



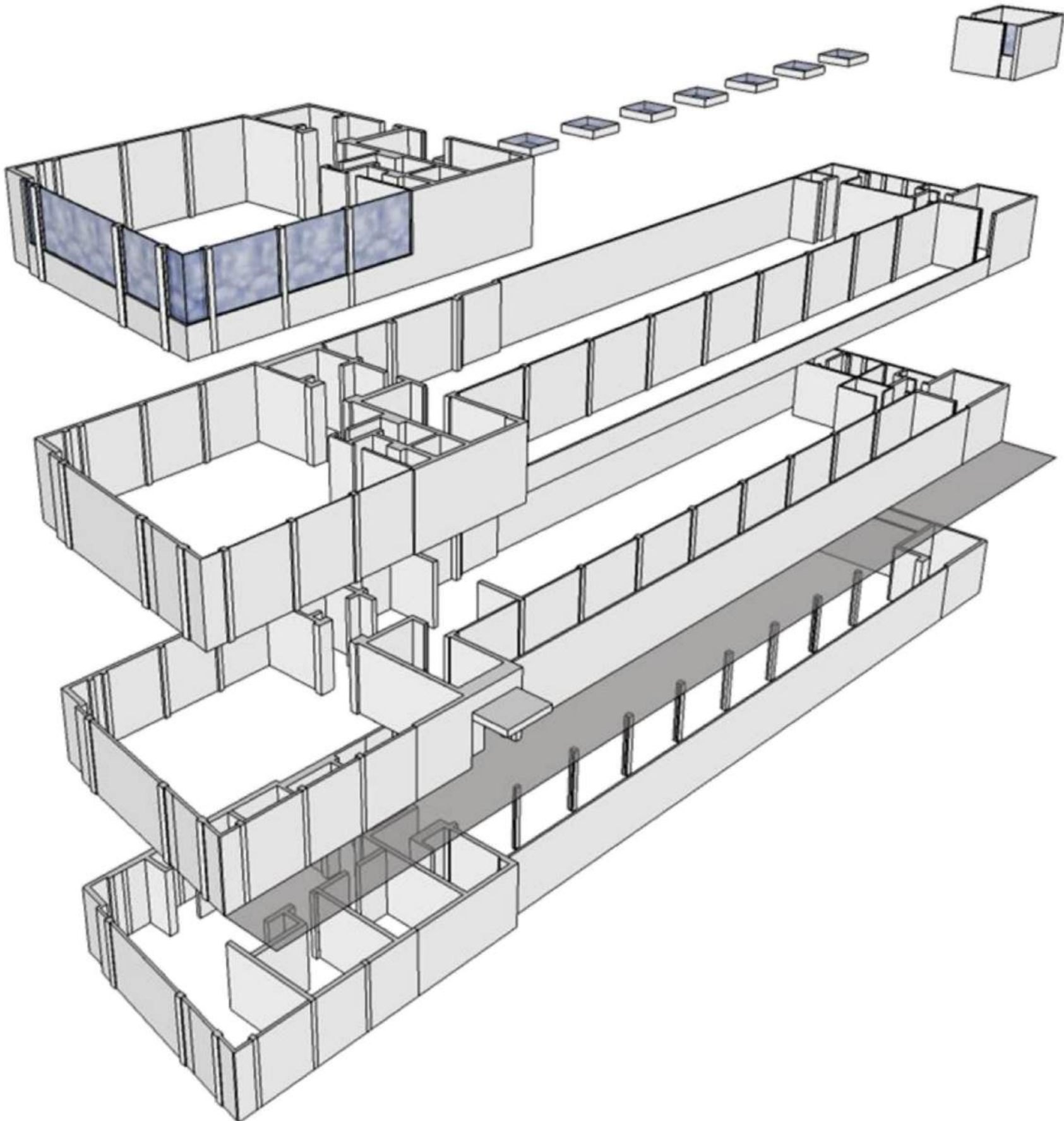
“CURTAIN CALL OPENS AS A BEACON FOR CREATIVITY AND CULTURE”

CURTAIN CALL | 118 CURTAIN ROAD | SHOREDITCH | LONDON | EC2A 3AY

EVENTS@CURTAINCALL.LONDON | WWW.CURTAINCALL.LONDON

EVENTS & PRODUCTION 07743 477 519 | FILM & PROPERTY 07701 375 784

SPACES AT CURTAIN CALL:



1ST FLOOR - GALLERY / ART EXHIBITION
NON - LICENSABLE

GROUND - CONFERENCING & EVENTS
LICENSABLE ACTIVITIES
MAIN ROOM ONLY

BASEMENT - CONFERENCING & EVENTS
LICENSABLE ACTIVITIES
MAIN ROOM ONLY

| SPACE | SQ FT | SQ M |
|------------------|-----------|----------|
| 1ST | 6,351 | 590.03 |
| GROUND | 7,944 | 738.02 |
| BASEMENT | 7,944 | 738.02 |
| TOTAL | 24,403 | 2,267.11 |
| TOTAL LICENSABLE | 10,333.40 | 960.55 |

OUR CONCEPT: ART & HOSPITALITY

CURTAIN CALL IS A DYNAMIC CULTURAL CENTRE DEDICATED TO ART EXHIBITIONS AND EVENTS.

OUR TEAM:

SPECIALISING IN THE TRANSFORMATION OF VACANT SPACES INTO VIBRANT HUBS OF ENGAGEMENT, OPERATING UNDER THE ETHOS OF CULTURAL GUARDIANSHIP.

OUR APPROACH:

OUR APPROACH FOCUSES ON REVITALISING PROPERTIES FOR COMMUNITY, CREATIVITY, AND COMPASSIONATE EVENTS AND PROJECTS, WHILE PRIORITISING THE PRESERVATION AND ENHANCEMENT OF AESTHETIC INTEGRITY WITHOUT UNNECESSARY CONSTRUCTION.

