



**SOMERSET  
HOUSE**

step inside think outside

# UEFA CHAMPIONS FESTIVAL

## EVENT

### UEFA Champions Festival

#### Celebrating Football and Community Engagement at Somerset House

## OBJECTIVES

The UEFA Champions Festival was an extensive four-day event hosted at Somerset House alongside four other central London locations from 30 May to 2 June 2024. The festival was created to celebrate the UEFA Champions League Final coming to London, with a range of activities designed to engage football fans and the local community.

Key objectives of the activation included showcasing football excellence, engaging the community, supporting charities and promoting London as a premier event destination for large scale events.

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Announcing the festival, London Mayor Sadiq Khan, said:

I am delighted that thousands of Londoners and visitors will be able to experience the thrill of this special competition through the UEFA Champions Festival. This is the start of an incredible sporting summer for London and a key part of our work to build a better London for everyone.

At the centre of the UEFA Champions Festival was the UEFA Champions Pitch – a custom-built football pitch within Somerset House’s iconic Edmond J. Safra Fountain Court, which hosted a number of activities throughout the festival.



### Somerset House was hand-picked to host the Champions Pitch due to its:

- Iconic Grade I listed building, setting and backdrop in Central London which has a rich history \ and cultural significance
- Established and recognised venue for large scale events that blend heritage with contemporary culture
- Dynamic cultural programme which demonstrates Somerset House's capacity to host diverse events and attract a wide range of visitors.

### ACTIONS

The initial enquiry to host the UEFA Champions Pitch and Ultimate Champions Tournament came via LS Events OBO the GLA / UEFA. The team at Somerset House collaborated with LS Events to bring the project to life in the Edmond J. Safra Fountain Court with major support from Losberger Deboer who were responsible for building the five-a-side football pitch – a first for Somerset House!

With the support of these suppliers, Somerset House's Edmond. J Safra Fountain Court successfully hosted the Ultimate Champions Tournament on Friday 31st May – the biggest moment within the festival's schedule. Former UEFA Champions League legends from around the globe including Luís Figo, Kaká, Roberto Carlos, David Silva, Cafu, and Patrick Vieira were brought together at the venue to showcase their skills in a five-a-side tournament, watched by thousands of spectators and also broadcast live through 50 global media partners.

The UEFA Champions Pitch delivered over 40 hours of activity with a range of content including grassroots tournaments, free play, partner activations, and local charity initiatives. Community groups and schools across London participated, enhancing community engagement and providing unique experiences for young people and families at Somerset House.

