

# Serpentine Gallery

## Entertaining at the Serpentine Gallery

The most beautiful gallery in London.

*The Observer*

The Serpentine is a rare gallery. Its like cannot be found anywhere else in Britain, or anywhere I can think of beyond Britain.

*The Sunday Times*



# Events at the Serpentine Gallery

The Serpentine Gallery is one of the most dynamic and creative organisations in the UK. Businesses have never been disappointed when they engage with the Serpentine.

Colin Tweedy, Chief Executive, Arts & Business

## Choose the Serpentine Gallery to host an exclusive event:

- Champagne breakfasts
- Evening cocktail receptions
- Elegant dinners
- Brand / Book launches
- Fashion shows / photo shoots
- Client entertaining
- Corporate parties

## Entertain in a unique setting:

- The Gallery consists of four large, beautifully proportioned rooms, including the high-domed space in the central gallery.
- Enjoy your event while absorbing the breathtaking surroundings of The Royal Parks.
- In the evening, the stylish exterior lighting of this Neo-Classical Grade II listed building creates a dramatic entrance for approaching guests.
- The Gallery can accommodate up to 150 guests for a standing reception and 70 guests for a seated dinner, depending on the exhibition in place.
- An exclusive benefit of hiring the Serpentine Gallery is the option for a curator-led tour, which offers guests a wonderfully private insight into the exhibition on display.

## Event Fees:

£2,500 +VAT Breakfast Gallery Hire (8.30am – 9.45am)  
£3,500 +VAT Breakfast Pavilion Hire (8.30am – 9.45am)  
£3,500 +VAT Gallery Hire (6.30pm – 8.30pm)  
£5,000 +VAT Gallery Hire (6.30pm – 10.30pm)  
£6,000 +VAT Pavilion & Gallery Hire (6.30pm – 10.30pm)  
From £20,000 +VAT Day Hire (10am – 11pm)

£150 Curator-led tour

Day hires are only available between exhibitions during installation, and the cost is subject to change. Please contact the Events Team for details. **Priority booking** is given to **Sponsors** and other **supporters** of the Serpentine Gallery.

# Serpentine Gallery Pavilion

The Serpentine Gallery really comes into its own in the summer, with its annual architectural extravaganza, a temporary pavilion.

*Wall Street Journal*

In the summer months clients have an exclusive opportunity to hire the Serpentine Gallery Pavilion, a once in a lifetime venue, which is designed by one of the world's leading architects. This unique opportunity is only available for three months of the year.

Since 2000 the Serpentine Gallery has commissioned internationally acclaimed architects to build their first structure in the UK. The Serpentine Gallery's annual architectural commission is unique worldwide and following a decade of ambitious and visionary projects, the Serpentine Gallery Pavilion programme has become the **3<sup>rd</sup> most visited architecture or design exhibition in the world.**

○ Peter Zumthor	2011
○ Jean Nouvel	2010
○ Kazuyo Sejima and Ryue Nishizawa (SANAA)	2009
○ Frank Gehry	2008
○ Olafur Eliasson and Kjetil Thorsen	2007
○ Rem Koolhaas and Cecil Balmond	2006
○ Alvaro Siza & Eduardo Souto de Mouro with Cecil Balmond, Arup	2005
○ Oscar Niemeyer	2003
○ Toyo Ito with Arup	2002
○ Daniel Libeskind with Arup	2001
○ Zaha Hadid	2000

The Serpentine Gallery Pavilion attracts global media attention with up to 300,000 visitors annually.



Jean Nouvel  
Serpentine Gallery Pavilion 2010

# Events at the Serpentine Gallery

Where the social season once pivoted on sporting events and antiquated social rituals, it now hinges on events...that shake up varied ingredients to create an invigorating social cocktail.

*Evening Standard*



## Serpentine Gallery Client Testimonials

This has been our most successful event of this kind and our guests were all thrilled by the venue and the amazing show.

*RBS Equity Finance*

...it was reassuring to know that I was in such good hands and everything was so professional.

*Global Infrastructure Partners*

Thanks again for all your help, co-ordination and amazing support in hosting the best event the Foundation has ever had!

*PRS for Music Foundation*

The guests all loved the pavilion and the space looked incredible.

*Arup*

The party was a great success, everyone just loved the venue! It looked fabulous.