OUR BUILDING:

THIS ICONIC BUILDING HAS BEEN VACANT FOR FAR TOO MANY YEARS.
OUR GOAL IS TO GIVE A NEW LEASE OF LIFE TO THIS DORMANT BUILDING WHICH SPANS FOUR FLOORS OVER 24,000SQFT.

THE UPPER TWO FLOORS ARE DEDICATED ART EXHIBITION AND GALLERY SPACE WHILST THE GROUND FLOOR AND BASEMENT ARE HOME TO OUR EVENTS AND PRODUCTION SPACE





OUR VALUE PROPOSITION

COMMUNITY ENGAGEMENT:

BY REPURPOSING 118 CURTAIN ROAD INTO A CULTURAL HUB, WE AIM TO FOSTER COMMUNITY ENGAGEMENT AND REVITALISE THE LOCAL AREA, PROVIDING A SPACE FOR RESIDENTS AND VISITORS TO CONNECT, ENGAGE WITH ART, AND PARTICIPATE IN CULTURAL EVENTS.

CULTURAL ENRICHMENT:

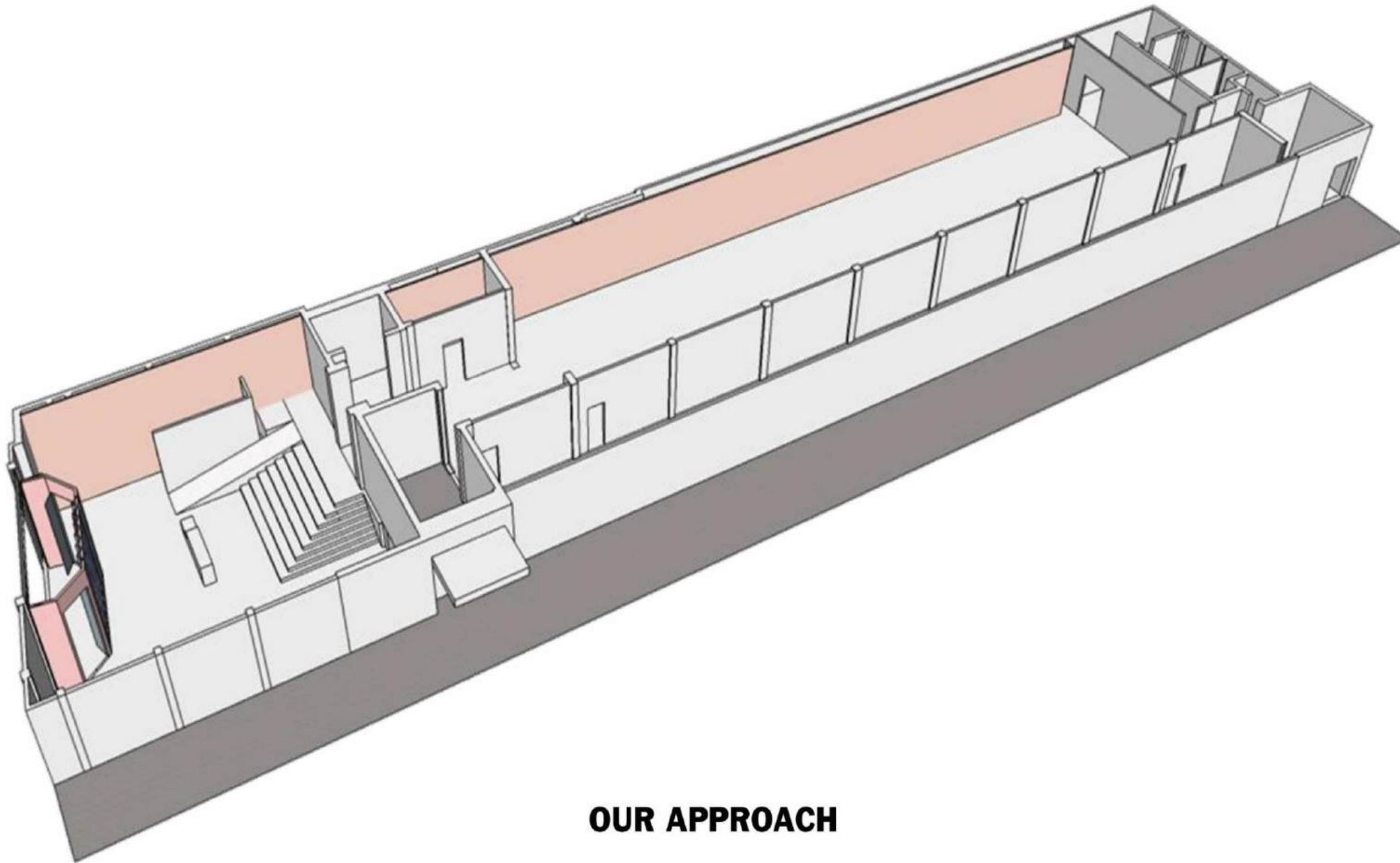
OUR COMMITMENT TO SHOWCASING DIVERSE ART EXHIBITIONS AND HOSTING CULTURAL EVENTS WILL ENRICH THE CULTURAL LANDSCAPE OF SHOREDITCH, OFFERING RESIDENTS AND VISITORS AN OPPORTUNITY TO EXPERIENCE AND APPRECIATE ART IN A UNIQUE SETTING.

VERSATILE EVENT SPACES:

THE FLEXIBLE EVENT SPACES ON THE GROUND AND BASEMENT FLOORS OFFER A VERSATILE VENUE FOR HOSTING A WIDE RANGE OF EVENTS, PROVIDING BUSINESSES AND INDIVIDUALS WITH AN ADAPTABLE SPACE TO SUIT THEIR NEEDS.

