



**the
DESIGN
MUSEUM**

**the world's leading museum devoted
to contemporary design in every form**

BRAND ACTIVATIONS & EXCLUSIVE EVENTS

CONTACT: LIVIA.PUGGINI@DESIGNMUSEUM.ORG

Brand Activations & Exclusive Events

The Design Museum is the world's leading museum devoted to contemporary design and offers an inspiring and versatile space to host unforgettable events, from corporate gatherings to brand activations and public displays.

The Grade II* listed structure is the only public building designed by John Pawson and has seven different event spaces, forming one of London's most iconic contemporary venues.

Each space is housed under the incredible hyperbolic paraboloid roof, an original feature from this landmark building's former use as the Commonwealth Institute.

The museum forges innovative corporate partnerships annually, encompassing unique brand activations, exclusive venue hire, corporate membership, support for its acclaimed learning and public programmes – and sponsorship of its world-class exhibitions.



Exclusive Full-Day Museum Closures

The Design Museum's exclusive full-day museum closure hire offers clients private access to the entire venue, providing an incredible opportunity to host large-scale events in a stunning, contemporary setting.

- Enjoy sole use of the entire museum, **ensuring an uninterrupted and private setting** ideal for confidential events, product launches, or high-profile gatherings.
- Access to **a range of architecturally stunning spaces**, including the iconic triple-height Atrium and versatile Helene and Johannes Huth Gallery.
- Benefit from extended setup times and the freedom to design bespoke experiences that **fully utilize the museum's unique environment**, creating memorable and impactful events.



Brand Exhibitions

The Helene & Johannes Huth Gallery is one of our premier spaces for hire, located on the second floor of the Design Museum overlooking the lush greenery of Holland Park. Designed to have the versatility of a gallery, this blank canvas space allows for imagination and creativity to take centre stage.

- Featuring 319sqm of usable space and a retractable wall system which allows the room to be divided into smaller sections, the Huth Gallery offers brands the ideal platform in which to tell their unique design story.
- The Huth Gallery features a car-lift capable of bearing a weight of up to 5 tonnes, allowing vehicles and other large set-pieces to be brought up to the space directly from our loading bay.
- Utilising the Huth Gallery for a brand activation or display is the perfect opportunity to embed a brand or product directly in the museum's exhibition infrastructure, presenting your unique design story to our audiences.



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Collaborating with the Design Museum on Intuit Mailchimp's "Email is Dead" exhibition was an absolute pleasure. Liv and her team's ability to collaborate artistically and flexibly at every stage—from shaping the core content around a provocative statement to curating an engaging and thought-provoking experience—helped us **push the brand into new creative territory**. The team's expertise and enthusiasm ensured a seamless and enjoyable experience for everyone involved.

The exhibition itself was a huge success and by working with the Design Museum we were able to maximise our message and **connect with new audiences** by virtue of the museum's footfall, global reach, and London location.

The stats from our 30-day residency speak for themselves: **84 million media impressions, 25,000+ visits, 16,000+ email sign-ups and becoming a TikTok trend!**

Our partnership with the Design Museum has **set a new benchmark** for how we approach creative collaborations, and we're thrilled to keep the relationship going.

”

Michelle Taite, CMO at Intuit Mailchimp

Highlights [HERE](#)



The Atrium

The Atrium is the Design Museum's showcase space, providing a dramatic, triple height venue with stunning views of the iconic roof. This space allows brand activations to be positioned at the heart of the museum, maximising exposure to approximately 11,500 visitors per week.

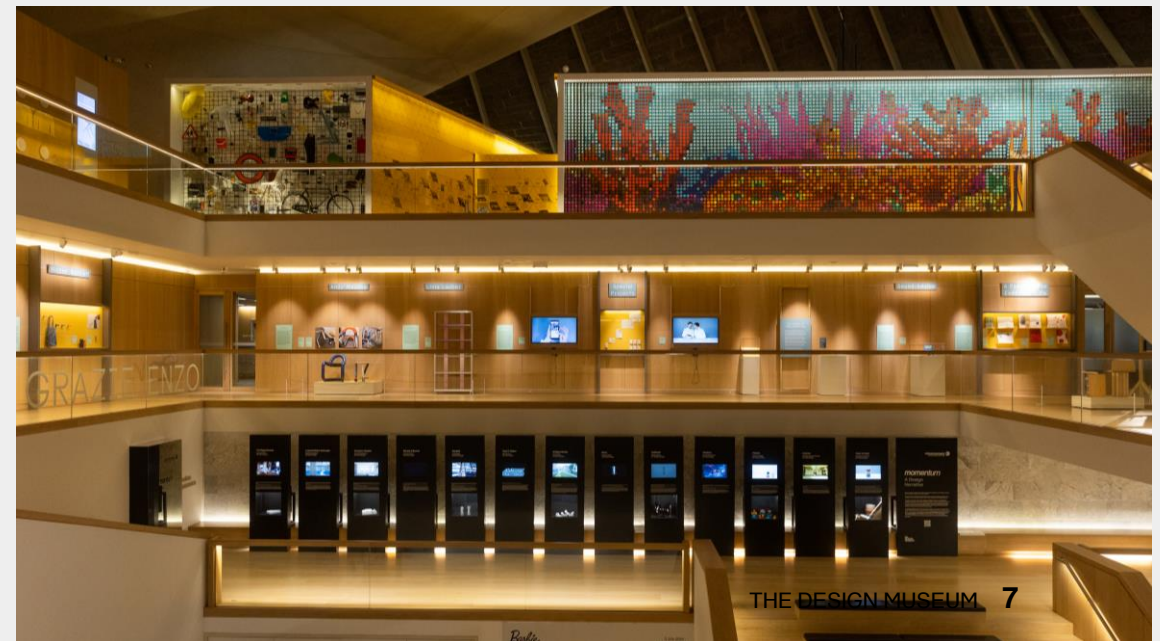
- The moment our visitors step through the doors of the museum, they can come face to face with an activation or display and **begin their journey through a brands unique design story** as it seamlessly melds with the rest of the museums displays and activity.
- This versatile space could be utilised **to extend a Huth Gallery display further into the museum**, allowing for greater scope in designing the display and increasing visibility and access to our visitors.
- The use of the Atrium for a brand activation, display or event allows direct access to both Gallery 1 and 2, **positioning an activation alongside our renowned exhibition programme.**