*Conde Nast*

- o The Serpentine Gallery has already provided an attractive venue for leaders in the luxury brands, finance, music, fashion and arts sectors, including LVMH, Vogue, Aston Martin, RBS Equity Finance, Bloomberg, PRS For Music, The Sunday Times Style, Pringle of Scotland and Ferrari.
- o There are many exciting Corporate Sponsorship opportunities available, which can be tailored to suit individual needs. One of the benefits of becoming a Corporate Supporter is the opportunity to hold an event free of hire charge, in addition to logo accreditation, invitations to Serpentine Gallery events, complimentary exhibition catalogues, employee benefits and much more.
- o Non-corporate private parties are an exclusive benefit to Patrons and Council Members of the Serpentine Gallery. Other benefits include invitations to Special Private Views, Opening Dinners, and a bespoke programme of events from tours of museums and galleries to visits to artists' studios and private collections.

# Serpentine Gallery Art for All

The Serpentine is a wonderful example of what London has to offer in terms of tourism and the creative arts, and I pay tribute to what you do here at the Serpentine.

Prime Minister David Cameron, Serpentine Gallery, 12 August 2010

- The Serpentine Gallery is one of Britain's most treasured public galleries, providing free access to the best of contemporary British and international talent across all art forms.
- The Gallery is internationally critically acclaimed with a reputation for excellence, presenting **pioneering exhibitions of 1,500 artists over 40 years**, including work by the most internationally recognised artists and architects of our time such as Louise Bourgeois, Frank Gehry, Damien Hirst, Jeff Koons, Gerhard Richter and Andy Warhol.
- In 2000, the Gallery launched the Serpentine Gallery Pavilion, which is unique worldwide, attracting more visitors than the Venice Architectural Biennale and becoming in 2009, with SANAA's Pavilion, the **3<sup>rd</sup> most visited architecture and design exhibition in the world**.
- The Serpentine attracts up to 800,000 visitors annually and it is one of the **top 10** most visited museums and galleries in London.
- The Serpentine's Learning Programme is widely recognised as **leading the field in art education**, providing people of all ages and backgrounds with an opportunity to develop their skills to play an active role in their communities.
- The Serpentine Gallery has pioneered partnerships with public funders and private philanthropy over 20 years, receiving 18% of its annual income from government in 2010/11 and raising the balance from a wide range of corporate supporters, private donors and earned income.



Prime Minister David Cameron arriving with Director Julia Peyton-Jones to deliver a keynote speech on tourism at the Serpentine Gallery, 12 August 2010.

# Approved Suppliers

## Caterers

### **Absolute Taste Ltd**

14 Edgel Street  
London, SW18 1SR  
Contact: Emma Pringle  
+44 (0) 20 8870 5151  
[info@absolutetaste.com](mailto:info@absolutetaste.com)  
[www.absolutetaste.com](http://www.absolutetaste.com)

### **At Home Catering Ltd**

40 High Street  
Cobham  
Surrey KT11 3EB  
Contact: Victoria Humphreys  
+44 (0)19 3286 2026  
[victoriahumphreys@athomecatering.co.uk](mailto:victoriahumphreys@athomecatering.co.uk)  
[www.athomecatering.co.uk](http://www.athomecatering.co.uk)

### **By Word of Mouth**

22 Glenville Mews  
Kimber Road  
London SW18 4NJ  
Contact: Rick Perry  
+44 (0)20 8871 9566  
[rick@bywordofmouth.co.uk](mailto:rick@bywordofmouth.co.uk)  
[www.bywordofmouth.co.uk](http://www.bywordofmouth.co.uk)

### **Cellar Society**

Unit 4, Falcon Park  
Neasden Lane  
London NW10 1RZ  
Contact: Adam Phelps  
+44 (0)20 8453 7141  
[a.phelps@cellarsociety.com](mailto:a.phelps@cellarsociety.com)  
[www.cellarsociety.com](http://www.cellarsociety.com)

### **Clerkenwell Kitchen**

31 Clerkenwell Close  
London EC1R 0AT  
+44 (0)20 7101 9959  
[info@theclerkenwellkitchen.co.uk](mailto:info@theclerkenwellkitchen.co.uk)  
[theclerkenwellkitchen.co.uk](http://theclerkenwellkitchen.co.uk)

