PRIVATE HIRE AND EVENTS
Autumn/Winter 2020
WE’RE BACK

Following our temporary closure due to the COVID-19 outbreak, the Serpentine Gallery reopened its doors to the public on 04 August 2020. This will be followed by the reopening of the Serpentine Sackler Gallery from 29 September 2020.

We have made changes for the safety and wellbeing of our visitors and staff, including enhanced cleaning routines and social distancing measures.

We are constantly monitoring guidance on private gatherings, and will be able to let you know what we can accommodate in line with this on a case by case basis.

We very much look forward to working with you on your next event.
The Serpentine Gallery and the Serpentine Sackler Gallery are two unique Grade II listed contemporary art galleries a five-minute walk apart in Kensington Gardens. Championing the possibilities of art, architecture and new ideas for the past half-century, the Serpentine presents an integrated, year-round, open programme of exhibitions, architecture, design, education, live events and digital innovation.

The acclaimed Pavilion commission – a temporary structure designed by a leading international architect who has not previously completed a building in England – is sited on the Serpentine Gallery’s lawn each summer. The 2020/21 commission will take place over two years, with the built structure expected in summer 2021.

The Serpentine Galleries are open to the public 10am-6pm Tuesday – Sunday. The spaces can be hired privately for breakfast and evening events or full day events on a Monday.
Serpentine Gallery
Private Hire

Capacities

The capacity in the Gallery varies dependent on the exhibition in place at the time [see the following page] however as standard we can accommodate >>>

+ Standing: 100-200
+ Seated Dinner: 40
+ Theatre Style: 80

Catering + AV

We have a hand-selected list of industry leading approved suppliers at the Serpentine who can cater for all of your event needs, from food and drinks to entertainment and styling. The full list and contact details can be found at the back of the brochure. We invite you to contact your preferred suppliers directly for a bespoke quote.

Hire Fee

[Includes Gallery Staffing and Housekeeping]

+ Breakfast: 08:00-09:30: £3,500.00
+ Reception: 18:30-20:30: £3,500.00
+ Evening: 18:30-22:30: £5,000.00
+ Day Hire [Monday’s Only]
  08:00-22:30: from £5,000.00

Necessary Extras >>>

Security is required for every private hire at £120.00 per guard. Guard numbers are dependent on guest numbers and the exhibition in place at the time.

Option Extras >>>

For those who wish to learn more about the exhibition during their event, a tour can be arranged for an additional £150.00. Tours last approximately 30 minutes for up to 30 guests.

All prices quoted are exclusive of VAT

Floorplan

The Serpentine Gallery is made up of four interconnected gallery spaces making it easy to position different elements of your event, or open it up entirely for your guests to peruse at their leisure.

Exhibition specific floorplans will be available based on your chosen event date.
SERPENTINE GALLERY
UPCOMING EXHIBITIONS

Autumn/Winter 2020

Jennifer Packer
18 November 2020 -

This survey exhibition, the artist’s first in a European institution, will include paintings and drawings from the past decade alongside recent work. New-York based Jennifer Packer is know for painting intimate portraits of friends and family member, and flower still lifes.

Event Capacities

Available on request.

Capacities will be determined by current government guidelines and what the Serpentine deems possible and safe within the spaces.

Jennifer Packer, Say Her Name, 2017
Oil on canvas
Photo: Matt Grubb

Jennifer Packer Tía, 2017
Oil on canvas, 63.5 x 99 cm, 25 x 39 inches,
Photo: Matt Grubb

Spring 2021

The Spring exhibition in the Serpentine Gallery is yet to be announced. Private hire proposals will be based on our standard capacities in the meantime.
SERPENTINE GALLERY
Images >>>

[Images of various events and settings at the Serpentine Gallery]

[Images of a banquet setup, an outdoor event with trees, a room with tables, a large screen, and an art exhibition]

[Images of a long table set for a meal, balloons leading to a venue, and people exploring the gallery]

[Images of a room with a curved ceiling and art on the walls]
SERPENTINE PAVILION
OUTDOOR PRIVATE HIRE

Capacities

The Serpentine Pavilion is always hired alongside the Serpentine Gallery, making it the largest space available for summer receptions, utilising both indoor space and the outdoor park and greenery surrounding. As standard the Serpentine Pavilion and Gallery can accommodate

+ Site Capacity Standing: 500
+ Sheltered Standing Capacity: 250
+ Seated Dinner Capacity: Up to 50

Catering + AV

We have a hand-selected list of industry leading approved suppliers at the Serpentine who can cater for all of your event needs, from food and drinks to entertainment and styling. The full list and contact details can be found at the back of the brochure. We invite you to contact your preferred suppliers directly for a bespoke quote.