IN REVITALISING THIS DORMANT SPACE, CURTAIN CALL WILL INJECT FRESH VITALITY INTO SHOREDITCH, ENRICHING ITS ARTISTIC COMMUNITY AND ADDING ANOTHER DYNAMIC LAYER TO ITS CULTURAL LANDSCAPE.

EVENTS SPACES AT CURTAIN CALL



OUR APPROACH

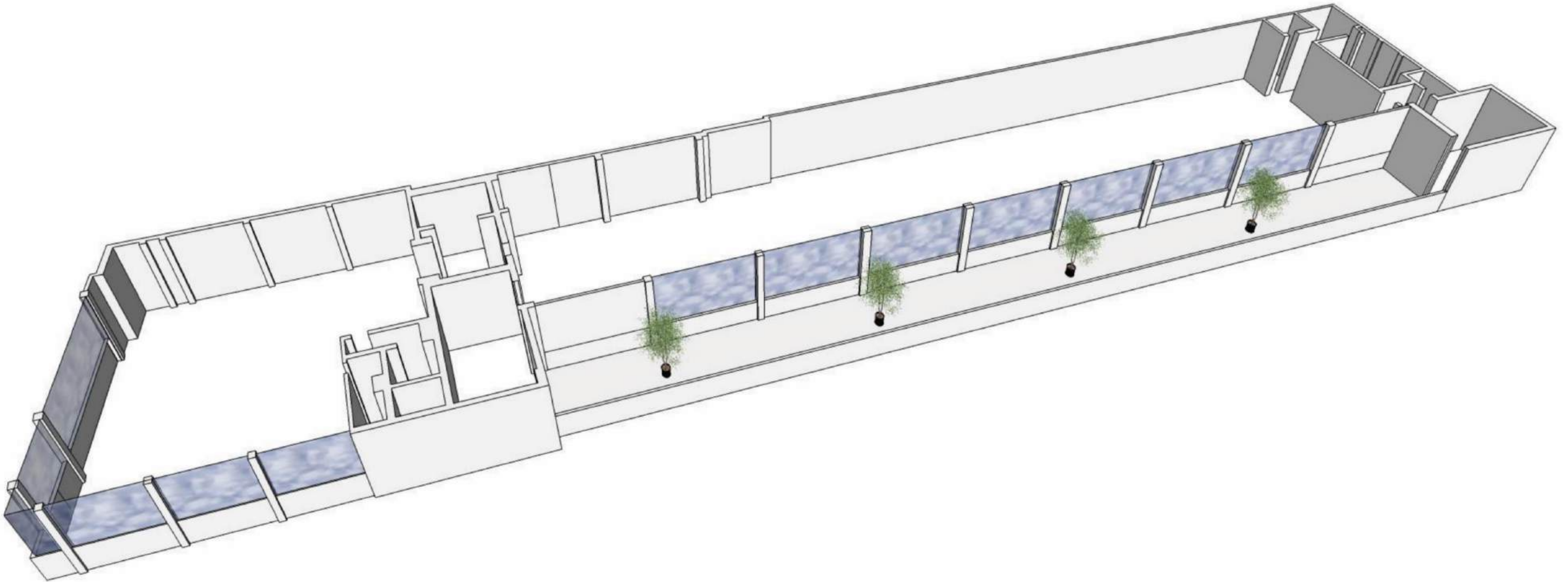
THE BASEMENT AND GROUND FLOORS ARE INTERCONNECTED 'WHITE BOX' SPACES, INDEPENDENTLY AVAILABLE FOR HIRE.

THESE FULLY CUSTOMISABLE, BLANK CANVAS STUDIOS ARE EQUIPPED WITH HEAVY POWER, RIGGING THROUGHOUT AND ACCESSIBLE VIA OUR OFF-STREET LOADING BAY & GOODS LIFT. WORKING WITH CUTTING-EDGE AV SUPPLIERS, WE ENSURE SEAMLESS EVENT COORDINATION AND SUPPORT IN A CLEAN YET INDUSTRIAL AESTHETIC MAKING THEM IDEALLY SUITED FOR FILM LOCATIONS, PRODUCT LAUNCHES AND CONFERENCING AS WELL AS A VARIETY OF PROGRAMMED DRY HIRES AND EVENTS.

AWARDS CEREMONIES | VEHICLE LAUNCHES | PRIVATE DINING | CONTENT CREATION | CONFERENCING | CORPORATE HIRE
FULL VENUE TAKEOVER | CELEBRATIONS | CREATIVE SPACES | SHOWROOMS | DRY HIRE | EXHIBITIONS | FASHION & RUNWAY | PREMIERE
HYBRID EVENTS | POP UPS | EXPERIENTIAL ACTIVATIONS | PRESENTATIONS | CITYWIDE HUB | PRESS DAY | PRIVATE DINING
LISTENING PARTY | PRIVATE SCREENING | PRODUCT LAUNCHES | SAMPLE SALES | TICKETED EVENTS | TRADE SHOWS | ART FAIRS



