



CUTE

25 JAN – 14 APR 24
EMBANKMENT
GALLERIES

Presented in partnership with





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 2.4 million visitors a year to our historic central London location.

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.

EXPLORE THE IRRESISTIBLE RISE OF CUTENESS IN CONTEMPORARY CULTURE

CUTE brings together contemporary works from over 50 artists and contributors, including new artist commissions, presented alongside cultural phenomena from music, fashion and toys, to video games and social media. This landmark exhibition examines the world's embrace of cute culture and how it has become such an influential measure of our times...

★★★★★ *"a must-visit for any adult child of the internet age, or indeed any parent of the internet age"*
The Evening Standard

★★★★★ *"a brilliant exploration of an all-consuming cultural phenomenon"*
Time Out

★★★★★ *"a thoughtful exploration of the cult and culture of cuteness"*
The Guardian





HOST YOUR EVENT IN CUTE

Add a splash of cuteness to your next event with a private view, followed by a dinner for up to 50 guests or a drinks reception for up to 100 guests



EVENING PRIVATE VIEW

Somerset House presents *CUTE*, a major new landmark exhibition exploring the irresistible force of cuteness in contemporary culture.

From emojis to internet memes, video games to plushie toys, food to loveable robotic design, cuteness has taken over our world. But how has something so charming and seemingly harmless gained such traction?

Find out with an exclusive, out of hours, private view, where your guests will immerse themselves in the world of *CUTE*, before enjoying a reception or dinner within the exhibition.

*Available on Tuesday and Wednesday evenings only
CUTE is open from 25 JAN – 14 APR 24*

CAPACITY

50 seated or 100 standing.

| SUPPLIER ACCESS | GUEST ACCESS | HIRE FEE* |
|-----------------|---------------|--------------|
| 18:15 – 23:00 | 19:00 – 22:00 | £7,500 + VAT |

Included within the Hire Fee is Event Security, an Event Manager, a dedicated Operations Manager and pre and post event cleaning.

**Catering, AV, production and all other requirements, including furniture, are separate to the venue hire quote and can be provided by our accredited suppliers - details of which can be found [here](#).*

ADDITIONAL HOURS

If you would like to extend guest or supplier access outside of the standard hire times, this is charged at £1,500 + VAT per hour.

Due to exhibition opening times, we are unable to offer earlier access for your event.



EXHIBITION HIGHLIGHTS

HELLO KITTY SHRINE

A fully immersive space dedicated to the Queen of Cute - Hello Kitty - in celebration of her 50th anniversary. Includes a plushie space featuring the collection of super fan Amy-Louise Allen.

HELLO KITTY DISCO

The disco's playlist, curated by American musician and producer David Gamson (formerly of pop band Scritti Politti), will feature pop and disco from the 60s, 70s and 80s - from The Archies to Olivia Newton-John, Donna Summer to The Human League - which prefigures the electronic dance music of today's producers, who draw on the perfect precision and sparkling electronica of their predecessors to create their own hyper-cute dance-pop sound.

IMMERSIVE MUSIC COMMISSION BY HANNAH DIAMOND

In a new commission, multidisciplinary artist Hannah Diamond presents an immersive visual and sonic music installation, inspired by a girl's sleepover, featuring a curated collection of videos from the likes of SOPHIE, Charli XCX, A.G. Cook, GFOTY, Kyary Pamyu Pamyu, Felicita and more, as well as from Diamond herself. Diamond brings her own affirmative vision of hyper pink girlhood to showcase the best of the super cute electronic dance music, which centred around the now-defunct PC Music record label and music collective.



Hannah Diamond. Courtesy of the artist



EXHIBITION HIGHLIGHTS

VIDEO GAME ARCADE CURATED BY NICK MURRAY (NPT)



[Rainy Season - Inasa Fujio](#)



[Calico - Peachy keen Games](#)



[Kaichu - Squiddershins](#)

INTERACTIVE COMMISSION BY SOMERSET HOUSE STUDIO ARTIST, SIAN FAN

This commission is inspired by the artist's experience growing up mixed heritage (Chinese/British) in the 90s, seeking out images of Asian identity via popular media and how the undeniably alluring, yet heavily mediated, imagery of 90s anime shaped her ideas of self, beauty and cultural identity. Visitors finds themselves crystalized in the liminal state of transformation, caught between normality and magic, between physical and digital, it encourages them to embody and consider the experience of the Asian female as a hyper-aestheticized form.





HIRE DETAILS

ACCREDITED SUPPLIERS

Catering, AV, production and all other requirements, including furniture, are separate to the venue hire quote and can be provided by one of our accredited suppliers - details of which can be found [here](#).

Please note that as Somerset House is a Grade I listed building, we do not allow any non-accredited suppliers to work onsite. If you would like us to gather some initial quotes on your behalf, then please do send a full brief of your requirements for the event.

REFUNDABLE SECURITY DEPOSIT

A refundable security deposit is required for all bookings. The amount of deposit owed is calculated on the length of hire period and will be invoiced separately from the Hire Fee. This deposit is fully refundable up to 30 days after the event, subject to no damage having been caused to the building or overrunning of the contracted timings.

PUBLIC LIABILITY INSURANCE

Somerset House require all clients to have £10 million public liability insurance.

WI-FI

Complimentary browsing Wi-Fi of 15Mbps is included within your hire. Upgrades are available at an additional cost.

SITE ACTIVITY

As an arts and culture centre open to the public, we cannot always confirm what might be happening in the Courtyard or around the rest of the public areas at Somerset House at that time, and we cannot guarantee that our fountains will be on at that time. We have a very exciting and constantly expanding public programme, which sees lots of different installations, exhibitions, artwork, and public events all over the site. It is a huge part of what makes us Somerset House. There are also occasions where essential works need to take place on the building and these instances are out of our control.

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.

Since the emergence of the pandemic, the Young Talent Fund has become critical in allowing us to break down barriers and tackle inequality. The fund directly supports Upgrade Yourself, offering digital training, networking, upskilling, and a pioneering London Living Wage paid industry placement scheme for young people; and Somerset House's Studios', providing the space and conditions in which over a hundred pioneering interdisciplinary artists can thrive.

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. Thank you.



Download our Venue Hire Brochure [here](#)

Download our Brand Activation Brochure [here](#)

View our virtual tours: [360 Footage of Somerset House Event Spaces](#)

CONTACT US

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somersethouse.org.uk/venue-hire

OUR LOCATION

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