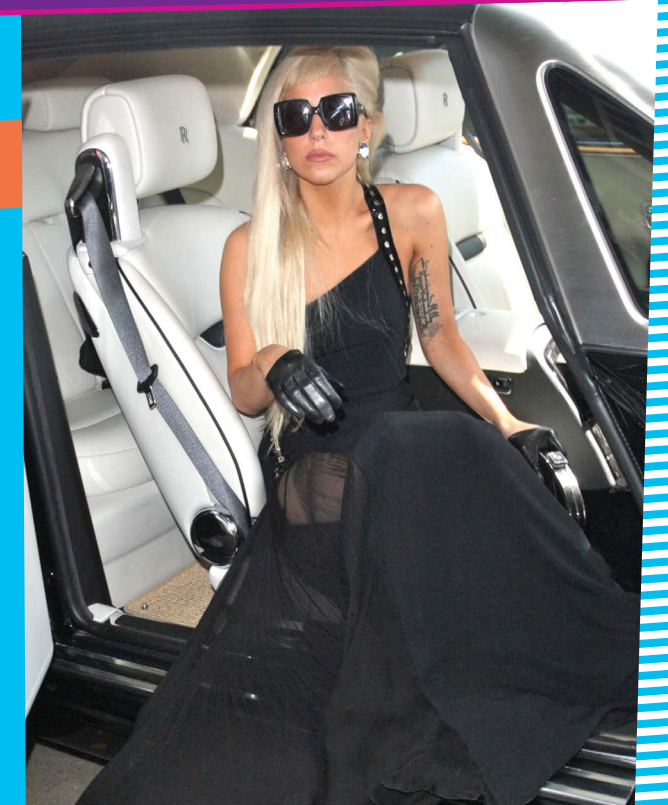
Fernando said, "Lady Gaga watched it all the way through and laughed a lot in the right places. At the end she gave me a big hug, said well done and took a copy of the film."

"Lady Gaga gave me a big hug!"

'Dim Sum Dance Some' is a comedy about a Chinese female immigrant stuck in a rut until a charismatic friend introduces her to flamenco dancing and changes her life.

Lady Gaga was not the only star to love Fernando's work. Actress Zhang Ziyi, star of Crouching Tiger, Hidden Dragon, Rush Hour and Hero, said she enjoyed the film and took a copy too.

Back in London, Fernando's film was also screened at the uber trendy Rio Cinema in Dalston, alongside a selection of short movies from the next generation of Cass filmmakers.



'Dim Sum Dance Some'



# BUILDING Careers

## STUDENTS GO GLOBAL at London Met



Budding writers at London Met have the chance to write for an international audience thanks to a project run by the University's Global Policy Institute, part of the Faculty of Law, Governance and International Relations.

The research centre is running 'Student Voice' — an online magazine that gives students the opportunity to become published writers. For Constantine Callaghan, who studied International Relations at London Met, the experience has helped boost his career prospects.

Constantine, who had two articles published by the GPI, has won a paid internship with the major Greek newspaper, Athens News.

He said, "Student Voice has been an excellent opportunity for me, and I think it's played a big role in getting the internship. It is so important for students who hope to enter journalism or similar careers to get published while they study, so they already have a solid portfolio when they start looking for jobs. Student Voice did precisely that for me and to be able to say that my work has been published by a globally recognised think-tank is so valuable. It really has enhanced my CV."

**"I loved London Met. It's definitely helped me get where I want to be."**

Constantine's internship sees him travel all over Greece covering stories for the newspaper. He gets to cover the issues he studied on his course at London Met, and says his degree has set him up well for his future career.

Constantine said, "I loved London Met. It's a great Uni and I thoroughly enjoyed my time there. The opportunities that arise from studying in London are endless and the University was always really supportive. It's definitely helped me to get to where I want to be."

As well as getting their work published in the magazine, students also benefit from the networking side of the project. Every issue of Student Voice is distributed to the Global Policy Institute's 8,000 contacts, meaning there is a real potential for students to get spotted by future employers.

Chris Luenen, of the GPI, said, "This idea came about from our own experiences as students. We thought it would have been good for us to have had the opportunity to get our work featured in a prestigious publication without having to wait the months — if not years — it takes to get in an academic journal. This project gives students that opportunity, and enriches their student experience at the same time. During the editing process, we advise them on which parts to change and how to put forward their arguments in the correct manner, and this gives them a valuable insight into the publishing world."