GALLERIES AT CURTAIN CALL



OUR VALUE PROPOSITION

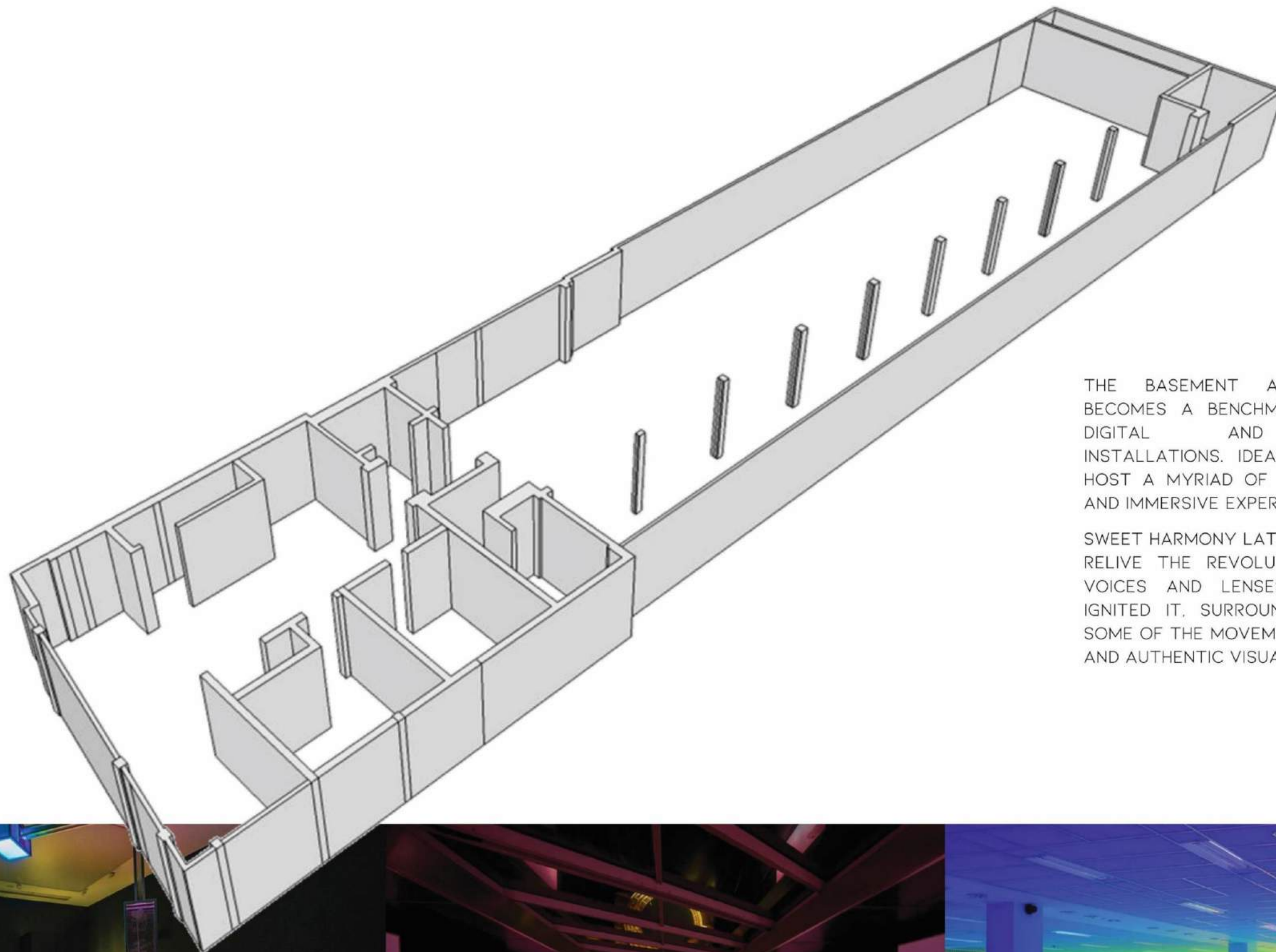
THROUGH A ROTATION OF CURATED SHOWS, REPRESENTING EMERGING AND MID-CAREER ARTIST, PARTNERING WITH NEW GLOBAL PLATFORMS AS WELL AS PRIVATE AND PUBLIC PLATFORMS.

WE AIM TO BRING INTO DIALOGUE PAST AND PRESENT, WHILST BUILDING ON SOCIAL AND ENVIRONMENTAL AWARENESS THROUGH SPECIAL PROJECTS AND COLLABORATIONS.

WE ARE COMMITTED TO SUPPORTING ARTISTS AND RENDERING CONTEMPORARY ART ACCESSIBLE TO ALL.

