



**LONDON
MUSEUM**

WHERE LONDON COMES TO LIFE

VENUE HIRE BROCHURE

WELCOME TO LONDON MUSEUM



*HOST YOUR EVENT INSIDE A BUILDING
THAT HAS SHAPED LONDON FOR CENTURIES*

London Museum at Smithfield marks a powerful new chapter for one of the city's most storied districts - a place where London's past, present, and future meet. Set within the beautifully restored General Market buildings, originally designed in the late Victorian period by Sir Horace Jones, the visionary architect behind Tower Bridge and Leadenhall Market, the museum offers an event setting shaped as much by movement and atmosphere as by history.

From first arrival through to the heart of the building, guests' journey through spaces that shift in character, scale and mood. What was once the bustling epicentre of London's meat trade now unfolding as a dynamic cultural destination, where heritage architecture meets contemporary design, and ambitious events come alive against a backdrop of the city's evolving story.

Designed for scale, flow and intensity, the General Market's original architecture naturally guides guests through a sequence of spaces that build anticipation.



OUR ARCHITECTURE & STORY

A Landmark of Victorian London

The General Market is one of London's great feats of Victorian engineering. Its ironwork, vaulted brick ceilings and expansive market halls were pioneering in their time, built to accommodate the demands of a vast, working city.

Carefully restored and subtly enhanced, the architecture retains its industrial strength and clarity while offering flexibility for contemporary events. Generous proportions, structural rhythm and layered materials provide a powerful framework for creative production, lighting, staging and large-scale experiences all while preserving the integrity and character of the historic building.

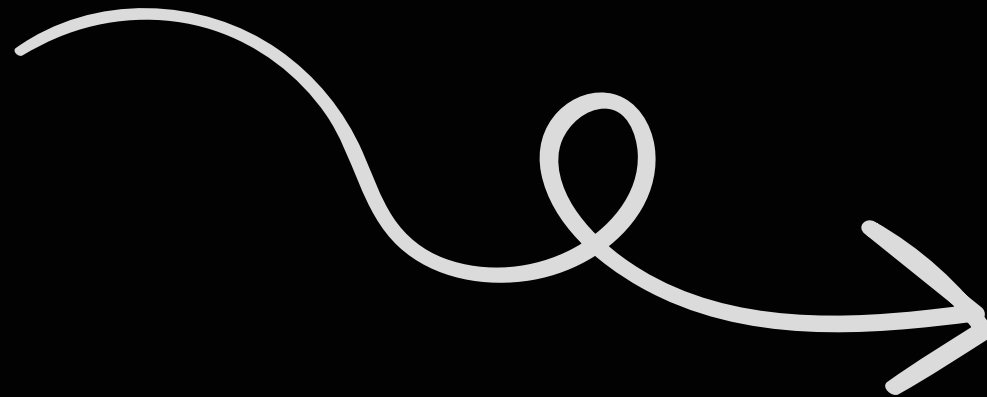
The Dome - A Story of Resilience

At the centre of the journey sits the museum's iconic dome, now situated within Our Time. The original 19th century structure was damaged by a V2 rocket during the Second World War, and its replacement rebuilt in the 1960s was an innovative response, engineered to draw daylight into the hall while diffusing direct sunlight to protect market produce below. Its renewed presence now creates a dramatic focal point for large-scale events.

Today, the dome once again becomes a defining moment a sense of arrival, scale and occasion that anchors the guest experience and brings incredible impact to events beneath it.

THE GUEST JOURNEY

REAL TIME — OUR TIME — PAST TIME



Our event experience is designed as a seamless, curated progression through three atmospheres - shifting from contemporary energy to historic immersion to architectural grandeur.

REAL TIME



REAL TIME

VIBRANT · CONTEMPORARY · IMPACTFUL

Ideal for: Welcome Drinks · Receptions · After-parties · Brand Moments

Capacity: Up to 500 standing / 50 seated

This bold, street-level space delivers instant impact. Designed as an arrival moment, Real Time sets the tone for an event with high energy, strong visual presence and flexible layouts that lend themselves to branding, entertainment and social exchange

HISTORY

Located along historic West Poultry Avenue, this space sits at the threshold between the working city and the former market halls beyond. Historically a route of trade and movement through Smithfield, it has always been a place of flow, exchange and transition - a role it continues to play today.