James Hannah, of the GPI and editor of Student Voice, is delighted with the project so far, and the interest being shown around the world.

He said: "What is remarkable is our current readership. As well as interest in the UK, Student Voice is read by people in Italy, Saudi Arabia, Spain, Pakistan, Norway, France, Germany, Australia, the U.S., Romania, Belgium and Sweden."



## WANT to get ahead in the job hunt?

Students at London Met can get an advantage in the job market thanks to a partnership between Careers Services and the Adab Trust.

From September, students will be able to take part in the Career Mentoring Programme, in which a high level business person or professional will act as their mentor. The programme provides an invaluable opportunity for students to gain an insight into the world of work from experienced professionals. The experts will pass on their knowledge and advice to help students get where they want to be after their studies.

London Met student Christin Meyer Zur Heyde took part in the mentoring project last year, and was matched with a PR professional.

She said: "My mentor gave me invaluable professional advice which gave me a great advantage. He answered all my queries and fears and made me more confident that I could achieve my goals."

If you'd like to take part in the mentoring programme, email the Careers team at [careers.studentservices@londonmet.ac.uk](mailto:careers.studentservices@londonmet.ac.uk)

**"My mentor gave me a great advantage."**

## Spies, detectives and Frankenstein, all regulars at the SUPERLAB

Did you know London Met boasts Europe's biggest scientific teaching laboratory? Known affectionately as the 'Superlab', the Science Centre features 280 workstations and is the first teaching lab of its kind in the world.

The Superlab is part of the Faculty of Life Sciences. It is one of many great facilities available to students at London Met. The University has invested £30million in the Science Centre, which offers a unique learning experience for students at all levels of their studies.

In the Superlab, each student has their own bench space, equipped with a computer and headphones, so they can receive guidance during experiments. There are 12 teaching terminals so multiple classes can take place at the same time. The Science Centre also houses a state of the art gym and sports facilities including Olympic standard fencing and basketball facilities.

It isn't just students and lecturers who make use of the fabulous facility, however — TV and film companies are always popping in to shoot scenes in the spectacular Superlab. BBC hit TV shows such as Luther and Spooks were filmed there and ITV used it as the setting for its chilling remake of classic horror story Frankenstein.

So who knows, next time you visit the lab you may get on the telly! Just remember to wave to your friends...





# PROUD

## TO BE LONDON MET

[www.londonmet.ac.uk](http://www.londonmet.ac.uk)

Our students, staff and alumni are proud to be London Met. They're always keen to show us what they like best about working and studying here. Below are some of the many pictures we've sent by them...





# Employability matters

At London Met, employability is at the heart of our curriculum. We were recently ranked among the best universities in the country in terms of giving students the best 'added-value', in helping them to secure well-paid jobs.

A study by The Parthenon Group found that when it came to graduate employment, London Met matches and often outperforms many Russell Group institutions. Results published in September 2011 ranks London Met 15th nationally, higher than the University of Exeter, the University of Southampton and the University of Nottingham.

"London Metropolitan University is no stranger to the need to ensure its graduates gain employment given its origins in 1848 as a workingmen's college. Eighty-three percent of the University's graduates find employment within 6 months of leaving and their starting salaries are £5,000 above the national average."

Financial Times, Friday January 27, 2012

## New scholarships available at London Met

New undergraduate students joining London Metropolitan University in 2012 may be entitled to a scholarship worth £6,000 to help fund their studies.

The National Scholarship Programme, funded by the University and the government, will provide 188 scholarships for students from low-income backgrounds. The scholarships will reduce the course fees for students, meaning a three-year undergraduate degree at London Metropolitan University could cost as little as £12,300. With many other UK universities charging £27,000 for a three-year degree, the scholarships reflect London Met's commitment to providing an affordable quality education.



[www.londonmet.ac.uk](http://www.londonmet.ac.uk)

## DID you know?

1.

This year, London Met received the highest possible accolade from the Quality Assurance Agency (QAA), the independent body which assesses University standards in the UK.

2.

Our top class sports facilities include an Olympic-standard basketball court.

3.

London Met was awarded the prestigious Carbon Trust Standard in 2011 in recognition of our efforts to reduce our carbon footprint.

4.