WE WILL STRIVE TO PRESENT PROJECTS THAT ARE ENGAGING, ENLIGHTENING AND EDUCATIONAL FOR DIVERSE AUDIENCES

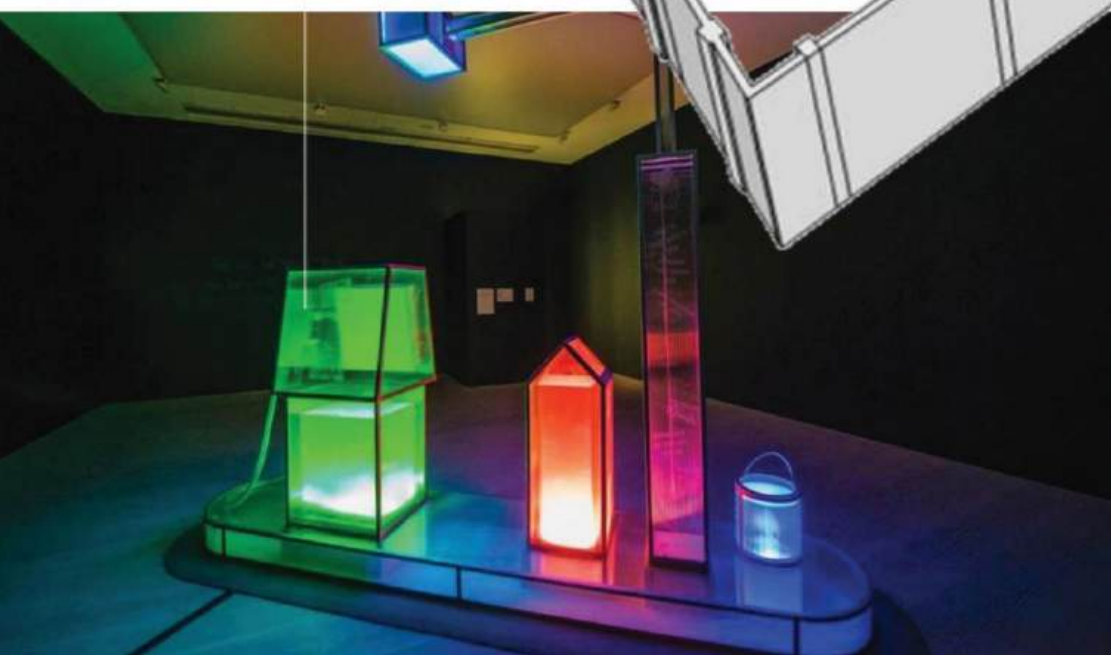




BASEMENT

THE BASEMENT AT CURTAIN CALL BECOMES A BENCHMARK FOR PHYSICAL, DIGITAL AND AUDIO-VISUAL INSTALLATIONS. IDEALLY POSITIONED TO HOST A MYRIAD OF BRAND ACTIVATIONS AND IMMERSIVE EXPERIENCES

SWEET HARMONY LATE INVITES GUESTS TO RELIVE THE REVOLUTION THROUGH THE VOICES AND LENSES OF THOSE WHO IGNITED IT, SURROUNDED BY PIECES BY SOME OF THE MOVEMENTS' MOST PROLIFIC AND AUTHENTIC VISUAL COMMENTATORS.

