

V&A East
Museum

Events Brochure

V&A

V&A East Museum

V&A East Museum is a new cultural destination at the heart of East Bank in Queen Elizabeth Olympic Park, designed to bring people together through creativity, culture and contemporary design. With modern architecture and a programme spanning fashion, music, film, performance and digital culture, the Museum offers an inspiring and ever-evolving backdrop for events. A defining addition to East London’s cultural landscape, it is driven by emerging talent and the showcasing of previously unseen voices, championing fresh ideas and perspectives.

A dynamic, modern setting for events, V&A East Museum is one of London’s most exciting new venues. It is perfectly suited to drinks receptions, gallery private views, exclusive breakfasts, daytime events such as presentations and PR activations, as well as private dinners and full museum takeovers. Set within innovative architecture and overlooking the iconic landscape of the Queen Elizabeth Olympic Park, it offers a scenic backdrop for unique experiences.

The V&A is now a multi-site museum made up of V&A East Museum, V&A East Storehouse, V&A South Kensington and Young V&A. For event brochures and details of our family of sites, please contact the V&A Events team.

Contents

+ V&A East Museum	2
+ The Park Gallery	3
+ The Foyer	5
+ Café Jikoni	7
+ Full Museum Takeover	8
+ Exhibitions and Galleries	10
+ Corporate Partnerships	11
+ FAQs	12
+ Approved Suppliers	13
+ Contact	14



The Park Gallery

The Park Gallery is a striking, light-filled event space with clean architectural lines and uninterrupted views across Queen Elizabeth Olympic Park. Elevated above the surrounding landscape, it reflects its setting within one of London's most celebrated sporting legacies, with direct access to a spacious open-air terrace framing panoramic views of this iconic location. Designed for flexibility, the space can host everything from drinks receptions and private dinners to daytime presentations, PR activations and brand showcases.

Special features

Floor-to-ceiling glazing opening onto a generous terrace with sweeping Olympic Park views. A versatile, blank canvas space with integrated AV including PA system, projector and mechanised window blinds.

357m² internal space / 180m² terrace space

Capacities

- + Standing: 300
- + Lecture Style: 250
- + Dining: 200

Prices

- + Breakfasts from £5,000+VAT
- + Daytime hire from £8,000+VAT
- + Evenings from £8,500+VAT





The Foyer

The Foyer is a spacious and open-plan space defined by bold architectural forms, expansive glazing and a bright, contemporary feel. Steeped in daylight and then atmospheric by night, it offers a versatile setting for events held outside of public opening hours, from standalone drinks receptions to arrival moments before moving through to The Foyer. Its connection to the Museum's galleries also makes it an ideal space for entertaining alongside private views and exhibition experiences. With clean lines and a flexible layout, The Foyer provides a refined blank canvas for event design, branding and creative production.

Special features

Large custom windows flooding the space with natural light, with mechanised blinds for flexibility. Architecturally distinctive high ceilings, integrated bench seating and refined material finishes. A versatile setting that transitions seamlessly from day to evening, ideal for impactful event lighting.

240m² internal space

Capacities

+ Standing: 150 / Breakfasts: 50

Prices

+ Breakfasts from £5,000+VAT
+ Evenings from £8,500+VAT



The Foyer



Café Jikoni

Café Jikoni offers an elegant hospitality setting within the Museum, combining contemporary design with a relaxed, social atmosphere. Located on the lower ground floor, the space can be privately hired in the early morning ahead of the Museum's opening hours, making it ideal for breakfast events. Guests can enjoy a delicious catering experience by Jikoni before moving into the Museum for private gallery access ahead of its public opening. With large angular windows bathing the space in natural light and access to a terrace area overlooking the waterside, it is a bright and welcoming environment designed for connection and shared experiences. Sleek architectural details and refined finishes complete the space, creating a polished and contemporary backdrop.

Special features

Catering by Jikoni, offering a modern global menu, with an elevated yet relaxed style menu. In-built server bar ideal for buffet and self-service formats. Floor-to-ceiling windows and access to a waterside terrace area. Architecturally designed interiors accessed via a striking staircase from the main Museum spaces.