Stars including Zoe Ball, Jamie Theakston, Vic Reeves and Tracy Emin all studied at London Met, as well as politician and Shadow Secretary of State for Justice, Sadiq Khan.

5.

Over two thirds of our research within the latest official Research Assessment Exercise was judged to be 'internationally recognised', 'internationally excellent' or 'world leading'.

6.

The Jewry Street building at City campus is built above London's ancient Roman wall, the remains of which can still be seen in the basement.

7.

Architecture enthusiasts come from all over the world to marvel at London Met's Graduate Centre, which was designed by Daniel Libeskind.

8.

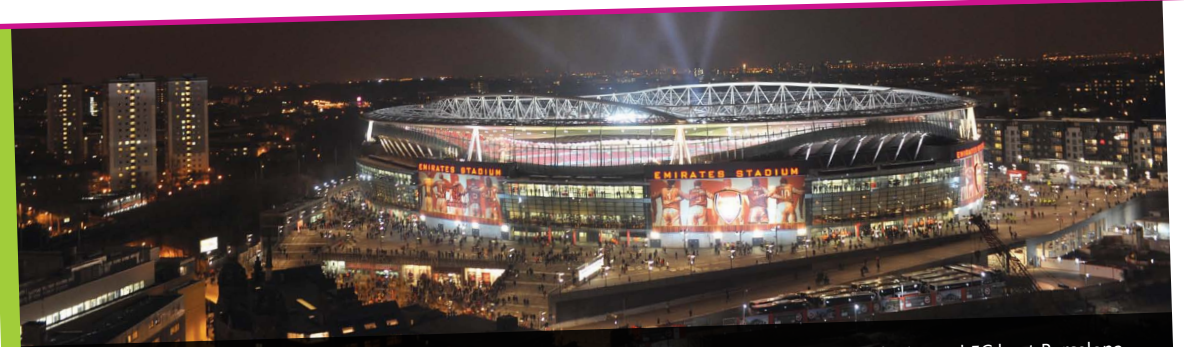
London Met is part of the ERASMUS programme, which means you can study at a choice of 30 universities across Europe.





# NEWS in pictures

News, views and features from London Met [www.londonmet.ac.uk](http://www.londonmet.ac.uk)



This stunning view of the Emirates stadium was taken from London Met's Tower Building on the night Arsenal FC beat Barcelona in the UEFA Champions League.



MA Curating the Contemporary students curated a sculpture exhibition at Mansion House, the official residence of the Lord Mayor and Lady Mayoress of the City of London.



Sports Therapy student Jenna Walters claimed the title of British Universities Gymnastics Champion for the second year running.



Fashion Marketing student and entrepreneur Hannah Ryan has set up her own lingerie business, [www.prettygorgeous.co.uk](http://www.prettygorgeous.co.uk). She now sells her designs worldwide.



Cass alumna Shell Thomas is causing a stir with her eco-friendly rocking horse design, Reggie. Shell recently exhibited Reggie at the Melbourne Design Show in Australia.



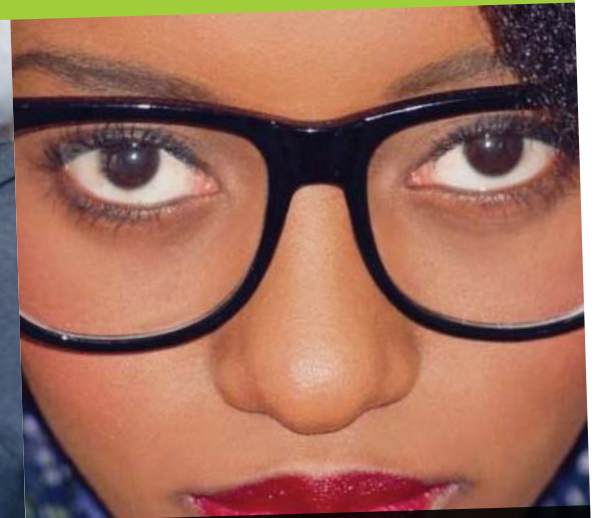
London Met English Literature graduate Ahmed Masoud won a prize at the prestigious Muslim Writers Awards for his novel Gaza Days.



Students from three London Met faculties were commissioned by Camden Council to produce an animated video to promote their Family Group Conferencing service.



HRH Prince Andrew, Duke of York, visited the University's graduate business incubator, the Hatchery. He said: "I am truly impressed by what I've seen at London Met."