USE & ATMOSPHERE

Real Time is defined by its urban scale and contemporary edge. Industrial textures, and a strong connection to the street create a dynamic atmosphere that feels distinctly of modern London. With digital surfaces, lighting opportunities and flexible zoning, the space easily adapts from relaxed welcome receptions to high-energy after parties and branded experiences.

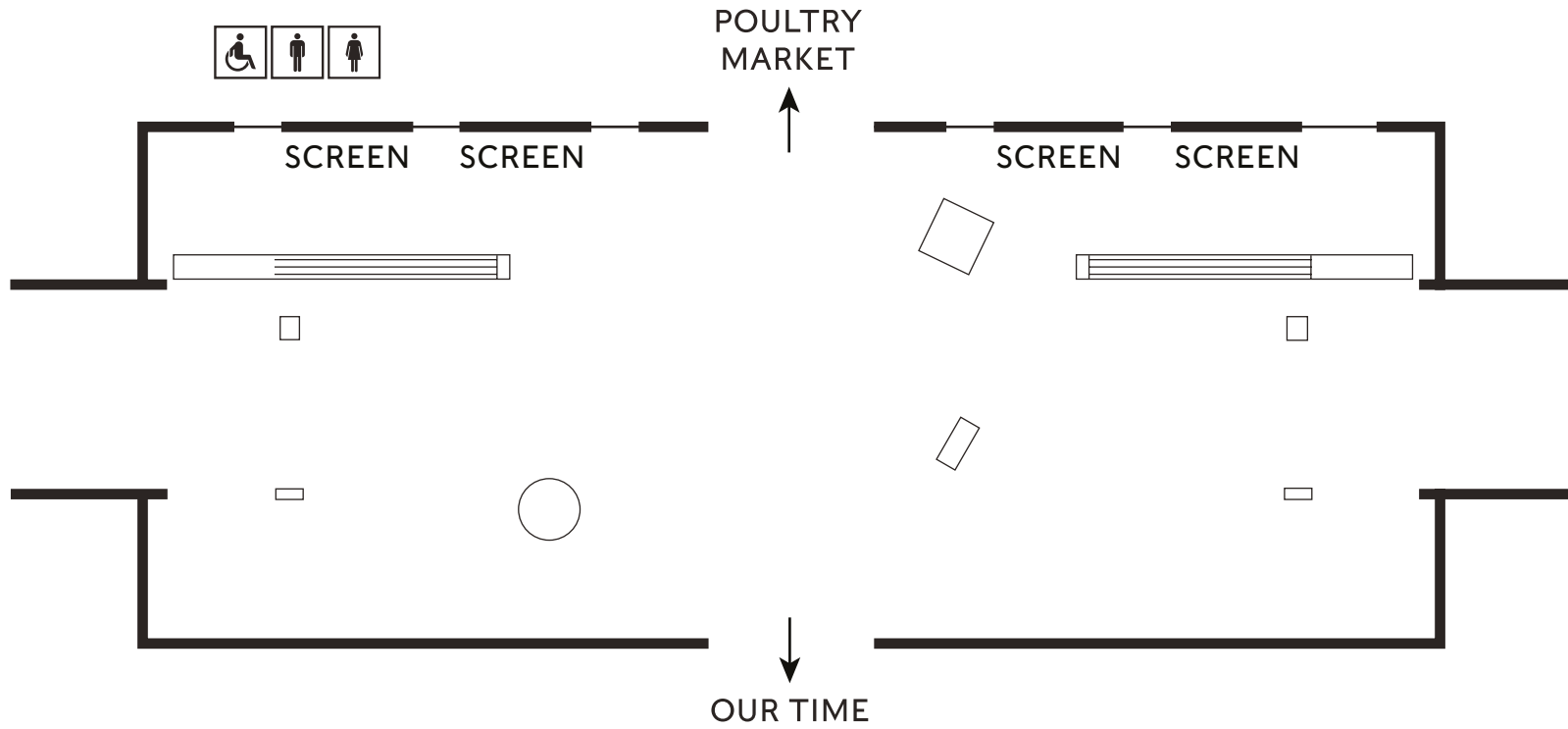


Core Features:

