

# BEANO

THE ART OF BREAKING  
THE RULES



SOMERSET  
HOUSE

# BEANO: THE ART OF BREAKING THE RULES

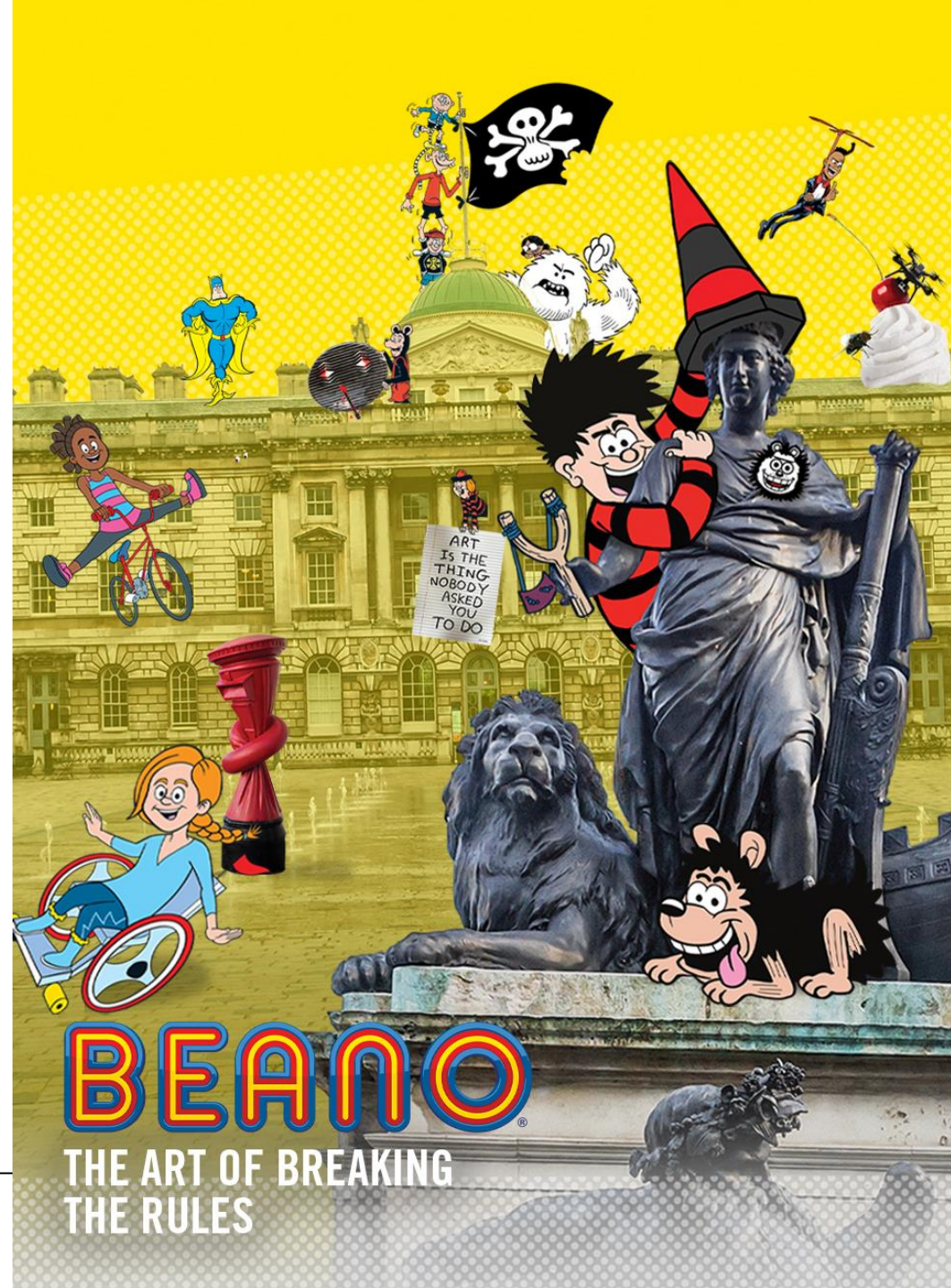
THE EMBANKMENT GALLERIES  
21 OCT 2021 – 6 MAR 2022

Step into the pages of the comic and take a trip into Beantown to explore how this beloved icon of British comics has fired up successive generations to break the rules, while discovering artists who push boundaries in their own original and wonderful ways.

You'll come face-to-face with the Beano gang - including Dennis and Gnasher, Minnie the Minx, Bananaman and the Bash Street Kids – through original comic artwork and amazing artefacts, plundered from the Beano's archive.

So whether you want to be inspired by fearless artistic mavericks, revisit a much-loved childhood comic masterpiece or explore the Beano's larger-than-life characters with your own little rebels, this exhibition will prove that there really is no age limit on the art of breaking the rules.

The exhibition is curated by artist and lifelong Beano fan Andy Holden, who gathers today's greatest creative rule-breakers, including writers, musicians, painters, sculptors and photographers. Each creative revels in their own spirit of rebellion.