### **Last Supper**

Unit 6, Newington Court Business Centre  
Newington Causeway  
London SE1 6DD  
Contact: Jonathan Attwood  
+44 (0) 207 378 0101  
[jonathan@lastsupperltd.co.uk](mailto:jonathan@lastsupperltd.co.uk)  
[www.lastsupperltd.co.uk](http://www.lastsupperltd.co.uk)

### **Lettice Party Design & Catering**

18 Stannary Street  
London SE11 4AA  
Contact: Stevie Congdon  
+44 (0)20 7820 1161  
[info@letticeparty.com](mailto:info@letticeparty.com)  
[www.letticeparty.com](http://www.letticeparty.com)

### **Lodge Catering**

Unit 13 Mitre Bridge Industrial Estate  
Mitre Way  
London W10 6AU  
Contact: Ann Woods  
+44 (0)20 8960 5794  
[ann@lodge-catering.co.uk](mailto:ann@lodge-catering.co.uk)  
[www.lodge-catering.co.uk](http://www.lodge-catering.co.uk)

### **Rhubarb Food Design**

Rhubarb House  
5 – 25 Burr Road  
London SW18 4SQ  
Contact: Emma West  
+44 (0)20 8812 3200  
[emmawest@rhubarb.net](mailto:emmawest@rhubarb.net)  
[www.rhubarb.net](http://www.rhubarb.net)

### **Rocket**

Unit 5, Southside Industrial Estate  
Havelock Terrace  
London SW8 4AH  
Contact: Alastair Moir  
+44 (0)20 7622 2320  
[alastair@rocketfood.net](mailto:alastair@rocketfood.net)  
[www.rocketfood.com](http://www.rocketfood.com)

### **Seasoned Events**

13 Bishopsgate  
London EC2N 3BA  
Contact: Catherine Hutchings  
+44 (0)20 7236 2149  
[enquiries@seasonedevents.co.uk](mailto:enquiries@seasonedevents.co.uk)  
[www.seasonedevents.co.uk](http://www.seasonedevents.co.uk)

### **The Admirable Crichton**

5 Camberwell Trading Estate  
Denmark Road  
London SE5 9LB  
Contact: Nikki Green  
+44 (0)20 7326 3823  
[Nikki.green@admirable-crichton.co.uk](mailto:Nikki.green@admirable-crichton.co.uk)  
[www.admirable-crichton.co.uk](http://www.admirable-crichton.co.uk)

### **Urban Caprice**

63-65 Goldney Road  
London W9 2AR  
Contact: Catherine Fry  
+44 (0)20 7286 1700  
[cath@urbancaprice.co.uk](mailto:cath@urbancaprice.co.uk)  
[www.urbancaprice.co.uk](http://www.urbancaprice.co.uk)

## Security

### **Veritas Protection Services Ltd**

55 West Street  
Chichester  
West Sussex PO19 1RP  
Contact: Wayne Emery  
+44 (0) 07811 122 800  
wayne@veritasservices.co.uk  
www.veritasservices.co.uk

\*Please note event security must be booked by the client. Please refer to the terms and conditions form point 4.3 for further details.

## Production Companies

### **Bentley's Event Management**

7 Square Rigger Row  
Plantation Wharf, York Road  
London SW11 3TZ  
Contact: Charlotte  
+44 (0)20 7223 7900  
charlotte@bentleys.net  
www.bentleys.net

### **Fisher Productions**

118 Garratt Lane  
London SW18 4DJ  
Contact: Jason Down  
+44 (0)20 8871 1978  
jason@fisherproductions.co.uk  
www.fisherproductions.co.uk

### **HFM Lighting and Sound**

HFM House, Davis Road  
Chessington  
Surrey KT91TN  
Contact: Simon Husband  
+44 (0)20 8397 6633  
+44 (0)77 6884 3952  
simon@hfmlighting.com  
www.hfmlighting.com

### **Quintessentially Events**

Grafton House  
2-3 Golden Square  
London W1F 9HR  
Contact: Anabel Fielding  
+44 (0)20 7758 3363  
anabel@quintessentiallyevents.com  
www.quintessentially.com