Mezzanine

At the centre of the iconic Atrium is our versatile Mezzanine. With incredible sightlines from across the Atrium, the Mezzanine can be utilised for displays, activations or as part of an exclusive Atrium event.

- A brand activation or display on the Mezzanine would sit alongside our other innovative and fascinating balcony displays, **encouraging visitors to view your brand's design story alongside our other curated work.**
- Within the museum's architecture, the Mezzanine is a natural resting or reflection point for visitors, which offers **a unique opportunity for prolonged engagement** with a brand activation or display.
- The museum teams & our accredited suppliers can help you create a beautiful, sustainable and modular display that is easy to **pack down, transport, and go on tour to other locations in the UK.**





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The Plaza, Garden & Plinth

The plaza outside the main entrance to the museum offers a fantastic opportunity for brands to activate outside the museum during a display partnership, either as a standalone piece or as part of larger display inside the museum.

- In the beautiful, green environment of Holland Park, a bold sculpture or interactive display will be appreciated by our visitors **and provide Instagram-able moments on an epic-scale.**
- Our Plaza and Garden can host up to 100 guests and can be combined with the Atrium for events.

High St. Kensington shop collaborations & pop-ups

Our shop on Kensington High Street can be transformed by retail collaborations allowing creative and innovative brand activations. An activation in the HSK shop is a unique opportunity to deliver a highly original and creative brand activation in a prime London location.

- This unique brand activation space offers the opportunity to **combine an attention-grabbing display or activation in a high traffic area of London** with the added potential of generating retail sales.
- A HSK shop activation has great potential to showcase interactive or experiential elements, **to encourage visitors and customers to create memorable moments around a brand and design story.**
- In 2021, **the Design Museum teamed up with Bombay Sapphire and designer Camille Walala** to reopen the museum's High Street Shop in lockdown with the vital message that creativity is an essential part of being human and should be accessible to everyone. Click [here](#) to see some highlights of this innovative partnership.



The Bakala Auditorium

The Bakala Auditorium is a 202-seat modern theatre style space with in-built AV facilities. This sleek and contemporary space is suitable for conferences, panel discussions, film screenings, lectures and award ceremonies.

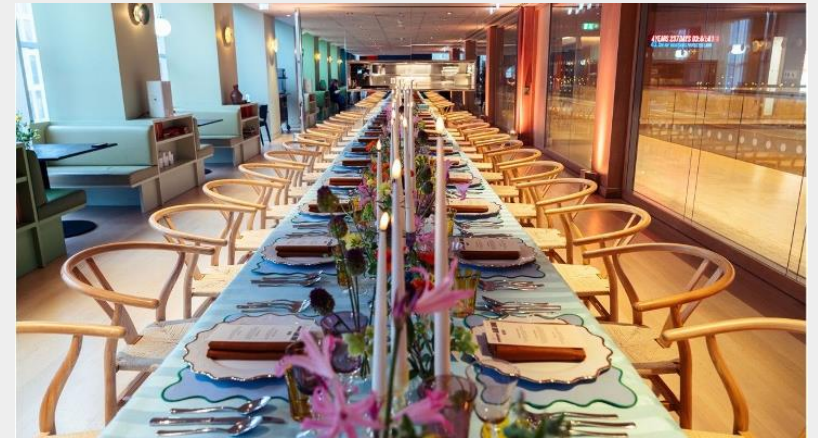
- Integrating displays and activations further into the museum's programme of activities; films screenings, panel discussions or lectures can be **presented to audiences throughout the year as part of our inspiring public programme.**
- The Bakala Auditorium can be **the perfect accompaniment to an evening event in the Atrium** or utilised during the day for talks and discussions as part of a full day museum closure.



The Sachs Family Park Room

The Sachs Family Park Room is located on the second floor of the Museum, and home to the Design Kitchen. The space was designed in partnership with British interior designer Matthew Williamson incorporating the colours of Holland Park into this bright, beautiful space.

