

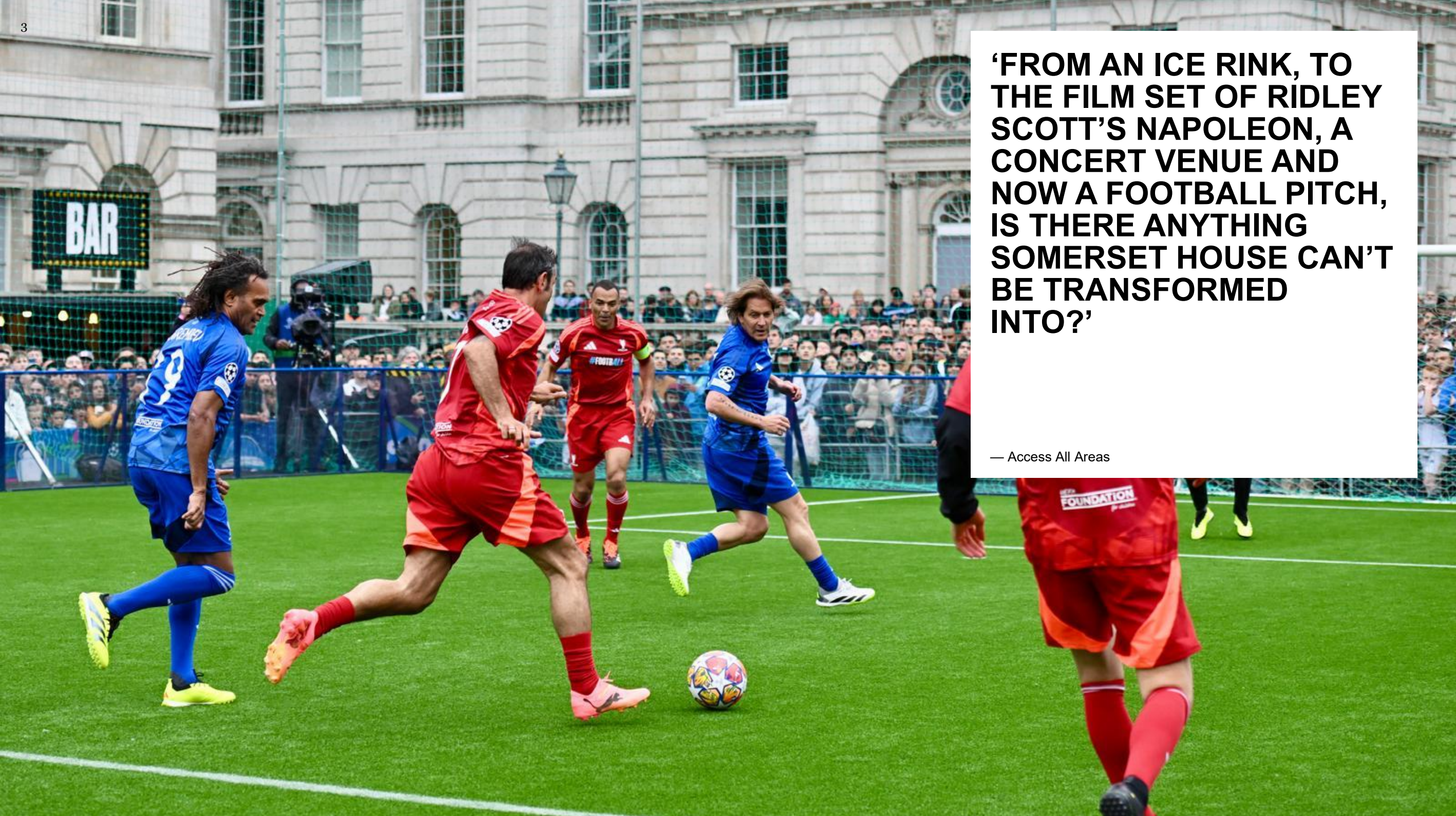
BRAND ACTIVATIONS



SOMERSET HOUSE

A large crowd of people is gathered at night for a concert. In the background, a grand building with a large green dome is illuminated with blue light. A stage is set up in front of the building, with a large screen displaying the words "SUMMER SERIES". The text "HOME OF CULTURAL INNOVATORS" is overlaid in large white letters across the center of the image. The crowd is dense, and many people are holding up their phones to capture the moment. The overall atmosphere is vibrant and festive.