153m² internal space

Capacities

+ Breakfasts: 50

Prices

+ Breakfasts from £5,000+VAT



Full Museum Takeover

Full Museum Takeovers offer a rare and exclusive opportunity to experience V&A East Museum entirely privately, with exclusive access once the doors have closed to the public. Guests are invited to move freely throughout the Museum's modern spaces, creating a dynamic, layered event that unfolds across multiple levels - from arrival moments in The Foyer to dining and receptions in The Park Gallery with opportunities for pop-up bars, lounge areas, live performances and activations throughout the interconnecting Museum spaces.

This fully private experience is set against the backdrop of world-class creativity, with exclusive access to the Museum's permanent galleries: *Why We Make*, as well as access to our inaugural ticketed exhibition *The Music Is Black: A British Story*. This exceptional level of access allows guests to engage with the collections in an uninterrupted setting, transforming the Museum into a truly special and enveloping environment that is entirely yours for the evening.

Grand in scale yet contemporary in feel, a Full Museum Takeover offers a memorable and distinctive way to host with culture, design and immersive experience at the forefront. For more information about arranging a Full Museum Takeover, please contact the V&A Events team

Capacities

+ Standing: 1,000

Prices

+ Please enquire





Exhibitions and Galleries

From our inaugural exhibition *The Music is Black: A British Story* to our permanent *Why We Make* galleries, the museum has a range of displays designed to explore the relationship between making, identity, representation, and social change.

Choosing to add a private view of these galleries to your event offers an exclusive opportunity for your guests to escape the daytime crowds and enjoy the displays privately and unticketed. Pieces from within our world-leading collections can even serve as inspiration for your event theme, catering, entertainment, and décor.

Private Views can take place in the morning before the Museum opens to the public, or after our doors have closed in the evening. It is also possible to hire one of our expert V&A tour guides to give an informative introduction to guests, or lead private tours.



Main: *Why We Make* galleries © Hufton+Crow
Inset: *The Music is Black: A British Story* © David Parry

Corporate Partnerships

Corporate Membership at the V&A is an opportunity to demonstrate your support for the arts and associate with one of the most recognisable and admired international brands. Corporate support is vital to ensuring that the V&A continues to grow and thrive. It is through the generosity of our supporters that we can sustain and develop the V&A's leadership in the fields of art and design.

Corporate Membership offers bespoke and unforgettable experiences for your employees and clients – from complimentary and significantly discounted event hire opportunities and private out-of-hours tours of our exhibitions and collections with a curator, to invitations to our exclusive private views and unlimited access to our ticketed exhibitions.

For more information about Corporate Partnerships, please contact:

Lucia Seghezzi
Partnerships Manager
l.seghezzi@vam.ac.uk
020 3949 4536



Tour of the David Bowie Centre, V&A East Storehouse

FAQs

What are your venue hire times?

For breakfast events, guests may arrive from 08:30 onwards for morning catering or gallery private views. For daytime events, The Park Gallery can be booked privately on a half day or full day basis. For evening only events within the Museum, access begins once the Museum has closed to the public at 18:00. The earliest guest arrival time, depending on the scale of set up, is from 18:45.

What is a gallery private view? Can I add this to my event booking?

Gallery private views offer your guests exclusive, uninterrupted access to V&A galleries, allowing you to experience the displays without any public presence. Options include our permanent Why We Make galleries, as well as our temporary exhibitions which are typically ticketed, but available for private, free-flow viewing out of hours. Guided tours can also be arranged with V&A experts, bringing the collections to life through engaging insights and interpretation.

Are there any days that are not available for venue hire?

As V&A East Museum is open late on Thursday and Saturday evenings, exclusive hire of the main Museum spaces is not available at these times.

Are there any days that are not available for venue hire?

As V&A East Museum is open late on Thursday and Saturday evenings, exclusive hire of the main Museum spaces is not available at these times. However, our dedicated Events Space remains available for private hire on these days and at any time throughout the week.