### **The Admirable Crichton**

5 Camberwell Trading Estate  
Denmark Road, London SE5 9LB  
Contact: Simon Liebel  
+44 (0)20 7326 3800  
Simon.liebel@admiral-crichton.co.uk  
www.admirable-crichton.co.uk

### **Urban Caprice**

63-65 Goldney Road  
London W9 2AR  
Contact: Catherine Fry  
+44 (0)20 7286 1700  
cath@urbancaprice.co.uk  
www.urbancaprice.co.uk

## Sound Equipment

### **Dobson Sound Productions Ltd**

66 Windsor Avenue  
Merton  
London SW19 2RR  
Contact: David Lewis  
+44 (0)20 8545 0202  
davidlewis@dobsonsound.co.uk  
www.dobsonsound.co.uk

## Display & Presentation Materials

### **Omni Colour Presentations**

Unit C1, Baldwins Gardens  
London EC1N 7RJ  
Contact: Bob Pain  
+44 (0)20 7404 7800  
bob@omnicolour.com  
www.omnicolour.com

## Musicians

### **Playlister Ltd.**

DJ Dan Lywood  
20th Century theatre  
291 Westbourne Grove  
London W11 2QA  
Contact: Dan Lywood  
+44 (0)20 7229 5898  
danlywood@googlemail.com

### **Prelude Entertainment**

Suite 3, Ground Floor  
Nimax House,  
20 Ullswater Crescent  
Coulston, Surrey, CR5 2HR  
Contact: Gemma Robinson  
+44 (0)20 8660 6647  
emma@preludeentertainment.co.uk  
www.preludeentertainment.co.uk

### **Sternberg Clarke**

Russell House  
Spencer Court  
140 Wandsworth High Street  
London SW18 4JJ  
Contact: Jane Moore  
+44 (0)20 8877 1102  
jane@sternbergclarke.co.uk  
www.sternberg-clarke.co.uk

## Sunbrellas

### **Sunbrella Hire Ltd.**

York Place  
High Street  
Ripley  
Surrey GU23 6BB  
Contact: Will Fawcett  
+44 (0)14 8321 0142  
hire@sunbrella.co.uk  
www.sunbrella.co.uk

## Florists

### **Detta Phillips Floral Design**

274 Queenstown Road,  
London, SW8 4LP  
Contact: Emma Harvey/ Mark Walker  
+44 (0)20 7498 2728  
[info@dettaphillips.com](mailto:info@dettaphillips.com)  
[www.dettaphillips.com](http://www.dettaphillips.com)

### **Veevers Carter Flowers**

Unit B001  
Tower Bridge Business Complex  
100 Clements Road  
London SE16 4DG  
+44 (0)20 7237 8800  
[info@veeverscarter.co.uk](mailto:info@veeverscarter.co.uk)  
[www.veeverscarter.co.uk](http://www.veeverscarter.co.uk)

## Marquees

### **Beaumont Events Limited**

9 Bellingham Trading Estate  
Franthorne Way  
London SE6 3BX  
Contact: Damien Bischoff  
+44 (0)20 8698 6564  
marquees@aol.com  
[www.beaumontmarquees.co.uk](http://www.beaumontmarquees.co.uk)

### **Bees Marquees**

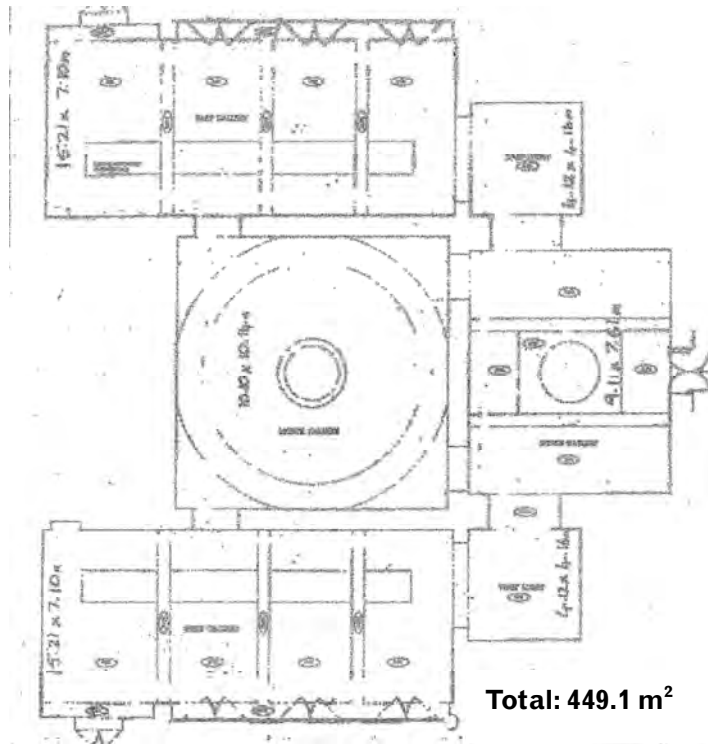
Mercury Yacht Harbour  
Satchell Lane  
Hamble  
Hanta SO31 4HQ  
Contact: Ian Mackenzie  
+44 (0)23 9255 4976  
[john@beesmarquees.co.uk](mailto:john@beesmarquees.co.uk)  
[www.beesmarquees.co.uk](http://www.beesmarquees.co.uk)