HOME OF CULTURAL INNOVATORS



‘FROM AN ICE RINK, TO THE FILM SET OF RIDLEY SCOTT’S NAPOLEON, A CONCERT VENUE AND NOW A FOOTBALL PITCH, IS THERE ANYTHING SOMERSET HOUSE CAN’T BE TRANSFORMED INTO?’

— Access All Areas

ABOUT SOMERSET HOUSE

Step Inside, Think Outside

As the home of cultural innovators, Somerset House is a site of origination, with a cultural programme offering alternative perspectives on the biggest issues of our time. In 2025, Somerset House celebrates its 25th birthday, marking its extraordinary transformation to one of London's best loved cultural spaces and home to one of the largest creative communities in the UK. To mark this milestone, there will be a special year of artistic innovation featuring genre-defying exhibitions, new commissions and events bringing audiences closer to the range of cross-disciplinary work from our unrivalled resident creative community, cementing Somerset House as a leading international arts destination.

From our historic site in the heart of London, we work globally across art, creativity, business, and non-profit, nurturing new talent, methods and technologies. Our resident community of creative enterprises, arts organisations, artists and makers, makes us a centre of ideas, with most of our programme home-grown. We sit at the meeting point of artistic and social innovation, bringing worlds and minds together to create surprising and often magical results. Our spirit of constant curiosity and counter perspective is integral to our history and key to our future.

Run as an independent charity by the Somerset House Trust, all event hire income directly contributes to our diverse cultural programme, pioneering engagement & skills work, support of emerging artists and helps to maintain our historic Grade I listed site. You can be confident that your event will directly support an organisation offering immense value to an audience which goes far beyond your attendees.



OUR ECOSYSTEM

3.1M

visitors annually

500,000
SQ. FT

grade listed site

62

Somerset House Studios artists and their teams in over 15,000 sq.ft of studio space

550

members of the creative co-working space Somerset House Exchange

304

creative-tech and maker members from 77 different organisations at Makerversity which provides specialist workshops.

65

Black Business incubator businesses

133

creative enterprises occupying 194 offices across c 72,000 sq.ft

262

days of free exhibitions annually

259k

engage with our digital programme

1000+

young people aged 18-30 engage with our career development programme



OUR TOP LOCATIONS



**EDMOND J. SAFRA
FOUNTAIN COURT**
AN OASIS IN THE HEART OF
LONDON



LANCASTER PLACE
THE PERFECT SPOT WITH
FOOTFALL FROM COMMUTERS
AND TOURISTS



UPPER TERRACE
AN INSTANT PRESENCE FOR
YOUR BRAND WITH AN ICONIC
BACKDROP



RIVER TERRACE
AN EXCLUSIVE SPACE WITH
COMMANDING VIEWS

EDMOND J. SAFRA FOUNTAIN COURT



Located just a few short steps from the bustling activity of the Strand, in the heart of London, the Edmond J. Safra Fountain Court is centred around the iconic fountains and surrounded on all sides by glorious 18th century architecture.

Popular with the public throughout the year, Somerset House’s most iconic experiences, staged in its courtyard, cannot be created elsewhere. They mix the unusual, the transgressive and the joyful in the most original and memorable ways.

| | |
|--------------------------|--|
| AVAILABILITY | Mon-Sun |
| DIMENSIONS | 60.3m x 44.2m |
| POWER | We can provide at least 1 x 63amp 3phase distro box. Additional power available on request, subject to additional costs. |
| HIRE FEE | From £10,000 - £35,000 + VAT per day plus costs (depending on requirements) |
| AVERAGE MONTHLY FOOTFALL | 152,406 Visitors |

UEFA CHAMPIONS PITCH CASE STUDY

At the centre of the UEFA Champions Festival was the UEFA Champions Pitch – a custom-built football pitch within Somerset House's iconic Edmond J. Safra Fountain Court.