- > Four LED walls ideal for full brand takeovers
- > Flexible layouts for bars, food stations, live entertainment or installations
- > Street level access creating a bold and memorable arrival experience
- > Strong natural flow into Our Time for combined large-scale events

REAL TIME

979sqm
49m x 19m



GENERAL MARKET OUR TIME



OUR TIME

GRAND · ARCHITECTURAL · EXPANSIVE

Ideal for: Brand Activations · Drink Receptions · Gala Dinners · Award Ceremonies · Product Launches · Fashion Shows · Large Receptions

Capacity: 750 seated / up to 1,000 standing

This space, designed for impact and made for scale, is ideal for bringing ambitious creative visions to life. From vibrant drink receptions to elegant gala dinners and all the way to runway shows, this diverse space supports statement stage builds, large-scale brand activations and launches.

HISTORY

Once the beating heart of Smithfield's General Market, this was the city's original trading floor; alive with movement, noise, and daily exchange. Today, that energy remains embedded in its structure, carrying forward a legacy of commerce into culture.

USE & ATMOSPHERE

This is a highly flexible venue space that adapts to a wide range of uses. By day, natural light filters through the historic dome, revealing the raw beauty of the ironwork, Phoenix columns, and Victorian engineering. By night, the hall becomes a cinematic canvas, supporting everything from intimate dinners to high-impact immersive productions.

