

**BACKGROUND GROUP**



# BACKGROUND GROUP

## BACKGROUND BARS

*Night Tates*



The Background Group was launched by Louis Hyams and Jamie Rule in 2010 in the form of Background Bars, a bar management and drinks production company. The group has now grown to encompass a multitude of business operations.

The Umbrella of the Background Group now includes Background Bars, the original bar and drinks production element. Night Tales, a series of event productions of food, drink and music. NT's, their own New York style cocktail bar situated in the heart of East London and their new soon to be open Dumpling Club which will bring a permanent food, drinks and music production to Hackney.





## BACKGROUND BARS

Background Bars are at the forefront of bar and drinks productions for events.

Ranging from one day to six month ventures, specialising in bar staffing, bar management, mobile bar hire, event management and event production.

Background Bars run events for clients including:

**facebook**

Google

John Lewis







## BACKGROUND BARS TESTIMONIALS

“Always really accommodating and adaptable to briefs, great bar teams and drinks services, strong team and network of bar staff”

**facebook**

“Background Bars have got the perfect mix of creativity and professionalism. They create awesome looking spaces and their bar team know their stuff. We’ve worked with them on several occasions now and they always deliver, even on short notice. They’re fast becoming one of our favourite suppliers!”



“At Electric Sunshine we pride ourselves in using best-in-class suppliers and this is why we collaborate with Background Bars. Whether it is for a small intimate dinner or a party for over 1000 guests, the quality of their drinks and service is fantastic. From start to finish, the team are a joy to work with. We would not hesitate to recommend Background Bars”



“Background Bars are the Geffrye Museums go-to bar operator for all of our public and private events. The team are easy to work with, considerate of the demands of our unique location and always reliable. Service is efficient and enthusiastic and our guests often comment on the great drinks and slick service they experience. We are looking forward to working with them on larger scale plans and building on our effective working relationship in the near future.”







# Night Tales

Night Tales is an award winning pop-up event combining experimental bar culture, food, dining experiences, live music and nightlife. It launched its first series in Dalston, 2013. Night Tales is known most notably for transforming derelict spaces into festival style hangouts. You can expect fresh new concepts with every season, cutting edge new food brands, new concept bars and a music programme that showcases some of the world's most exciting DJs.





## *Night Tates* - SHOREDITCH

Night Tales Shoreditch transformed a 20,000-sq.ft space in the heart of Shoreditch into a buzzing, festive, winter wonderland. Night Tales Shoreditch marked the move from Dalston to a central Shoreditch location and from this point, Night Tales was recognised as a major London destination attracting big volumes of people and significant press. The event saw guest chef appearances from Pitt Cue, Patty&Bun amongst others and the launch of three new concept bars. Night Tales Shoreditch was open for a seven-week run and attracted 50,300 people





## Summer Tales

Summer Tales brought a touch of the Jungle to East London and featured a 20m sun-drenched terrace, rope swing chairs and hammocks to kick back and relax, private multi-level jungle hut hangouts for groups and eight food partners and four concept bars including the legendary Flamingo Bar. Summer Tales was open for a 17-week run and attracted 79,900 people.





Tokyo Nights transformed a 25,000 sq. ft. space into a scene from the back streets of Japan. There were four brand new concept bars, eight private Ryokans (Japanese houses), six new food partners serving a mix of knockout Asian and contemporary food and a sit down restaurant offering an eight course Japanese tasting meal serving a mix of knockout Asian and contemporary food. The ambitious project launched in October 2015 for an eight-week run and attracted 55,800 people.





## NIGHT TALES PRESS

design**my**night

“Best pop-up bar”  
- People’s choice award

*STYLIST*  
MAGAZINE

“The Whiskey Bar at Night  
Tales is the spot to drink, eat  
and dance under the perpetual  
twilight of a twinkly setting” -  
Top 5 Bars 2016

**ES**

“Award winning Night Tales  
is back 'with a tale of two  
launches,' Night Tales to open  
a permanent bar and  
a Tokyo-inspired pop-up within  
a month”

**The  
Telegraph**

“The Gardening Society, on the  
roof top of John Lewis's  
flagship store means there's  
fresh impetus to consider a  
visit to this open air venue.  
Visitors can anticipate a  
cocktail list curated by  
Background Bars”

**TimeOut  
London**

“Thank heavens for Night  
Tales who have transformed  
a Shoreditch car park into  
the hottest hangout with DJs,  
cocktails and food from london's  
best restaurants including  
Patty&Bun and Pitt Cue Co..”  
- Top of the pop-ups -  
A round-up of the finest  
blink-and-you'll-miss-'em events





NT's is an impressive, open plan New York loft style warehouse with gritty urban views looking out onto the railway tracks. There is a south-facing terrace and as the sun goes down the bar fills with the warm glow of dusk. It's the perfect place to watch the sunset over the city. There's a hand picked selection of vintage furniture, comfortable lounge seating, warm candle light and with a extensive music program you can expect special guest DJs and live music.





"NT's does everything right. Go there" ★★★★★ TimeOut

"It's a little piece of Brooklyn in our very own East London"

Condé Nast  
Traveler





Dumpling Club is Background Groups new venture. Launching Summer 2017 this new concept will transform two 1600sq feet arches on Bohemia Place, Hackney Central into one of East London's new destination bars.

The Arches will be undergoing a complete transformation and Background Group are creating a stylish space complete with slick new bars, private booths for hire, a raised mezzanine, Asian gardens, a knock out Asian restaurant and a club – equip with a function one sound system, stage for live shows and a dance floor.



## OUR FOOD PARTNERS

*Burger & lobster*



THE  
RUM KITCHEN

yum  
bum



— The Dairy —  
BAR & BISTRO



*bubbledogs*



BOB'S  
*Lobster*



GORDON RAMSAY GROUP





## OUR CLIENTS



Nudie Jeans co



Aol.



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ALEXANDER  
MCQUEEN



MARKS &  
SPENCER



Night Tates



ES.





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