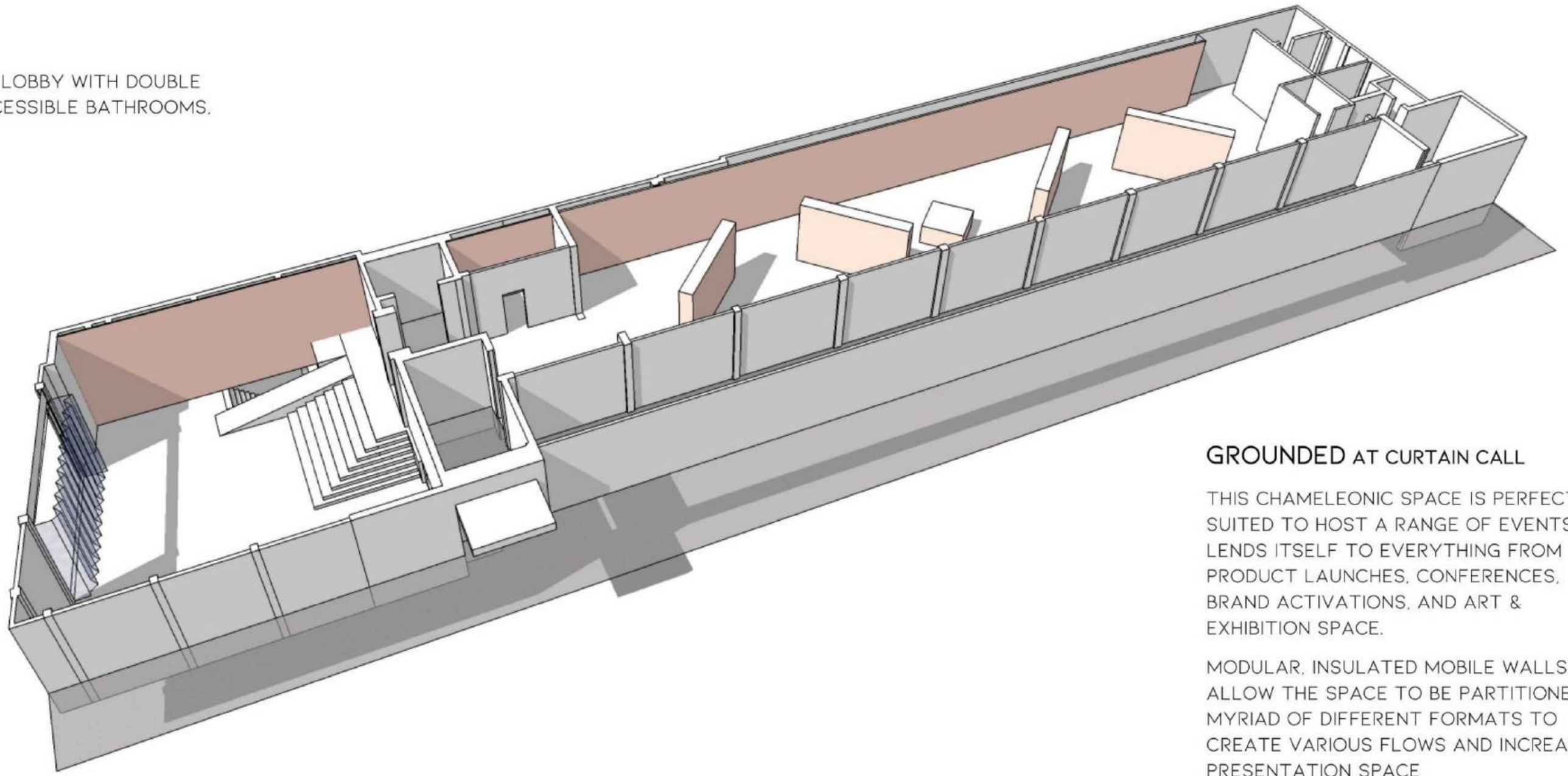


ILLUMINATED INSTALLATION BY
ARTIST LIZ WEST

ILLUMINATED INSTALLATIONS FROM ORIGINAL
SWEET HARMONY EXHIBITION 2019

MAIN LOBBY

LARGE OFF-STREET LOBBY WITH DOUBLE HEIGHT CEILING, ACCESSIBLE BATHROOMS, AND RETAIL AREA



GROUNDING AT CURTAIN CALL

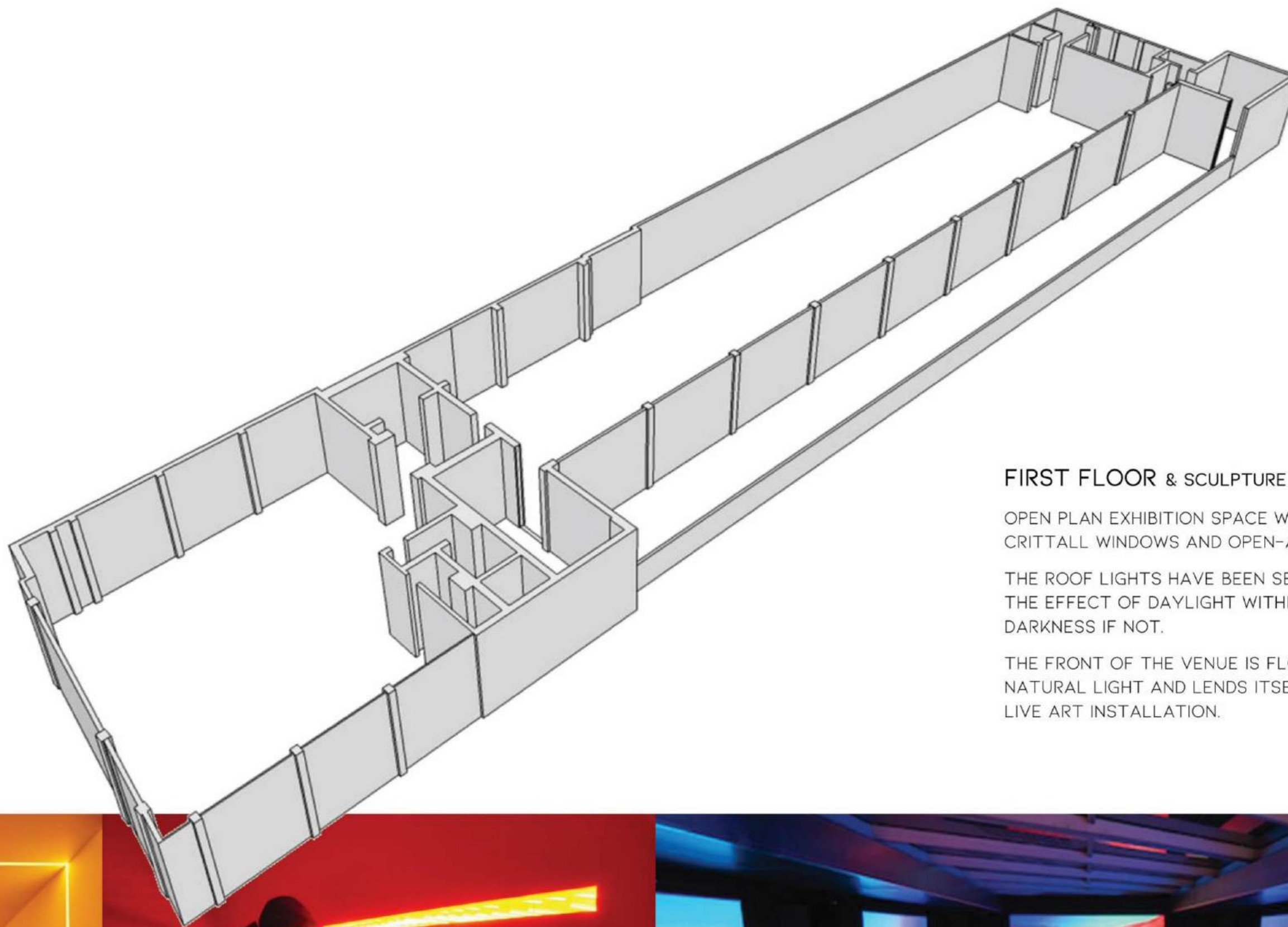
THIS CHAMELEONIC SPACE IS PERFECTLY SUITED TO HOST A RANGE OF EVENTS AND LENDS ITSELF TO EVERYTHING FROM PRODUCT LAUNCHES, CONFERENCES, BRAND ACTIVATIONS, AND ART & EXHIBITION SPACE.

MODULAR, INSULATED MOBILE WALLS ALLOW THE SPACE TO BE PARTITIONED IN A MYRIAD OF DIFFERENT FORMATS TO CREATE VARIOUS FLOWS AND INCREASE PRESENTATION SPACE



INSTALLATION FROM ORIGINAL
SWEET HARMONY EXHIBITION 2019





FIRST FLOOR & SCULPTURE GARDEN

OPEN PLAN EXHIBITION SPACE WITH ORIGINAL CRITTALL WINDOWS AND OPEN-AIR SPACE.

THE ROOF LIGHTS HAVE BEEN SEALED ALLOWING THE EFFECT OF DAYLIGHT WITHIN THE ROOM OR DARKNESS IF NOT.

THE FRONT OF THE VENUE IS FLOODED WITH NATURAL LIGHT AND LENDS ITSELF TO STUDIO AND LIVE ART INSTALLATION.