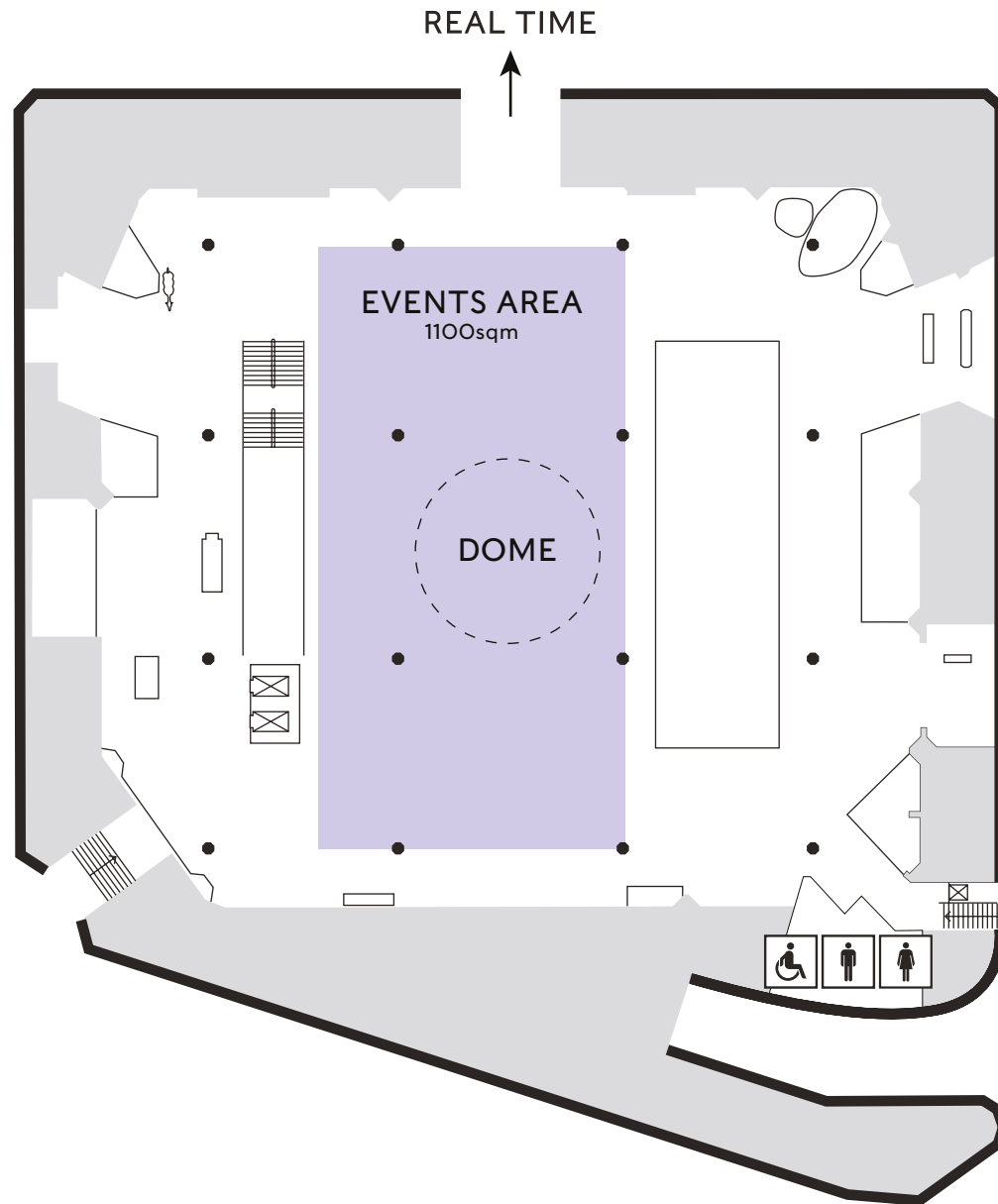


Core Features:

- > A sweeping central hall ideal for dramatic staging and large-scale builds
- > Ample space for statement dining layouts, creative takeovers, catwalks and exhibitions
- > Architectural features that enhance lighting, projection and atmospheric design
- > Seamless integration with Real Time for extended guest flow and increased capacity

As the culmination of the guest journey, Our Time delivers impact, scale and a sense of occasion. It's the perfect finale to an event that celebrates London's evolving story.

OUR TIME



GENERAL MARKET PAST TIME

HAMMERSMITH
DEEDS NOT WORDS



ROMAN
GALLERY

LONDON
IN
TIME

LD-3366

LONDON
LIFE



PAST TIME

ATMOSPHERIC · CURATED · HISTORIC

Ideal for: Networking Receptions · Curated Experiences · VIP events

Capacity: Up to 1,000 standing across selected galleries

Past Time offers a more intimate and contemplative chapter within the event journey. Set within the museum's galleries, this space invites guests to slow their pace, explore and connect whilst adding cultural depth and narrative richness to any occasion.

HISTORY

Located within the former basement level of the General Market, these spaces once served as goods stores and service areas beneath the trading floor. Built at the level of Roman London, they sit within the city's deepest historic layers, carrying traces of commerce, infrastructure and daily life across centuries.

USE & ATMOSPHERE

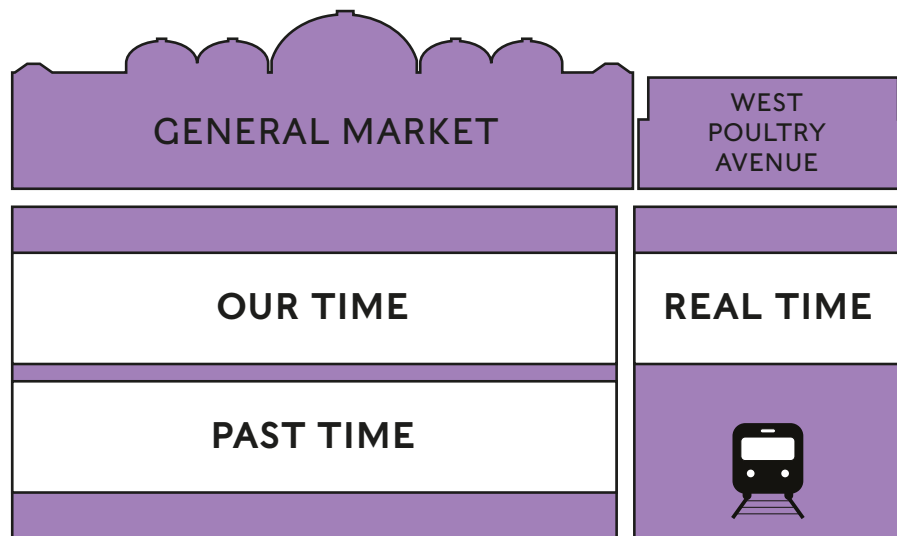
Past Time is defined by mood and materiality. Carefully lit environments, textured surfaces and layered architectural details create an evocative backdrop for drinks receptions and gatherings. Guests are free to explore selected gallery spaces at their own pace, encouraging reflection, conversation and a strong sense of place.