Hire Fee

[Includes Gallery Staffing and Housekeeping]

+ Breakfast: 08:00-09:30: £3,500.00
+ Evening: 18:30-22:30: £8,000.00

Necessary Extras

Security is required for every private hire at £120.00 per guard. Guard numbers are dependent on guest numbers, structure access points and the exhibition in place at the time.

Optional Extras

For those who wish to learn more about the exhibition during their event, a tour can be arranged for an additional £150.00. Tours last approximately 30 minutes for up to 30 guests.

All prices quoted are exclusive of VAT

Site Plan

The 20th anniversary Serpentine Pavilion will be situated on the Serpentine Gallery lawn between June-October 2021. It will be circular in shape, with three access points and integrated seating throughout.

The Pavilion will have house lighting, power, a bar and a built-in stage area.
SERPENTINE PAVILION
THE ARCHITECTS

Each summer the Serpentine invites an internationally known architect to create their first built structure in England. Since its launch in 2000, the annual Pavilion has become one of the most anticipated events in the global cultural calendar and a leading visitor attraction during London’s summer season of culture.

Counterspace
2020-2021

Johannesburg-based practice Counterspace, directed by the all-woman team of Sumayya Vally, Sarah de Villiers and Amina Kaskar, has been selected to design the 20th Anniversary Serpentine Pavilion.

Using both innovative and traditional building techniques, Counterspace’s design will be based on gathering spaces and community places around the city, folding London in to the Pavilion structure in Kensington Gardens.

Employing a mix of low-tech and high-tech approaches to sustainability, the Pavilion will be constructed from a variety of materials, including custom K-Briq-modules and cork provided by Amorim. K-Briqs are made from 90% recycled construction and demolition waste and are manufactured without firing, with a tenth of the carbon emissions of normal bricks.
SERPENTINE PAVILION
Past Structures + Events >>>

Serpentine Pavilion 2017
Designed by Francis Kéré

Serpentine Pavilion 2013
Designed by Sou Fujimoto
SERPENTINE SACKLER GALLERY
PRIVATE HIRE

Capacities
The capacity in the Gallery varies dependent on the exhibition in place at the time [see the following page] however as standard we can accommodate

+ Standing: 100-200
+ Seated Dinner: 40
+ Theatre Style: 30

Catering + AV
We have a hand-selected list of industry leading approved suppliers at the Serpentine who can cater for all of your event needs, from food and drinks to entertainment and styling. The full list and contact details can be found at the back of the brochure. We invite you to contact your preferred suppliers directly for a bespoke quote.

Hire Fee
[Includes Gallery Staffing and Housekeeping]

+ Breakfast: 08:00-09:30: £3,500.00
+ Reception: 18:30-20:30: £3,500.00
+ Evening: 18:30-22:30: £5,000.00
+ Day Hire [Monday’s Only]
  08:00-22:30: from £5,000.00

Necessary Extras

Security is required for every private hire at £120.00 per guard. Guard numbers are dependent on guest numbers and the exhibition in place at the time.

Optional Extras

For those who wish to learn more about the exhibition during their event, a tour can be arranged for an additional £150.00. Tours last approximately 30 minutes for up to 30 guests.

All prices quoted are exclusive of VAT

Floorplan
Two central rectangular powder rooms with exposed brick and beams are encompassed by a square bright and modern gallery perimeter. The Powder rooms work particularly well for intimate dinners with the flowing perimeter of the space perfect for standing receptions.
SERPENTINE SACKLER GALLERY
UPCOMING EXHIBITIONS

Autumn/Winter 2020

Formafantasma: Cambio
Reopens 29 September 2020 –

Andrea Trimarchi (1983) and Simone Farresin (1980) are Studio Formafantasma, an Italian design duo based in Amsterdam, The Netherlands. Formafantasma has developed a coherent body of work characterised by experimental material investigations and explored issues such as the relationship between tradition and local culture, critical approaches to sustainability and the significance of objects as cultural conduits.