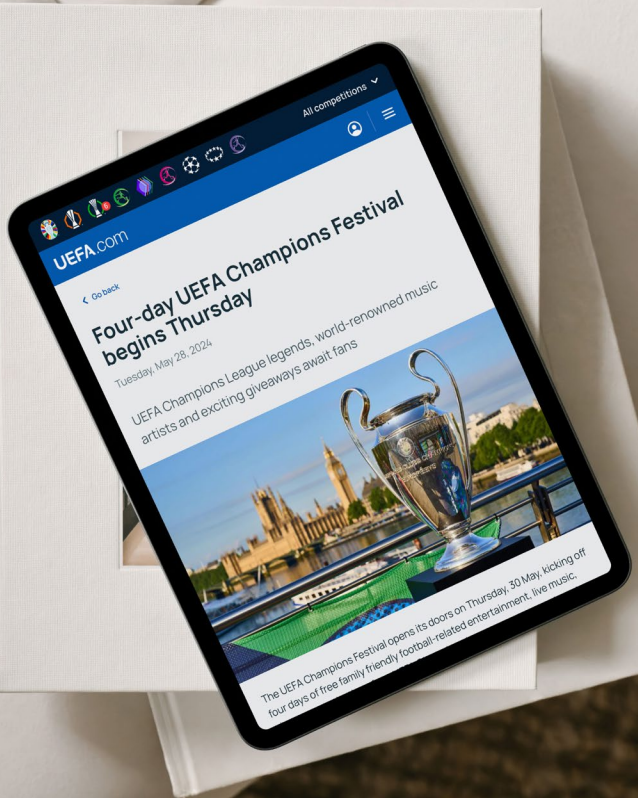


## OUTCOMES

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**UEFA**

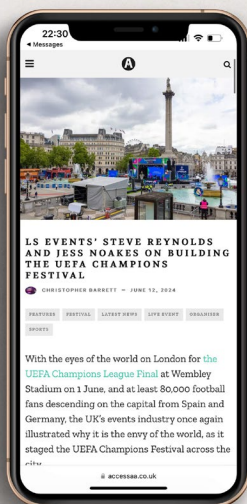
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**Christopher Barrett Content Director  
at Access All Areas (AAA):**

From an ice rink, to the film set of Ridley Scott's Napoleon, a concert venue and now a football pitch, is there anything Somerset House can't be transformed into?

It looked fantastic yesterday when hosting The Ultimate Champions Tournament featuring UEFA Champions League legends including Luis Figo, Kaká, Roberto Carlos, David Silva, Yaya Touré and Cafu for a 5v5 competition.

Impressive work led by Steve Reynolds at the LS Events with help from Losberger De Boer and the venue team including Luci Sorrell and Rali Nenova.



**AAA**





**BBC**

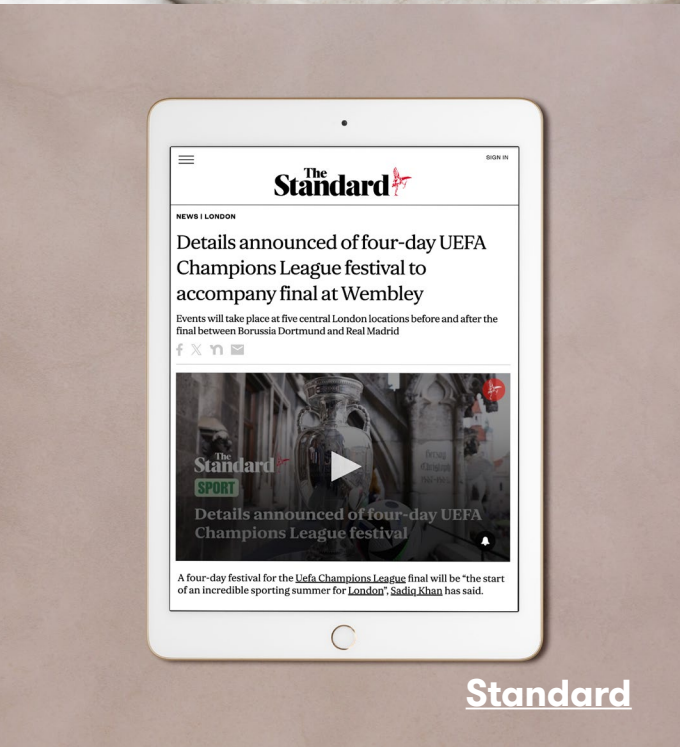
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Luci Sorrell, Head of Commercial Sales  
at Somerset House:

It was an incredible opportunity and achievement to host the UEFA Champions Tournament and play such a significant role in the festival as the home of the UEFA Champions Pitch. As a team we are always willing to explore new experiences that not only push the boundaries of what we can deliver as a team and the capabilities of our site, but which also open Somerset House up to a new demographic of visitors.

As the Home of Cultural Innovators, we endeavour to connect creativity and the arts with wider society and via our year-round programming and activations such as the UEFA Champions Tournament, we are able to bring worlds and minds together to intensify creativity and drive artistic and social innovation.

To host something of this scale and complexity was huge for us, and it's testament to our expert team and supplier partners that we were seamlessly able to host and manage this large-scale activation. It was also a great opportunity to showcase the size and versatility of our Edmond J. Safra Fountain Court. This was a fantastic experience, and we can't wait to work with more high-profile brands and major events in the coming years.



**Standard**



**Secret London**