# Serpentine Gallery Site Plans

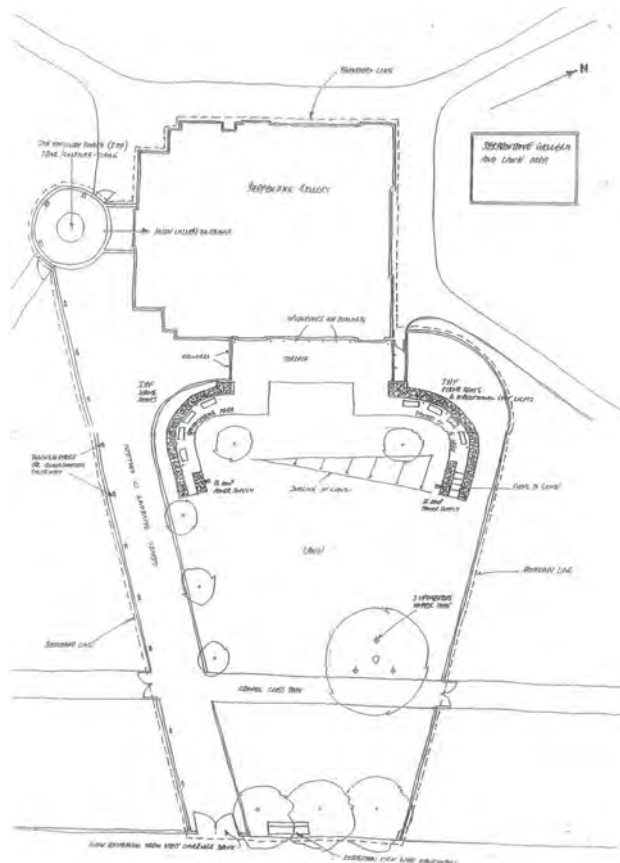
The Serpentine is a treasure trove of subtlety and surprise.

*Evening Standard*

- o Serpentine Gallery Floor Plan



- o Serpentine Gallery Lawn Plan



# Serpentine Gallery Useful Information

## Location:



Serpentine Gallery  
Kensington Gardens  
London W2 3XA  
T +44 (0)20 7402 6075  
F +44 (0)20 7402 4103  
information@serpentinegallery.org  
www.serpentinegallery.org

## Gallery Opening Hours:

- 10am to 6pm daily.
- The Gallery is closed during the installation of exhibitions.
- Special arrangements can be made during the closure period.
- Please contact the Gallery for details.

## How to get here:

### By Bus

9, 10, 52, 94, 148

### By Tube

Knightsbridge, Lancaster Gate, or South Kensington

### By Rail

London Paddington, London Victoria

### Car Parking

- Pay-and-Display parking is available, 8.30am – 6.30pm, Monday to Saturday, on the road and in the car park opposite the Gallery.
- Parking is not permitted after 11.30pm when the park closes.
- Free parking close to the Gallery is available for disabled drivers.

# Serpentine Gallery Events Team

The Serpentine... a phenomenon showing the power of art as the premier social lubricant of our time.

*Evening Standard*

For further information about entertaining at the Serpentine Gallery, please contact:

**Michelle Anselmo**

Head of Events

+44 (0)20 7298 1545

[michellea@serpentinegallery.org](mailto:michellea@serpentinegallery.org)

