



CUTE – Visual Story

This visual story contains pictures and information about what to expect when you visit the *CUTE* exhibition at Somerset House.

Cute is on display in the Embankment Galleries. We encourage visitors to access the exhibition by entering via our Victoria Embankment entrance, rather than from the Strand, however, we have included both routes to the exhibition in this guide.



If using the Victoria Embankment entrance, you will enter Somerset House via the Great Arch from the Embankment footpath as pictured above.



As you enter the Great Arch, you will see the above exhibition poster and signs for the entrance to *Cute* on the right. Provided there is no queue, you can go straight through the doors ready for your ticket to be scanned. *Cute* is popular though, so prepare that there may be several people queuing to purchase tickets/enter.



When you enter through the doorway, you will see this sign. Turn left if you need to buy a ticket or, if you have already purchased a ticket, then enter to your right.

If you are coming to the exhibition from the Strand, you will enter Somerset House via the main entrance. The area outside is pedestrianised.



You will then walk through one of the three archways and arrive on the Upper Terrace in the Courtyard.



Walk on into the middle of the courtyard and you will see the South Wing building in front of you.



If you require step-free access to *Cute*, then please use the entrance in the South Wing on the far left – this has a ramp and a push-button operated door. Alternatively, go straight through the middle doors in front of you (under the pillars) to enter Seamen's Hall. You will see more signs there to assist you once in Seamen's Hall.



If you are using the Accessible route and have gone towards the door with the ramp, press the large silver square button to open the automatic doors.



Once inside, you can either take the stairs to the Lower Ground floor or continue along the Access Route moving into the corridor ahead. Turn right and move forwards, you will then see the lifts on your right.

Once you have called a lift, press LG for Lower Ground. This will take you to the Embankment Level.

Once you have exited the lift on the Lower Ground floor, turn right into the Great Arch Hall. Here you will see an interactive screen with beanbag seats beside a pink curtain.





Now head left out of the hall through the middle door or via the access lift (pictured).



You will see a poster for the *Cute* exhibition in front of you. Go to the left of the poster and you will see the entrance to the exhibition.

Provided there is no queue, you can go straight through the doors ready for your ticket to be scanned. Cute is popular though, so prepare that there may be several people queuing to purchase tickets/enter. Turn left if you need to buy a ticket or, if you have already purchased a ticket, then enter to your right.





Once you have explored the ground floor of the East side of the Exhibition (including a lot of Hello Kitty content) head up to the Mezzanine floor for much more!



For step free access, head back to the Box Office and use the lift (pictured) just off to the right.



When you are in the lift, you will see it is coated in an unusual fur lining.

Press M to take you to the Mezzanine level to continue viewing the exhibition.



Half way along the Mezzanine level, turn right through the rainbow and up the steps or go back to the lift and press (L3) to access the Back Galleries.

Return to the Mezzanine level (M) when you are ready and continue along the Mezzanine.



When you get to the end of the Mezzanine level, you will see blue illuminated stairs. Head down the stairs to access the final room of the exhibition.

Alternatively, go back to the lift and press G. Return to the Ground Floor and cross over to opposite site from where you entered to visit the shop and final room of the exhibition.



You have now entered the *Cute* shop.

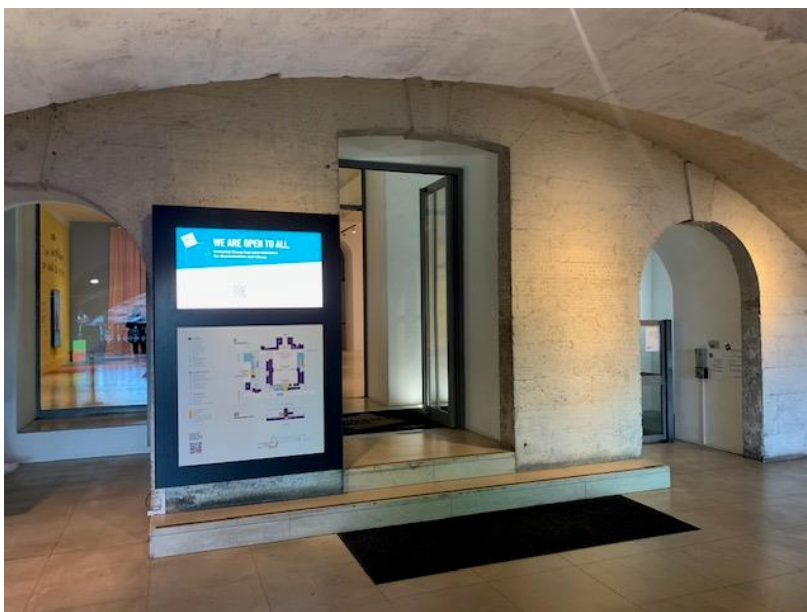
For any questions about the products on display, please speak to a retail assistant. They can often be found behind the till.

When you are ready to leave, exit to the right of the tills.



You've now come to the end of your visit but feel free to explore the rest of Somerset House – and why not start by going down into the lower level of the Great Arch and you will see the old Admiralty Barge and other historical artefacts (this is included with your ticket).

Alternatively – head straight out of the exit (left or right) and have a CUTE day!



To return to the main building of Somerset House and the courtyard, go through this middle door (or use the small access lift to the right). Once inside the Hall, turn right for the lift, press 'G' to head to the Ground floor or take the stairs just down the Hall on the left shortly after the lift.