Up-and-coming portrait photographer Tosin Pedro, who studied at London Met, was recently profiled by Africa News, one of the continent's most popular websites.



## I might NEED...

### ...somewhere to live!

London Met has a committed Accommodation Bureau to help you find a place to call home. Get in touch with them at [accommodation@londonmet.ac.uk](mailto:accommodation@londonmet.ac.uk) or call **020 7133 3998**

### ...more money!

Want a job? London Met's Employment Service team can help you find part time work to help support you during your studies. Plus the Advice, Information and Funding team can show you how to budget your money effectively and advise you on available funding.

#### Employment Service:

North campus **020 7133 4661**

City campus **020 7320 2380**

Email: [employmentservice@londonmet.ac.uk](mailto:employmentservice@londonmet.ac.uk)

#### Advice, Information and Funding:

North campus **020 7133 2094**

City campus **020 3207 2370**

Email: [advice.studentservices@londonmet.ac.uk](mailto:advice.studentservices@londonmet.ac.uk)

### ...something to do

London has 283 free attractions, plus 233 nightclubs and nearly 4,000 pubs! There are also 90 galleries, 200+ museums, 147 theatres and 62 film festivals every year. Find out more at [www.visitlondon.com](http://www.visitlondon.com)

### ...a doctor

If you're new to London it is very important that you register with a General Practitioner (GP) close to where you live as soon as possible.

Go to [www.nhs.uk](http://www.nhs.uk), the National Health Service website. Here you will also find valuable information on other NHS services.

### ...someone to talk to

London Met has a multi-faith chaplaincy who are always willing to listen. They're here to discuss any pastoral issues in complete confidence and to answer any questions you have in the area of faith, spirituality or just life in general!

We also have a counselling and wellbeing service on campus with trained counsellors who are always happy to help.

#### Contact the chaplaincy:

North campus **020 7133 2030**

City campus **020 7320 2379**

Email: [chaplaincy.studentservices@londonmet.ac.uk](mailto:chaplaincy.studentservices@londonmet.ac.uk)

#### Contact the counselling service:

North campus **020 7133 2094**

City campus **020 7320 2370**

Email: [counselling.studentservices@londonmet.ac.uk](mailto:counselling.studentservices@londonmet.ac.uk)

### ...to meet new people!

Well, you'll be in the right place. London has approximately 7.2 million residents, speaking over 300 languages from all over the world. There are 306,000 students here too. Closer to home, a great way to meet fellow London Met students is through joining a club or society. Check out the full list online.

**Sports clubs:** [www.londonmet.ac.uk/sports](http://www.londonmet.ac.uk/sports)

**Societies:** [www.londonmet.ac.uk/studentssocieties](http://www.londonmet.ac.uk/studentssocieties)

## STUDENT Charter

We strive to put our students at the heart of everything we do at London Met. In the last National Student Survey, we increased student satisfaction by a massive 6%. Our students are now more satisfied with London Met than they have ever been.

As part of this commitment to our students, we worked with them to develop a new Student Charter. This Charter outlines what students can expect from London Met and also what the University can expect from students.

Last year, we launched 'SocialMet' — an online campaign giving students the opportunity to help develop 'pledges' that will form the Charter. Using Facebook, Twitter, LinkedIn and blogs, the students commented on what they'd like to see in the Charter.

This exciting project means that students at London Met have a real say in how their University is run. The Student Charter will be published later this year.

You can also contribute to the Student Charter via social media:



Become a fan of London Met on Facebook to share your thoughts, post your comments, questions, news, photos and videos. [www.facebook.com/londonmetuni](http://www.facebook.com/londonmetuni)



Keep up with our 'tweets' and tell us what you're up to! [www.twitter.com/londonmetuni](http://www.twitter.com/londonmetuni)



Watch videos about London Met at [www.youtube.com/LondonMetUniversity](http://www.youtube.com/LondonMetUniversity)

## SOCIETIES

Joining university societies is a great way to make new friends, learn valuable skills and, more importantly, have fun! There are lots of student societies at London Met, from cheerleading to banking.

There are also many other sports clubs you can join, including basketball, rugby and badminton.