The UEFA Champions Pitch delivered over 40 hours of activity with a range of content including grassroots tournaments, free play, partner activations, and local charity initiatives. Community groups and schools across London participated, enhancing community engagement and providing unique experiences for young people and families at Somerset House.



LANCASTER PLACE



Somerset House

The perfect public activation spot. An iconic backdrop in a vibrant, bustling position.

Situated just off Waterloo Bridge, outside the New Wing of Somerset House, Lancaster Place offers a prime and prominent central London location, with a busy footfall from commuters and tourists alike.

Its proximity to Waterloo Bridge makes Lancaster Place an ideal location for pop-ups and sample-led activations, offering an unparalleled opportunity to engage the public.

| | |
|--------------------------|--|
| AVAILABILITY | Mon-Sun |
| DIMENSIONS | 36.5m x 6.5m |
| POWER | We can provide at least 1 x 63amp 3phase distro box. Additional power available on request, subject to additional costs. |
| HIRE FEE | From £6,500 + VAT plus costs (depending on requirements) |
| AVERAGE MONTHLY FOOTFALL | 45,773 Visitors |

Venue Hire

INSTAX CASE STUDY

10

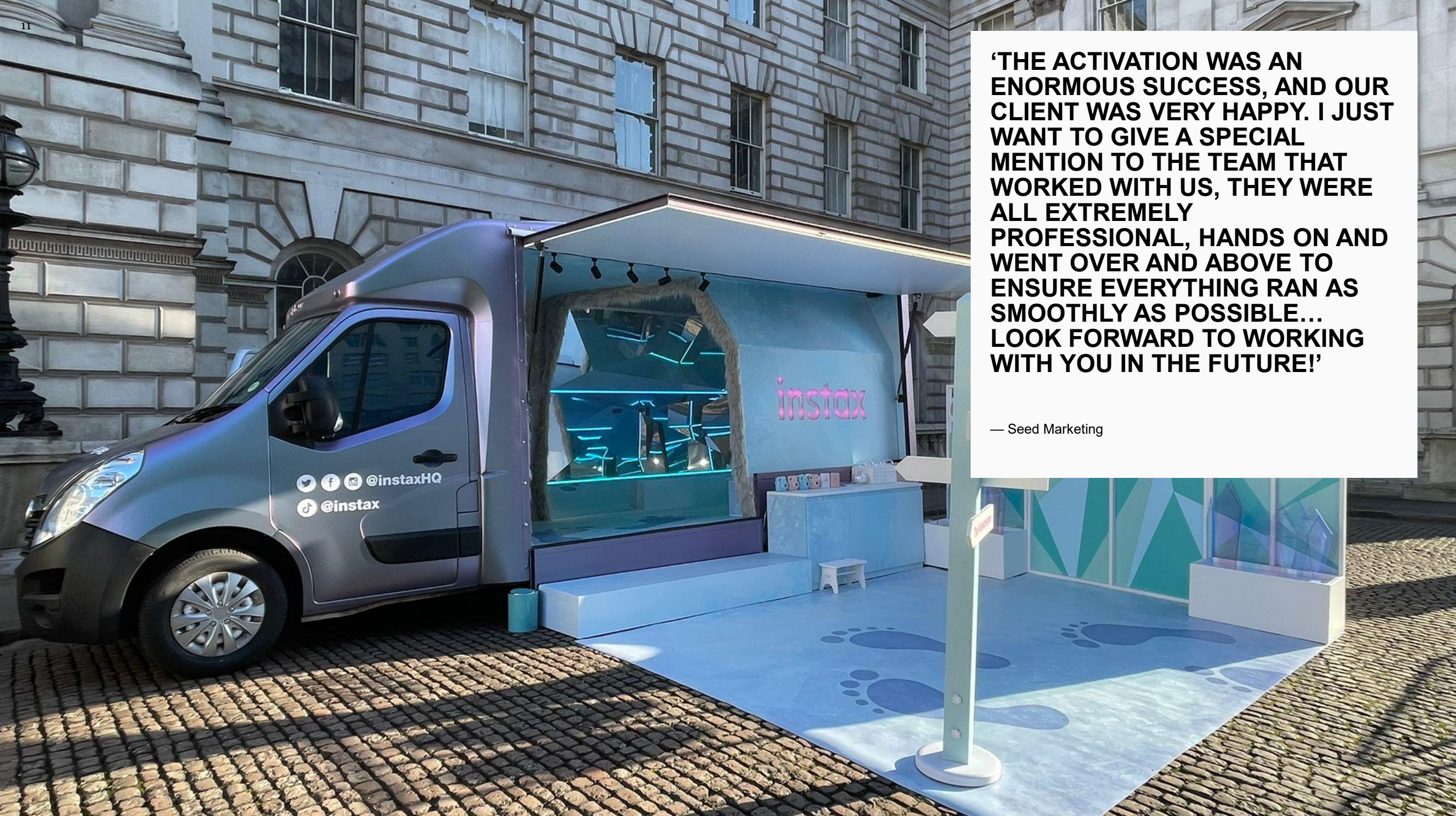


Designed to drive brand affinity, whilst increasing long term consideration to purchase Instax cameras amongst the younger generation, specifically Gen Z, this activation was a unique, immersive photo opportunity where members of the public could stop by and get snapped inside the arctic adventure van.

Covered with an eye-catching iridescent wrap, the van was a great attraction for family and friends to take part in. With the various sections of the van, including the yeti fur backdrop, as well as a mirrored kaleidoscope for attendees to step into, this Icelandic inspired van was the perfect photo opportunity for everyone to enjoy this Christmas season.

Instax brand ambassadors were on hand to take photographs of those who chose to step inside. This was done using Instax cameras and given to members of the public for free.

INSTAX benefitted from the increased footfall on our site over the winter period due to SKATE, a staple of our public programme – up to 2,000 visitors per day interacted with the activation.



‘THE ACTIVATION WAS AN ENORMOUS SUCCESS, AND OUR CLIENT WAS VERY HAPPY. I JUST WANT TO GIVE A SPECIAL MENTION TO THE TEAM THAT WORKED WITH US, THEY WERE ALL EXTREMELY PROFESSIONAL, HANDS ON AND WENT OVER AND ABOVE TO ENSURE EVERYTHING RAN AS SMOOTHLY AS POSSIBLE... LOOK FORWARD TO WORKING WITH YOU IN THE FUTURE!’

