

**SOMERSET  
HOUSE** step inside think outside

# BRAND ACTIVATIONS AT SOMERSET HOUSE

An unrivalled central location  
to promote your brand



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# THE HOME OF CULTURAL INNOVATORS

We connect creativity and the arts with wider society, bringing worlds and minds together to intensify creativity and multiply opportunity, driving artistic and social innovation at once.

We are a site of origination with a cultural programme offering alternative perspectives on the biggest issues of our time.

Home to the UK's largest creative community, working globally across art, technology, business and social enterprise, we draw fresh ideas and new talent in, attracting over 3 million visitors a year to our historic central London location.

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# A GLOBAL CREATIVE COMMUNITY IN THE HEART OF LONDON



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**We are known for our outstanding cultural programme, but we are much more. Our impact reaches beyond the arts into society at large.**

**3m**  
visitors annually

**500,000 sq. ft**  
grade 1 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 workspaces  
and specialist workshops

**65** Black Business  
Incubator businesses

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

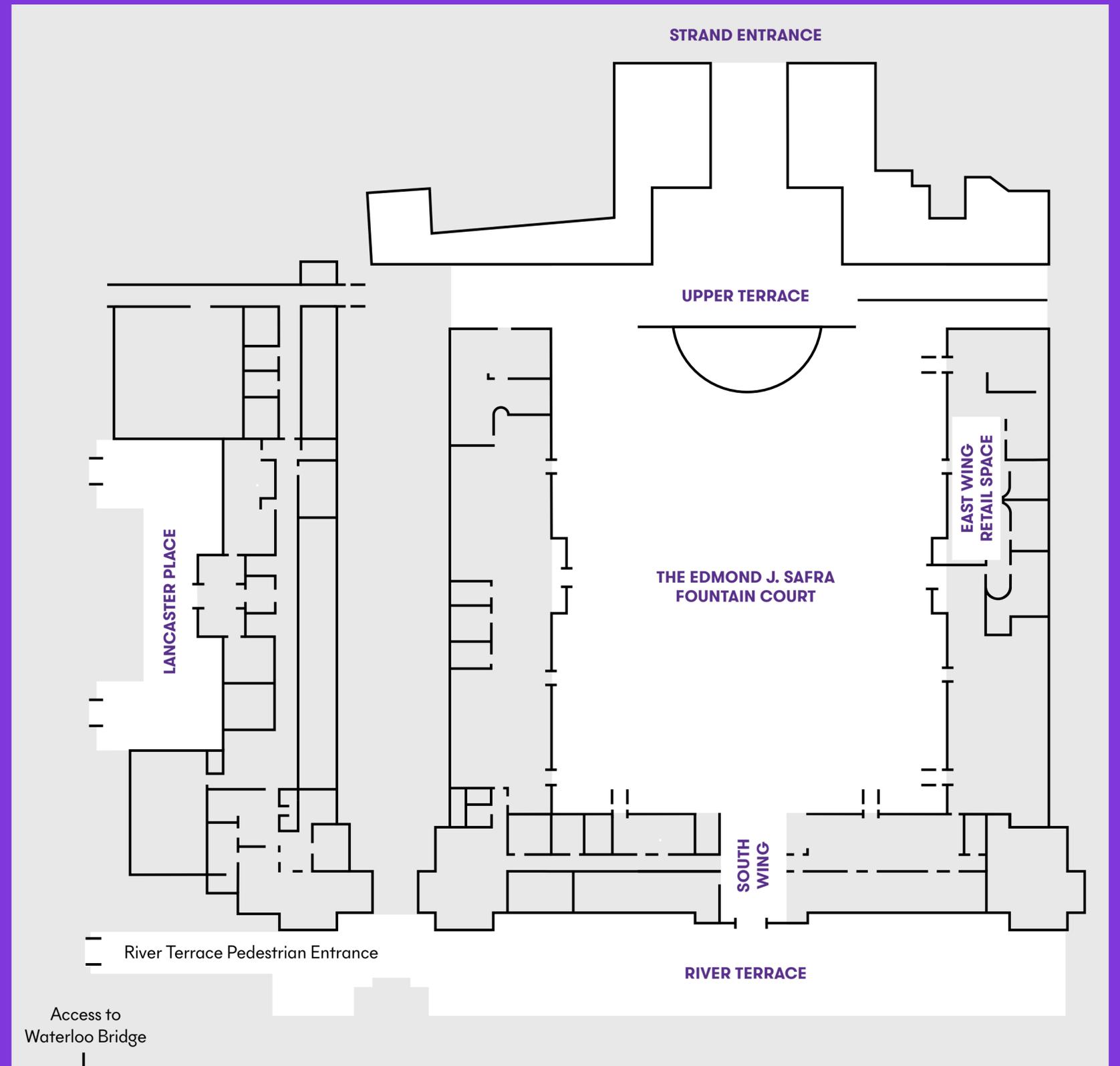
**262** days of free  
exhibitions annually

**259k** engage with our  
digital programme

**1,000+** young people  
aged 18-30 engage with  
our career development  
programme



# OUR LOCATIONS



# EDMOND J. SAFRA FOUNTAIN COURT

An oasis in the heart of London

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This Bright Land, 2022

## 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.

### KEY INFORMATION

#### Available

Monday – Sunday

#### Dimensions of Location

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.