# EXCLUSIVE EVENT HIRES

Host your next event in Beanotown and combine your reception with a private view of this exciting, rule-breaking exhibition.

**MORNING HIRE** - Standing event for up to 100 guests

Monday and Tuesday:

- Supplier access from 06:00, guest access from 07:00-09:00, venue clear by 10:00.
- Venue hire fee: £4,000 +VAT

Wednesday – Friday:

- Supplier access from 07:00, guest access from 08:00-10:00, venue clear by 11:00.
- Venue hire fee: £4,000 +VAT

**EVENING HIRE** - Standing event for up to 100 guests

Monday and Tuesday:

- Supplier access from 18:00, guest access from 19:00-22:00, venue clear by 23:00.
- Venue hire fee: £6,500 +VAT

If you'd like to activate some of the interactive pieces within the exhibition, please ask the team for more details.

Please note that catering, AV, and all other requirements, including furniture, are separate to the venue hire fee and can be provided by one of our accredited suppliers – see [here](#). As Somerset House is a Grade I listed building, we cannot 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.

*Due the nature of the exhibition we cannot allow red wine (or any other dark liquids) within the exhibition space.*



# ENHANCE YOUR EVENT

*Please note that these options are only available in association with a venue hire at Somerset House and are subject to availability.*

## 1. COMPLEMENT YOUR EVENT WITH A PRIVATE VIEW

£1,500 +VAT

For a truly memorable event, combine your hire with exclusive guest access to the exhibition.

Available every morning; Mon - Tue before 10:00, or Wed - Fri before 11:00

Available every evening; Mon - Tue 18:00 -19:00, or Wed - Fri 20:00-21:00

At an additional cost, Visitor Experience staff can be arranged to interact with guests as they explore the exhibition. Please ask us for more information.

## 2. GUEST TICKETS

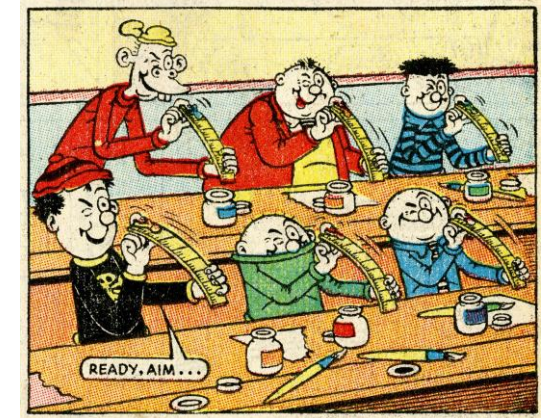
£16 +VAT PER PERSON

Enhance your event hire with tickets to the exhibition, available during opening hours only.

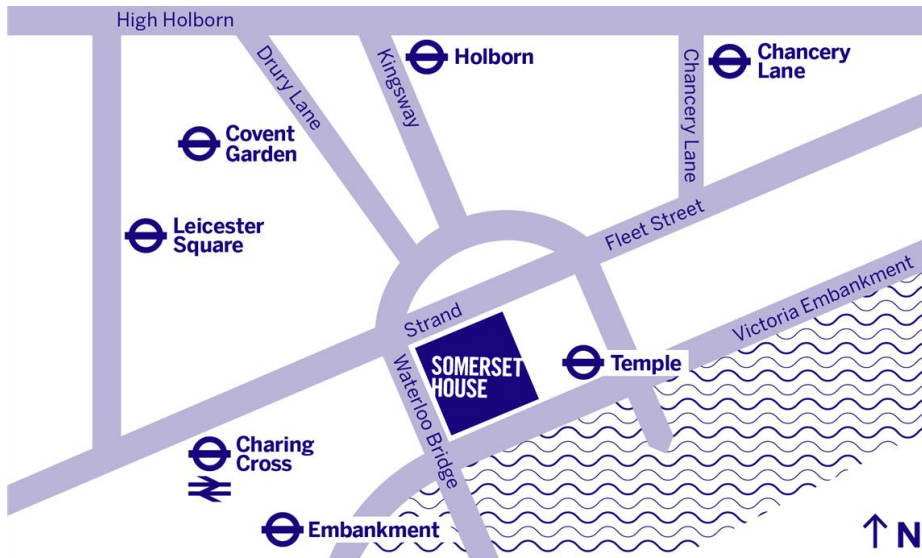
## 3. EXHIBITION TOURS

£250 +VAT PER TOUR, PER GUIDE

Tours are also available for up to 25 people per tour and last approximately 60 minutes. Available outside of opening hours.



# OUR LOCATION



events@somersethouse.org.uk  
+44 (0)20 7845 4618  
somersethouse.org.uk/venue-hire



## How to find us

Somerset House  
Strand, London WC2R 1LA

## By London Underground

### Nearest stations

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

### Nearest stations

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 600 metres from Somerset House