For a full list of societies and sports clubs at London Met, visit the Students' Union website: [www.londonmetsu.org.uk/ourunion](http://www.londonmetsu.org.uk/ourunion)



Photo ©Towfiq Ahamed



# MATT fit for purpose at London Met

He is a personal trainer to the stars, a TV regular and a published author, but Matt Roberts still finds time to work with students at London Met. The health guru, who presides over four top-class fitness clubs, is a Visiting Professor at the London Met Business School (LMBS).

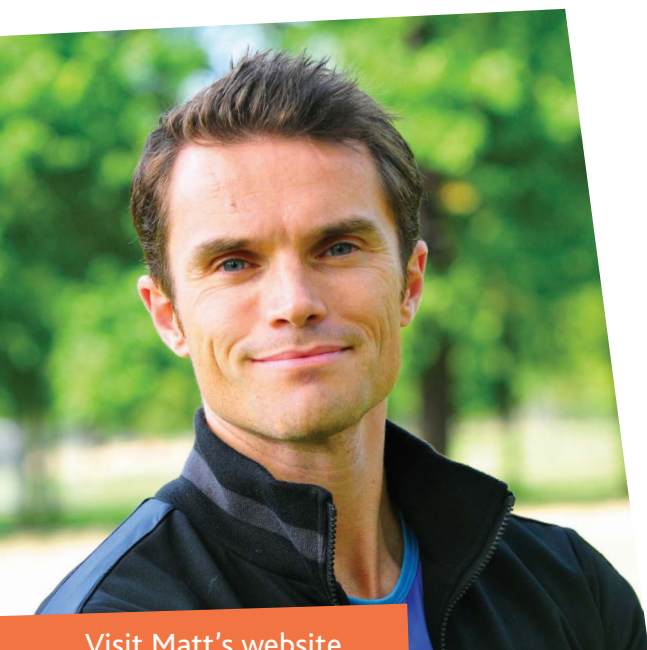
Matt has helped celebrities such as Naomi Campbell, Amanda Holden and Mel C get into shape. Even the Prime Minister and his wife have called upon his services in a bid to get fit. Metropolis caught up with Matt to find out the secrets of his success.

## What made you decide to go into this line of work?

"Sport has always been a big part of my life. My father was a professional footballer who played for Arsenal, right by North campus, during the 1960s. So sport was really always part of my life. It was only when I got older that I realised not everyone does sport and that my enthusiasm for exercise might not be normal!"

## Did you ever think of following in your father's footsteps into football?

"I was a very keen footballer and may well have done but when I was 15 I was hit in the head by a discus and had to stop playing contact sports. I still wanted to exercise and so I took up athletics. I fell in love with sprinting but also developed a real interest in the technical side of athletics. I found the science and research that goes into training athletes fascinating."



Visit Matt's website

[www.mattroberts.co.uk](http://www.mattroberts.co.uk)

## So how did you turn that interest into a successful career?

"I realised that people wanted good fitness advice but at the time, when I was about 21, unless you were a professional sportsman, getting that advice was pretty much impossible. A year later I opened the world's first 'one-to-one' training centre, where people could exercise and get the information they wanted. It all started from there."

## You're known for working with rather famous people — what's it like training celebrities?

"To be honest, because I grew up surrounded by famous people, such as my Dad's friends, I've always seen the celebrities I work with as what they are — just normal people who want to keep fit. However, there are times when you think 'Wow, this is pretty cool'. When I was growing up I was a huge fan of The Police, so when Sting and his wife Trudy approached me, I was very excited! I'm also a massive politics fan so working with the Prime Minister was very interesting."

## I bet! So tell us — how fit is David Cameron?

"He is incredibly fit! He works very hard and he keeps himself in great shape."

## You currently work with LMBS students on a project with local schools. How is that going?

"Really well! We've gone into primary schools in South London, and the students thought out how to improve and develop existing sports activities there. In just five months, we've identified a 35% increase in the children's fitness. It's brilliant working with LMBS."

## Great stuff! OK Matt, as I'm sure you know, students are often very busy, especially during exam time. What would be your top tips to help them keep healthy while studying?

"Well, the first thing to stress is that you don't have to go mad and do loads of exercise to keep healthy. If you can just do something that gets your heart rate going and makes you sweat for 20–30 minutes, 3 days a week, you'll notice the difference. It will improve your circulation, give you better sleep and will boost your self esteem. It will help improve your academic performance as well, as a healthy body really does make a healthy mind."