#### Average Monthly Footfall

124,003 visitors

#### Hire Fees

From £10,000 - £35,000 + VAT per day, plus costs (dependent on requirements).

# LANCASTER PLACE

The perfect spot with footfall from commuters and tourists



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## LANCASTER PLACE

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.

### KEY INFORMATION

#### Available

Monday – Sunday

#### Dimensions of Location

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.

#### Average Monthly Footfall

35,620 visitors (numbers are based on the Lancaster Place New Wing entrance. Numbers do not include passers by).

#### Hire Fees

From £6,500 + VAT per day, plus costs (dependent on requirements).

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## Instax Case Study

In situ for two weekends in December 2022.

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.

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

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## UPPER TERRACE

An instant presence for your brand with an iconic backdrop



## 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!

## KEY INFORMATION

### Available

Monday – Sunday

### Dimensions of Location

approx.

### Power

We can provide at least 1 x 63amp 3phase distro box. Additional power available on request, subject to additional costs.

### Average Monthly Footfall

124,003 Visitors

### Hire Fees

From £6,500 + VAT per day, plus costs (dependent on requirements)

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## RIVER TERRACE

An exclusive space with commanding views





## 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.

### KEY INFORMATION

#### Available

Monday – Sunday

#### Dimensions of Location

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.

#### Average Monthly Footfall

24,143 visitors

#### Hire Fees

From £10,000 + VAT per day, plus costs (dependent on requirements).

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GATHER OUR  
**FORCES**

#ultrabeastarrival

00:52:11



## 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.



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FASHION  
PHOTOGRAPHY  
+  
INTERIORS



GIFT  
+  
HUMOUR

# EAST WING RETAIL SPACE

The perfect pop-up opportunity





## EAST WING RETAIL SPACE

Located just across from our famous Edmond J. Safra Fountain Court, this venue offers a blank canvas space featuring beautiful high ceilings and large windows, with 3 open plan, interlinking rooms. The East Wing Retail Space offers an abundance of natural light and is situated in the perfect location on site to promote your brand.

### KEY INFORMATION

#### Available

Monday – Sunday

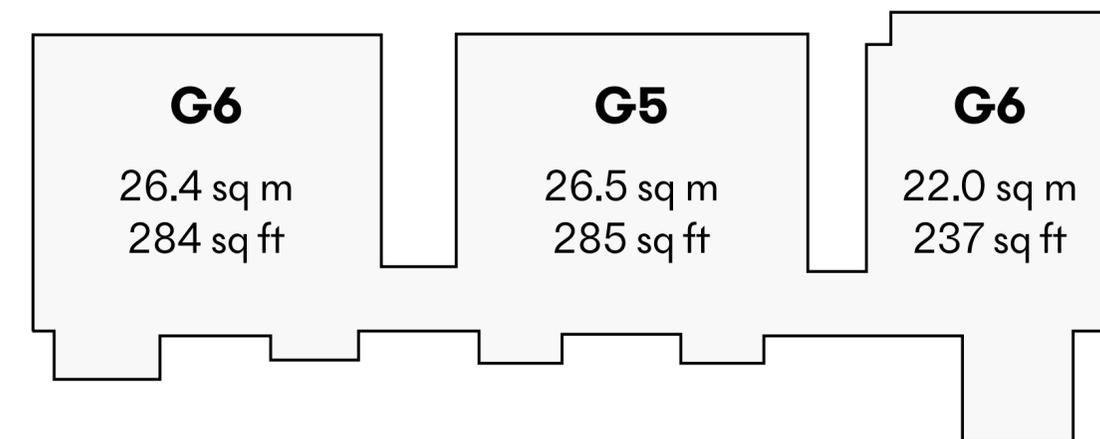
#### Hire Fees

Bespoke packages available, please get in touch with the team

#### Power

We can provide at least 1 x 63amp 3phase distro box. Additional power available on request, subject to additional costs.

#### Dimensions of Location



**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



# WE TAKE PRIDE IN A WIDER SPAN OF AUDIENCE

Across community, age and location.  
Both in person and digitally.

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The Arks of Gimokudan by Leeroy New

As an independent charity that does not receive any regular public funding, all hire income directly contributes to our diverse programme, pioneering outreach work, support of emerging artists, and helps maintain a Grade I listed site. You can be confident that you will directly support an organisation offering immense value to a diverse and inclusive audience.

For our partners, we offer an opportunity to engage with our artistic and social innovation and to get closer to our audiences and to the artists and creative thinkers who call Somerset House home.

We would welcome an opportunity to explore how we could best work together to realise our mutual goals.

# THANK YOU

## Contact

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