— Seed Marketing

UPPER TERRACE



Somerset House’s main entrance, located between our iconic vestibules and the historic setting of the Edmond J. Safra Fountain Court, the Upper Terrace guarantees an instant presence for your brand.

Perfect for smaller pop-ups, the Upper Terrace is the thoroughfare of Somerset House, sure to bring a diverse cross section of visitors past your activation. Skate is at the heart of Somerset House’s winter programme and is one of London’s best loved attractions. Each year Skate attracts more than 170k ticket-buyers from mid November to mid January, with over 500,000 people experiencing the joy and magic of the Somerset House courtyard more broadly.

For the last two years we have worked with Hotel Chocolat which was extremely successful and proven that everyone wants to indulge in chocolate treats at Skate!

| AVAILABILITY | Mon-Sun |
|--------------------------|--|
| POWER | We can provide at least 1 x 63amp 3phase distro box. Additional power available on request, subject to additional costs. |
| HIRE FEE | From £6,500 + VAT plus costs (depending on requirements) |
| AVERAGE MONTHLY FOOTFALL | 152,406 Visitors |

RIVER TERRACE

A stone’s throw from the beating heart of the Strand and Waterloo bridge, the River Terrace is one of our most exclusive spaces, and a perfect spot for brand activations.

This space pairs the iconic 18th century façade of Somerset House with commanding views of the Thames and some of London’s most iconic attractions, while the central location and excellent transport links provide a wonderful opportunity to new audiences and connect with your customers.

| | |
|--------------------------|--|
| AVAILABILITY | Mon-Sun |
| DIMENSIONS | October-March: 160m x 11.7m |
| POWER | We can provide at least 1 x 63amp 3phase distro box. Additional power available on request, subject to additional costs. |
| HIRE FEE | From £10,000 + VAT plus costs (depending on requirements) |
| AVERAGE MONTHLY FOOTFALL | 26,295 Visitors |



POKEMON GO CASE STUDY

A brand projection experience to enhance and promote the launch of new Pokemon Go Ultra Beast characters. Players were invited to watch a countdown to the launch projected onto our South Wing on the River Terrace. When the characters 'landed on earth' and were revealed in the projected animation, the Ultra Beasts could be seen on our River Terrace using the Pokemon Go app.