ILLUMINATED INSTALLATION BY
ARTIST LIZ WEST



INSTALLATION FROM ORIGINAL
SWEET HARMONY EXHIBITION 2019

FACILITIES AT CURTAIN CALL

PRODUCTION

OFFSTREET LOADING BAY SUITABLE FOR LUTON VEHICLES DURING INSTALL & DERIG

SEPARATE ENTRANCES AND EXITS FOR EACH FLOOR

EXTERNAL CATERERS ALLOWED [FROM PREFERRED LIST]

VEHICULAR ACCESS TO GROUND FLOOR SPACE FOR PRODUCT LAUNCH / FILMING

EXTERNAL BRANDING OPTIONS AVAILABLE INCLUDING BILLBOARD [9M X 5.5M]

INTERNAL GROUND FLOOR ENTRANCE BRANDING OPTIONS BEHIND ROLLER SHUTTER

TECH

EVENT POWER ON EACH FLOOR

- BASEMENT 2X 63 AMP 3PHASE + 6X 32 SGL PHASE + 13AMP THROUGHOUT

- GROUND 2X 63 AMP 3PHASE + 6X 32 SGL PHASE + 13AMP THROUGHOUT

- LOBBY / RECEPTION 1X 63 AMP 3PHASE + 13AMP THROUGHOUT

- EXTERIOR LIGHTING AVAILABLE

COUNCIL SET NOISE LIMITER THROUGHOUT

TRUSS & RIGGING POINTS THROUGHOUT GRND & BASEMENT

ON-SITE TECH

LIVE STREAMING CAPACITY

GENERAL

HEAT EXCHANGE HEATING & COOLING

ACCESIBLE ACCESS THROUGHOUT

BATHROOMS ON ALL FLOORS

DDA BATHROOMS ON BASEMENT, GRND, & FIRST

LIFT TO ALL FLOORS

DEDICATED SMOKING AREA

DOG FRIENDLY



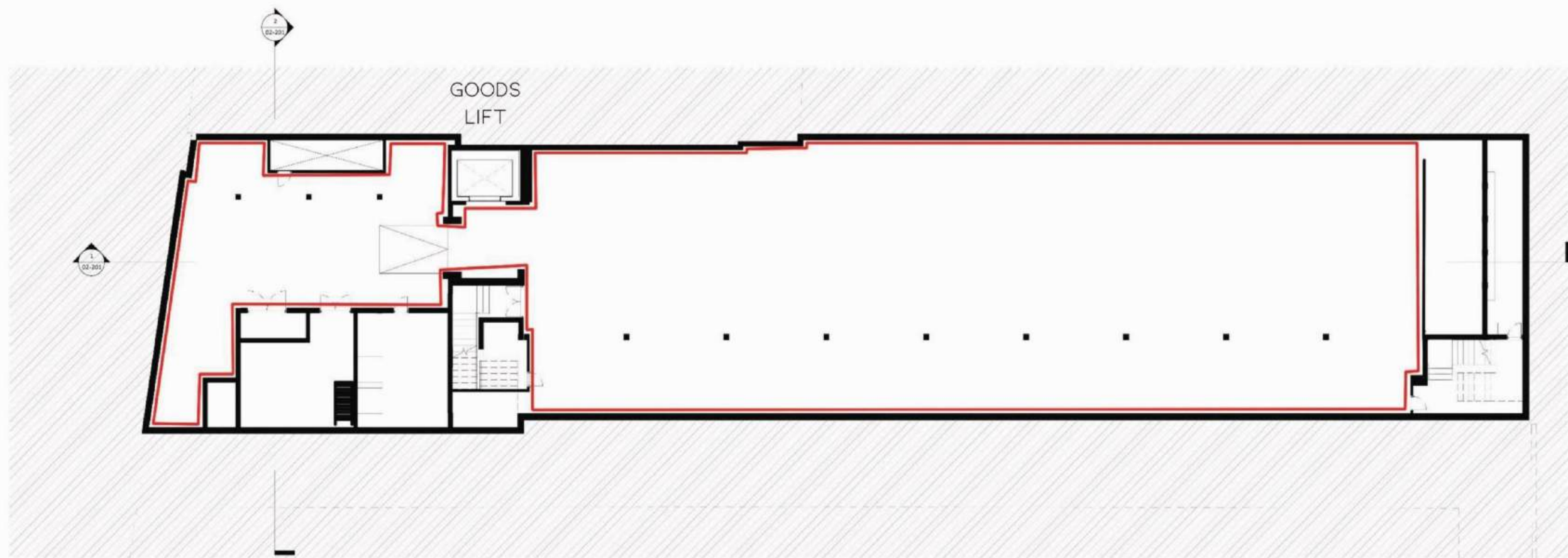
GROUND FLOOR CORRIDOR



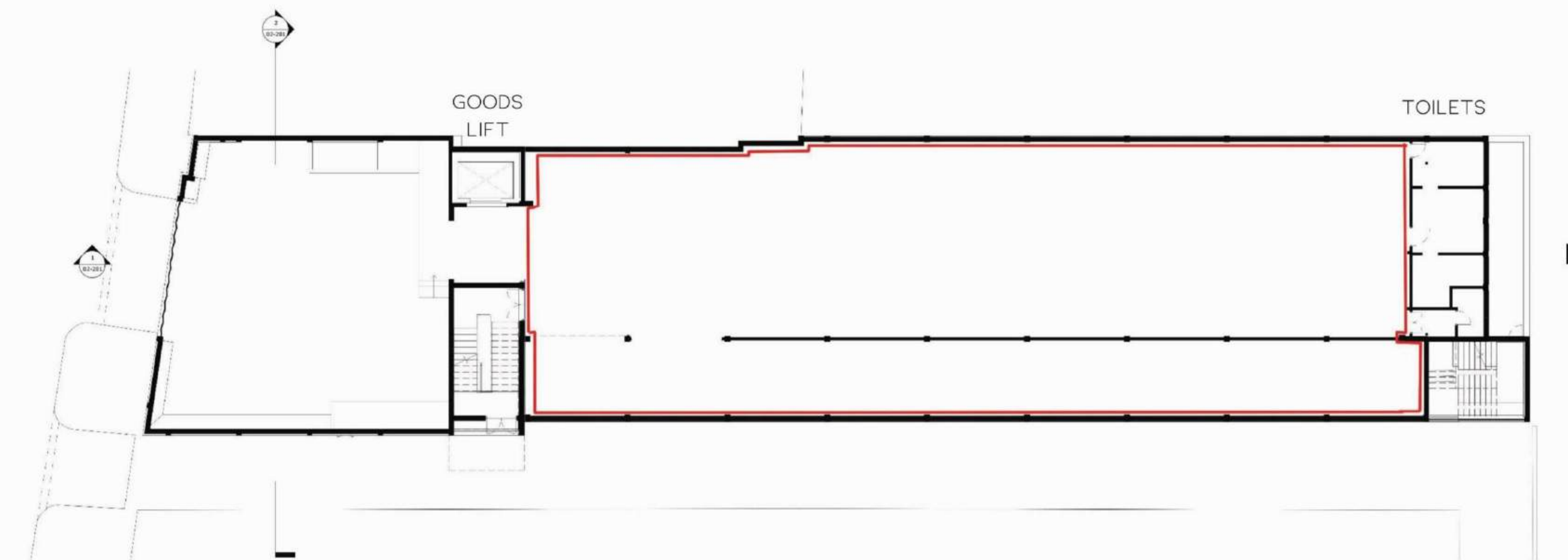
FIRST FLOOR FRONT