Spring 2021

James Barnor

A major UK retrospective of British-Ghanaian photographer James Barnor, whose career as a studio portraitist, photojournalist and Black lifestyle photographer spans six decades and records major social and political changes in London and Accra. In 1959 he arrived in London, furthering his studies and continuing assignments for influential South African magazine Drum. His work reflected both the spirit of the era and experiences of London’s burgeoning African diaspora.

Event Capacities

Available on request.

Capacities will be determined by current government guidelines and what the Serpentine deems possible and safe within the spaces.

Formafantasma, Cambio
Installation view, Serpentine Galleries, 4 March – 17 May 2020
Photo: George Darrell

<<< Event Capacities

Available on request.

Capacities will be determined by current government guidelines and what the Serpentine deems possible and safe within the spaces.

Drum Cover Girl, Erlin Ilbreck, at Trafalgar Square, London. 1966
Courtesy: Galerie Clémentine de la Féraoniére
SERPENTINE SACKLER GALLERY

Images >>>
THE MAGAZINE

Capacities

The Magazine restaurant is the largest space available at the Serpentine Galleries, and can be hired alongside the adjoining Serpentine Sackler Gallery for larger receptions, or to separate a pre-dinner drinks reception and the dinner. As standard* we can accommodate >>>

+ Site Capacity Standing: 500  
+ Standing Capacity: 300  
+ Seated Dinner Capacity: 120  
+ Theatre Style: 160  
+ Cabaret: 100

*At present, capacities will be quoted on a case by case basis. They will be determined by current government guidelines and what the Serpentine deems possible and safe within the spaces.

Hire Fee

[Includes Gallery Staffing and Housekeeping]

+ Breakfast: 08:00-09:30: £3,500.00  
+ Evening: 18:30-22:30: £5,000.00  
+ Day Hire: 08:00-22:30: £10,000.00

Necessary Extras >>>

Security is required for every private hire at £120.00 per guard. Guard numbers are dependent on guest numbers and the exhibition in place at the time.

All prices quoted are exclusive of VAT

Catering + AV

Suppliers can be selected from our approved list. The full list and contact details can be found at the back of the brochure. We invite you to contact your preferred suppliers directly for a bespoke quote.

Floorplan

This 21st century tensile structure, adjoins the 19th century Gallery space, creating a synthesis of old and new. The structure offers a light, transparent, dynamic and distinctly contemporary space.

The striking, undulating roof is integral to the space, and connects five interior columns that articulate the roof’s highpoints.
Catering

+ Alexander & Björck
  Contact: Lena Björck
  +44 (0)20 3457 1700
  parties@alexanderandbjorck.com
  www.alexanderandbjorck.com
  @AandBLondon

+ At Home Catering Ltd
  Contact: Amaury Girardeau
  +44 (0)20 7649 9695
  amaury@athomecatering.co.uk
  www.athomecatering.co.uk
  @athome_catering

+ The Admirable Crichton
  Contact: Ruth Lawton-Owen
  +44 (0)20 7326 3802
  ruth@admirable-crichton.co.uk
  www.admirable-crichton.co.uk
  @TheAC_Parties

+ By Word of Mouth
  Contact: Antonia Lyne
  +44 (0)20 8871 9566
  antonia@bywordofmouth.co.uk
  www.bywordofmouth.co.uk
  @bywordofmouthUK

+ Bubble Food
  Contact: Mike Robinson
  +44 (0)20 7703 2653
  mike@bubblefood.com
  www.bubblefood.com
  @bubblefood

+ Clerkenwell Green
  Contact: Lee Bushnell
  +44 (0)20 7729 4072
  lbushnell@clerkenwellgreen.com
  www.clerkenwellgreen.com
  @clerkenwellgreen_events

+ Ely sia
  Contact: Sophie Andre
  +44 (0)7425 280 958
  sophie.andre@elysiacatering.com
  www.elysiacatering.com
  @elysia_catering