The activation was live for 1 evening only and attracted over 2,000 visitors of all ages. Visitors interacted with and played alongside fellow Pokemon Go users to defeat the Ultra Beasts together.

The event had an extensive PR and comms plan, alongside experiential stunts locally and a poster campaign across London. Brand ambassadors were handing out newspapers announcing the arrival of the Ultra Beasts and visitors were invited to play together when the characters launched.

The event was part of a larger Pokemon Go campaign, including experiential stunts across London and similar launch events globally (including a paired event in LA).

The event had extensive coverage on social media by attendees.



**IN ADDITION TO OUR 4
KEY LOCATIONS, WE
HAVE A FLEXIBLE
APPROACH TO FINDING
NEW SPACES FOR
UNIQUE AND
UNFORGETTABLE
EXPERIENCES THAT
CAN BE CREATED AT
SOMERSET HOUSE**



ADIDAS CASE STUDY


A high profile and exclusive PR stunt to launch the kits worn at the Tokyo 2021 Olympics by Team GB and Paralympic GB athletes, sponsored and produced by Adidas UK.

Somerset House hosted the launch moment, which included live TV coverage (across morning news channels), press interviews and a photoshoot at sunrise. The south wing domed rooftop, with the iconic London backdrop and sweeping views of our Edmond J. Safra Fountain Court made this location the perfect setting for an important moment within the campaign.

Athletes from both Team GB and Paralympic GB were pictured on the dome of Somerset House, alongside a Union Jack flag, and a drone was used to help capture the moment, along with video footage that was used throughout the campaign.

The project was commissioned by Hill + Knowlton Strategies on behalf of Adidas UK.





‘IT WAS DEFINITELY ONE OF THE BEST EXPERIENCES I’VE HAD PERSONALLY WORKING WITH A VENUE AND I KNOW OUR PRODUCTION TEAM ALSO FOUND THE PROCESS AND THE HELP YOU WERE ABLE TO GIVE US REALLY USEFUL.’

— HK Strategies

TRIBE & TRUSTED

Today's successful brand activation is no longer solely about getting a group together with the objective of ticking the 'tried and tested' product sampling box. It's about tribe and trusted, bringing likeminded followers together to drive a deeper connection and lasting loyalty through an authentic experience.

In autumn 2023, we carried out an independent quantitative research and delved into the motivations behind brand activations and what today's attendee expects.

Over 90 respondents who are recognised leaders in brand activations, from creative and field marketing agencies to brands across various sectors, including retail, gaming, and fashion, took part in the survey.

We published our results in our insight paper, [*Tribe & Trusted: Brand activations looking to drive a deeper connection and lasting loyalty*](#). Contact us to gain access to our insight paper.





Somerset House

Venue Hire

DIVERSITY & INCLUSION

We are committed to building a diverse and inclusive community reflecting the diversity of our society. A community where everyone feels valued, where their contribution matters and where they can reach their full potential, irrespective of their background, identity or circumstances. We aim to ensure the diversity of all our staff reflects our society as fully as possible. Similarly, we aim to be home to a resident community of artists and enterprises from an equally diverse range of situations, backgrounds, and disciplines. Ongoing initiatives include running the Black Business Incubator.

ANTI-RACISM

Somerset House is committed to being actively anti-racist and publicly releases updates on the actions it is taking in relation to its Anti-Racism Pledge every six months. We recognise that this is a journey. We have divided our focus into 5 key areas: History, Community, Workforce & Recruitment, Language and Procedures & Policy.

SUSTAINABILITY

Sustainability and responsible event management are of paramount importance to Somerset House and, by extension, our Accredited Suppliers. You can download our sustainability booklet, outlining what we are up to and top tips on how to host a sustainable event at Somerset House, [here](#).