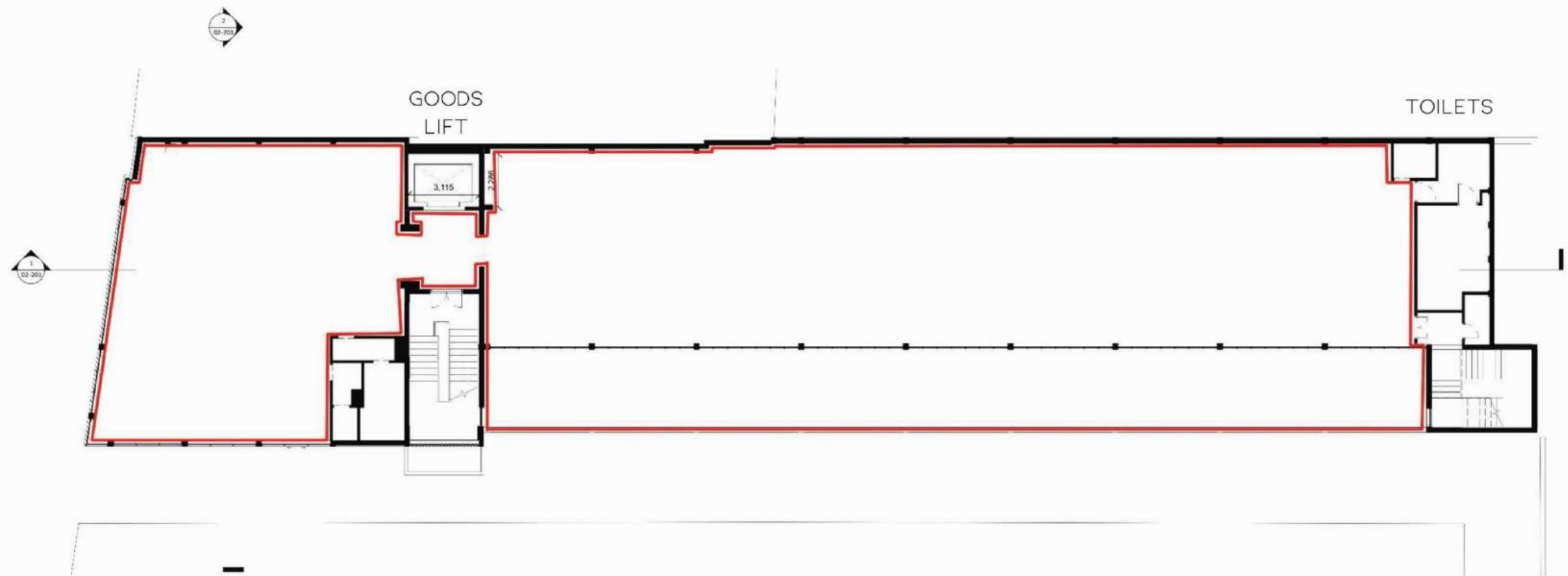
BASEMENT



1 Basement
1:100



2 Ground Floor Plan
1:100



1 First Floor
1:100



OUR PREVIOUS EVENTS – OLIVIA RODRIGO & GUTS GALLERY

IN LATE MAY WE HOSTED THE OLIVIA RODRIGO GUTS GALLERY, OUR FIRST POP-UP IMMERSIVE EXPERIENCE WITH EXCLUSIVE MERCHANDISE FOR THE SINGER'S INTERNATIONAL TOUR (FOUR DATES AT THE O2).

TAKING OVER THE GROUND AND BASEMENT FLOORS, THIS WAS A DRY HIRE EVENT AND WAS HELD OVER FIVE CONSECUTIVE DAYS, WITH 750 -2,500 PEOPLE ATTENDING EACH DAY. HOSTED WITHOUT ANY ISSUES OR COMPLAINTS RAISED. THIS IS A PRIME EXAMPLE OF THE TYPES OF EVENTS WE WILL BE HOSTING ON THE GROUND AND BASEMENT FLOORS

CLICK [HERE](#) TO WATCH THE REELRMONY



ALLEYWAY AT DEREHAM STREET

SIMILAR, ILLUMINATED ART INSTALLATIONS FROM CURTAIN CALL IMPROVE SECURITY, CLEANLINESS, PUBLIC SAFETY AND COMMUNITY OWNERSHIP

CLASSIC ILLUMINATED SIGNAGE AND CAROUSEL LIGHTS ON THE EXTERIOR OF THE OVERHANG. CINEMA STYLE LETTERING CAN BE EASILY CHANGED TO PROMOTE DIARY OF EVENTS

CCTV TO COVER FULL LENGTH OF DEREHAM STREET

ILLUMINATED PORTAL INSTALLATION BY

DAVID GARDINER

ILLUMINATION & PROJECTION INSTALLATION BY

LIZ WEST

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