- The Sachs Family Park Room can offer brands a private setting for a variety of events including brand activations and launch events, intimate dinners, networking receptions and private celebrations.
- With modular furniture & flexibility to also hire unfurnished, this space is **the perfect addition to exclusive event hires** and can be combined with other event spaces such as the Helene and Johannes Huth Gallery or Bakala Auditorium for a daytime breakout space.
- Recently, the Design Museum hosted **Canva's 'Design and Dine' lunch** in the Sachs Family Park Room, where Canva celebrated their 'Design Against Dull' campaign with incredible bespoke food menus, a beautiful table set-up and a branded photo spot for guests to utilise. All this activity was created in collaboration with the Design Museum's accredited suppliers.



Corporate & Private Events

The Design Museum has one of London's most versatile and unique event offers, from our iconic modern spaces housed within our Grade II listed building to our expert and experienced commercial venue hire team who can support your event from beginning to end.

- With seven iconic event spaces, the Design Museum can provide the ideal space for any event:
 - Corporate events, conferences and meetings
 - Private celebrations, dinners and receptions
 - Charity events, galas and award ceremonies
 - Location filming and photography
- **Ensure your event is unmissable** by giving your guests access to one of our inspiring exhibitions or a guided tour from one of our Design Experts.





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venue hire at the Design Museum



Approved Suppliers & Environmental Impact

As a unique and Grade II listed venue, the Design Museum operates an accredited supplier list for all catering, production, floristry, entertainment and furniture hire. Our commercial venue hire team can make suggestions and introductions based on the requirements and style of your event.

→ Download our full accredited supplier list [here](#)

By partnering with environmentally conscious suppliers and improving how we plan and design our events, the Design Museum can reduce the amount of carbon emissions its events would typically produce.

- Sustainable Operations & Energy Efficiency
- Waste Reduction & Responsible Sourcing
- Eco-Friendly Event Planning
- Download our Environmental Impact Roadmap [here](#)



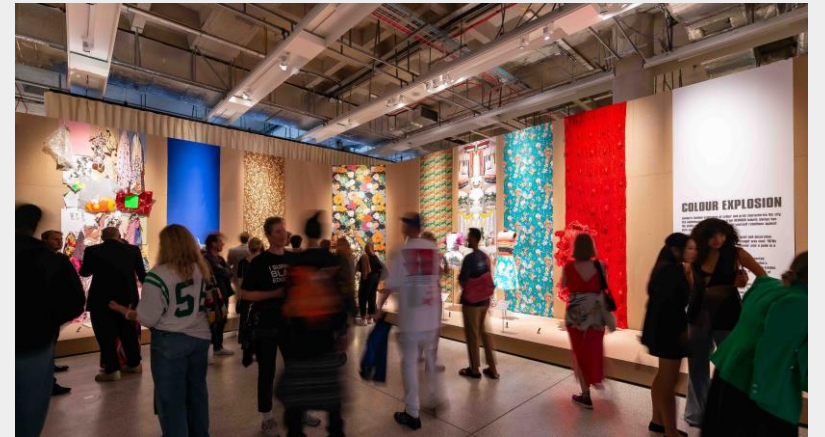
Corporate Membership

Corporate Membership offers unique and exclusive access to the Design Museum for your staff, guests and clients.

Throughout the year, members benefit from personalised assistance from a dedicated Account Manager, facilitating access to exclusive, invitation-only events with prominent partners in the design and culture industries for unique networking opportunities.

Benefits for members include:

- Complimentary access for staff and clients to our world-renowned exhibitions
- Venue hire for daytime or evening events
- Lunchtime talks for your staff networks or clients
- Discounts on public programme events & learning workshops
- Invitations to exclusive private views and VIP events



Upcoming Exhibitions



SPLASH! A CENTURY OF SWIMMING AND STYLE 28 March – 17 August 2025

Swimming is rarely considered from a design perspective & yet it is one of the UK's most popular sports. This exhibition looks at a century of innovation in fashion & architecture.



BLITZ: THE CLUB THAT SHAPED THE 80S 20 Sept 2025 – 29 March 2026

This exhibition will let you step into the Blitz night club for one more night of fashionable hedonism. This is where the brightest talents of the 1980s came together to revolutionise. fashion, music & design.



MORE THAN HUMAN 11 July – 5 October 2025

A major perceptual shift is now underway that sees the world not as revolving around human activity but as “more than human”. This major exhibition will be the first to present this growing movement.



WES ANDERSON: THE ARCHIVES 21 November 2025 – 26 July 2026

In 2026 Wes Anderson marks 30 years as a film director. Coinciding with this anniversary, the Design Museum – with unparalleled access to Anderson's archive.

Contact Us

We are eager to discuss how we can help you bring your event to life with our exclusive venue hire offer or tell your brand's design story with a brand activation or display partnership.

Please contact us if you have any further questions:

→ **Livia Puggini** - Head of Commercial Partnerships & Events
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The museum operates as a registered charity and all funds generated through corporate support go towards supporting the museum's vision for everyone to understand the value of design.