OPT-IN TO SUPPORT THE YOUNG TALENT FUND

Somerset House's Young Talent Fund supports the next generation of early career creatives and artists to fulfil their potential, by providing financial relief to resident artists and opportunities to under-represented young people aged 18-25. If you would like to support this fund by making a donation please speak to a member of our team. Your support will help to secure a future for our creative community for many years to come.

LONDON LIVING WAGE EMPLOYER

Somerset House is proud to be an accredited Living Wage payer. We pay all our staff and sub-contractors the London Living Wage.



GET IN TOUCH

CONTACT

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+44 (0)20 7845 4618

somersethouse.org.uk/venue-hire

FOLLOW

Instagram: [@somersethouse_venuehire](https://www.instagram.com/somersethouse_venuehire)

LinkedIn: [Venue Hire at Somerset House](https://www.linkedin.com/company/venue-hire-at-somerset-house)

FIND

Somerset House, Strand, London WC2R 1LA

BY LONDON UNDERGROUND

Temple (Circle & District lines; 250m, 5 mins)

Covent Garden (Piccadilly line; 650m, 8 mins)

Charing Cross (Bakerloo & Northern lines; 700m, 10 mins)

Embankment (Circle & District lines; 700m, 10 mins)

Waterloo (Bakerloo, Waterloo & City, Jubilee & Northern lines; 800m, 11 mins)

BY RAIL

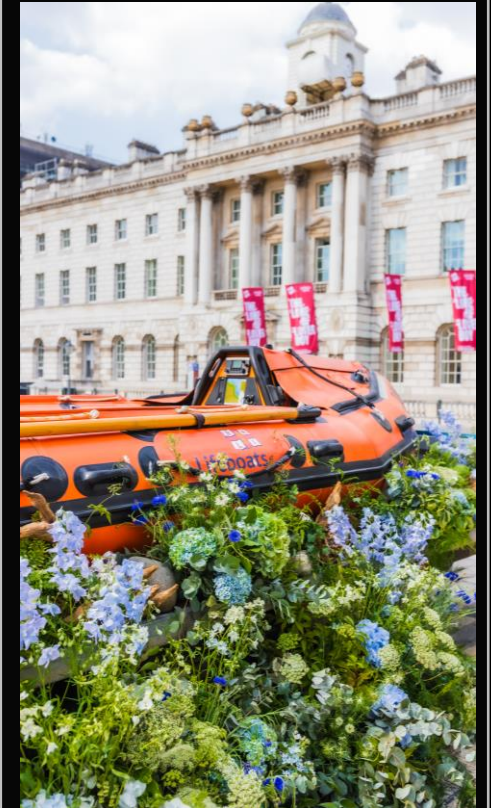
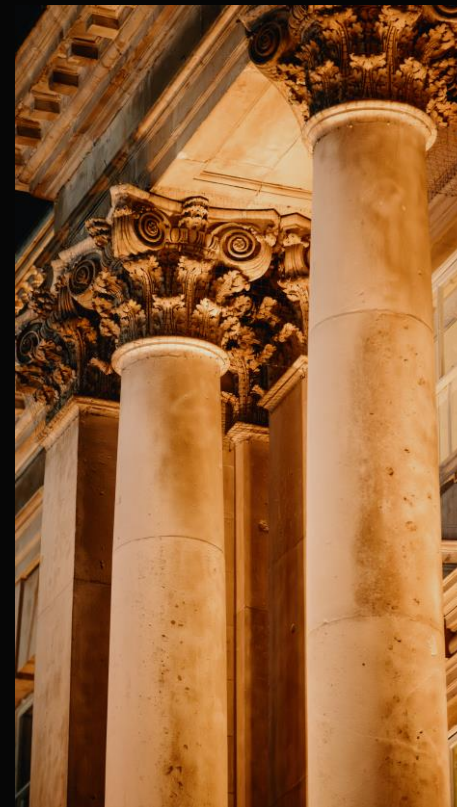
Charing Cross (700m, 10 mins)

Blackfriars (1km, 13 mins)

Waterloo (1km, 13 mins)

BY RIVER

River bus services RB1, RB2 and RB6 all stop at Embankment Pier, roughly 600m from Somerset House



**STEP INSIDE
THINK OUTSIDE**