Can we use our own suppliers?

As a building with priceless works on display and a short set-up time, you must work with our approved list of suppliers for catering, production audiovisual, floristry and entertainment. By using our knowledgeable Approved Suppliers, we can ensure that not only is the Museum and its collection protected, but you will receive an elevated level of service due to their experience of working in our wonderful spaces. Approved Suppliers authorised to work at V&A South Kensington are also allowed to work at V&A East Museum freely. Whilst we do not specify which planners and photographers can work at the Museum, do feel free to contact us for suggestions.

Are there conservation regulations for spaces?

Due to the delicate nature of the building, there are some conservation regulations in place for events within certain Museum spaces. No strong coloured food or drink is allowed inside the main Museum spaces, though this is possible within The Park Gallery. Fire, fireworks, dry ice, glitter, animals (except registered worker animals), helium balloons, paint, henna, ink, or hairspray are allowed anywhere on site. This list is not exhaustive so please do ask your V&A Events Manager if you have any questions.



Approved Suppliers

We are fortunate enough to work with some of the best companies in the industry to ensure that events at V&A Museums are delivered to an exceptional standard. Great care is taken to curate a supplier list that offers variety, a range of price points, reflects the ethos of the Museum – particularly when it comes to sustainability and recruitment – and expertise in working around delicate buildings and objects. If you cannot find what you need from our list below, please ask your V&A Event Manager as there are some additional suppliers who work across V&A sister sites who may be able to support you on a case-by-case basis.

Caterers

- + Alison Price

020 7840 7640

enquiries@alisonprice.co.uk

www.alisonprice.co.uk
- + Boulevard Events

(0)208 533 3341

Enquiries@boulevardevents.co.uk

www.boulevardevents.co.uk
- + By Word Of Mouth Ltd

020 8871 9566

office@bywordofmouth.co.uk

www.bywordofmouth.co.uk
- + The Clink Events

07788 501311

Alastair@theclinkevents.com

www.clinkevents.org
- + Lettice Events

020 7820 1161

events@letticeevents.com

www.letticeevents.com
- + Seasoned

020 7334 3990

hello@seasoned.co.uk

www.seasoned.co.uk
- + Social Pantry

0208 8711949

enquiries@socialpantry.co.uk

https://socialpantry.co.uk
- + Zafferano

020 8905 9120

info@zafferano.co.uk

www.zafferano.co.uk

Floristry

- + Flower & Press

info@flowerandpress

www.flowerandpress.com
- + Pinstripes and Peonies

020 7720 1245

flowers@pinstripesandpeonies.com

www.pinstripesandpeonies.com
- + Veevers Carter

020 7237 8800

info@veeverscarter.com

www.veeverscarter.com

Production

- + Bespoke

020 8961 1510

studio@bespoke-london.co.uk

www.bespoke-london.co.uk
- + Event Concept

020 7740 3988

info@eventconcept.co.uk

www.eventconcept.co.uk
- + Focus Lighting & Productions Ltd

020 8542 9221

info@focuslighting.co.uk

www.focuslighting.co.uk
- + Storm

01483 757211

emma@stormlighting.co.uk

liv@stormlighting.co.uk

stormlighting.co.uk
- + Wise Productions

020 8991 6922

events@wiseproductions.co.uk

wiseproductions.co.uk

Entertainment

- + Euphonica

02033979018

hello@euphonica.com

www.euphonica.com
- + Prelude

020 8660 6647

sales@preludeentertainment.co.uk

www.preludeentertainment.co.uk
- + Sternberg Clarke

020 8877 1102

sales@sternbergclarke.co.uk

www.sternbergclarke.co.uk

Contact Us

We would love to talk to you about holding your event at V&A East Museum, please do contact the Corporate and Private Events team for further information about hosting your event here or at any of our family of Museums.

Email corporateevents@vam.ac.uk

Tel +44 (0)20 7942 2888

 @vamevents



V&A South
Kensington

V&A East
Storehouse

Young V&A

V&A East
Museum