+ Lodge Catering
  Contact: Ann Woods
  +44 (0)20 8960 5794
  ann@lodge-catering.co.uk
  www.lodge-catering.co.uk
  @lodgeCatering

+ Rocket Food Ltd
  Contact: Louisa Moule
  +44 (0)20 7622 2320
  parties@rocketfood.com
  www.rocketfood.com
  @rocketfoodLtd

+ William Norris
  Contact: Sarah Grant Duff
  +44 (0)20 7627 1220
  sarah@williamnorris.com
  www.williamnorris.com
  @williamnorrisco

+ The Cellar Society
  Contact: Tuuli Tornstrom
  +44 (0)20 8453 7141
  enquiries@cellarsociety.com
  cellarsociety.com
  @cellarsociety

+ Urban Caprice
  Contact: Najda El-Amr.Iti
  +44 (0)20 7286 1700
  events@urbancaprice.co.uk
  www.urbanCaprice.co.uk
  @UrbanCaprice

Florists

Hayford & Rhodes
  Contact: Kate Kelly
  +44 (0)20 3130 9219
  kate@hayfordandrhodes.co.uk
  www.hayfordandrhodes.co.uk
  @hayfordandrhodesflowers

Lavender Green
  Contact: Sofia Todd
  +44 (0)207 127 5303
  sofia@lavendorgreen.co.uk
  www.lavendorgreen.co.uk
  @LavenderGreeno

Veevers Carter Flowers
  Contact: Ming Veevers Carter
  +44 (0)20 7237 8800
  info@veeverscarter.co.uk
  www.veeverscarter.co.uk
  @VeeversCarter
AV + Production

Dobson Sound Productions Ltd
Contact: Richard Mortimer
+44 (0)20 8545 0202
richardmortimer@dobsonsound.co.uk
www.dobsonsound.co.uk

Event Concept
Contact: Sophie Binns
+44 (0)20 7740 3988
info@eventconcept.co.uk
www.eventconcept.co.uk
@EventConcept

Lightning Events Ltd
Contact: Georgie Fifield
+44 (0)20 8963 7980
Georgie@lightning-events.com
www.lightning-events.com
@lightningevents

Light Motif
Contact: Rob Mills
+44 (0)20 7183 5381
rob@lightmotif.co.uk
www.lightmotif.co.uk
@lightmotifprod

Wise Productions
Contact: Doug Wintle
+44 (0)20 8991 6922
events@wiseproductions.co.uk
www.wiseproductions.co.uk

Sunbrellas

Sunbrella Hire Ltd
Contact: Claire Thomson
+44 (0)14 8321 0142
hire@sunbrella.co.uk
www.sunbrella.co.uk

Musicians + Entertainment

Sternberg Clarke
Contact: Jane Moore
+44 (0)20 8877 1102
jane@sternbergclarke.co.uk
www.sternberg-clarke.co.uk
@SternbergClarke

Euphonica
Contact: Grace B
+44 (0)20 3397 9018
Grace.b@euphonica.com
www.euphonica.com
@euphonicalive

Marquees

Berry Marquees Ltd
Contact: Simon Sinclair
+44 (0) 1784 471 410
simon@berrymarquees.com
www.berrymarquees.com

Key Structures
Contact: Dom Tootill
+44 (0)20 8944 9633
dom@keystructures.co.uk
www.keystructures.co.uk

Security

Veritas Protection Services Ltd*
Contact: Wayne Emery
+44 (0) 7811 122 800
wayne@veritasservices.co.uk
www.veritasservices.co.uk

*Security personnel are required for all events and will be booked accordingly by the events team – Security fees will be discussed prior to booking

Traffic Management

CSP
Contact: Samuel Wilson
+44 (0)20 8900 2405
sales@gotocsp.com
www.gotocsp.com

*Traffic management personnel are required for the majority of events taking place at the Serpentine Sackler Gallery. This will be booked by the events team and fees will be discussed prior to booking

Health + Safety

Gallowglass Health and Safety
Contact: Steve Kearney
+44 (0)845 600 5030
events@gallowgroup.com
www.gallowgroup.com