Core Features:

- > Exclusive evening access to museum galleries
- > An atmospheric setting that encourages exploration and engagement
- > Flexible use of selected gallery areas for bespoke experiences
- > A natural bridge between the contemporary energy of Real Time and the architectural drama of Our Time

RATE CARDS AND CAPACITIES



HIRE SPACE 19:00-23:00

General Market Exclusive Hire	£26,500
Our Time and Real Time with 1 hour Gallery Access	£22,000
Our Time and Real Time	£16,000
Our Time with 1 hour Gallery Access	£18,000
Our Time	£14,000
Real Time	£11,000
Extra hour between 23:00 - 01:00	£1,500
per hour	

CAPACITY

Room	Dinner	Standing Reception
General Market Exclusive Hire	700 with stage, 750 no stage	1500
Our Time	700 with stage, 750 no stage	1000
Real Time	50	500
Past Time		1000

CATERING OUR EVENTS



Working collaboratively with our in-house catering partner Green & Fortune, we bring culinary excellence to every event. Green & Fortune don't just offer catering; they create moments and memories.

Food and drink are at the heart of any successful occasion. Green and Fortune's team of expert chefs and mixologists craft exceptional dishes and cocktails using fresh, seasonal, and sustainably sourced ingredients to events of every scale.

From elegant drinks receptions with canapés and bowls to refined three-course seated dinners, menus are designed with flexibility and creativity at their core. Celebrating the diversity of London, Green & Fortune champion local producers while embracing global influences with London producers' menus to cultural food stalls, creating experiences that feel considered. London Museum and Green & Fortune work together to create something truly exceptional and bespoke where hospitality goes beyond service to tell a story and leave a lasting impression.

But it's about more than what's on the menu. Sustainability underpins everything Green & Fortune do. As a B-Corp accredited business, they meet the highest standards of social and environmental performance, transparency and accountability, reflecting their role in a global movement using business as a force for good. This is reflected in every area of what they bring to London Museum.



SUSTAINABILITY



London Museum at Smithfield is a story of adaptive reuse and sustainable restoration.

By revitalising the 19th-century market halls rather than replacing them, the project preserves heritage while significantly reducing the carbon footprint associated with new construction. The museum continues to embed sustainable principles across operations.

The museum's house caterer, Green & Fortune, prioritise partnerships with local, sustainably minded suppliers wherever possible, carefully sourcing seasonal ingredients at their peak.

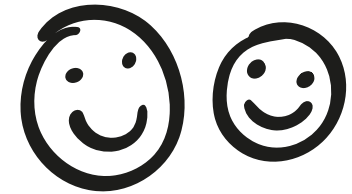
Sustainability isn't a side dish; it's on the menu in everything Green and Fortune do. Events are planned and delivered with purpose.

Select cuts of beef and lamb even come from Green & Fortune's own farm in Northumberland, ensuring quality and provenance.

Together, this marks the beginning of a thoughtful menu rotation, designed for every guest who walks through the museum's doors.



CHARITY IMPACT AND CORPORATE MEMBERSHIP



London Museum is a registered charity. When you book an event with us, you are helping to keep the museum free and open to everyone.

Your support directly contributes to:

- > Our exhibitions and curatorial work
- > Learning programmes for schools and young people
- > Community projects delivered across London

By choosing London Museum, every event helps protect and share the stories of this city for future generations.

Your support helps us bring the story of the city to life—enabling us to care for our collections, develop inspiring exhibitions, and create a dynamic cultural destination in the heart of Smithfield.

Income from venue hire and corporate memberships enables us to care for our world-class collection, develop pioneering research, stage groundbreaking exhibitions and events, and inspire young minds and Londoners of all ages through community and learning programmes.

Join Our Corporate Membership and Get Free Venue Hire

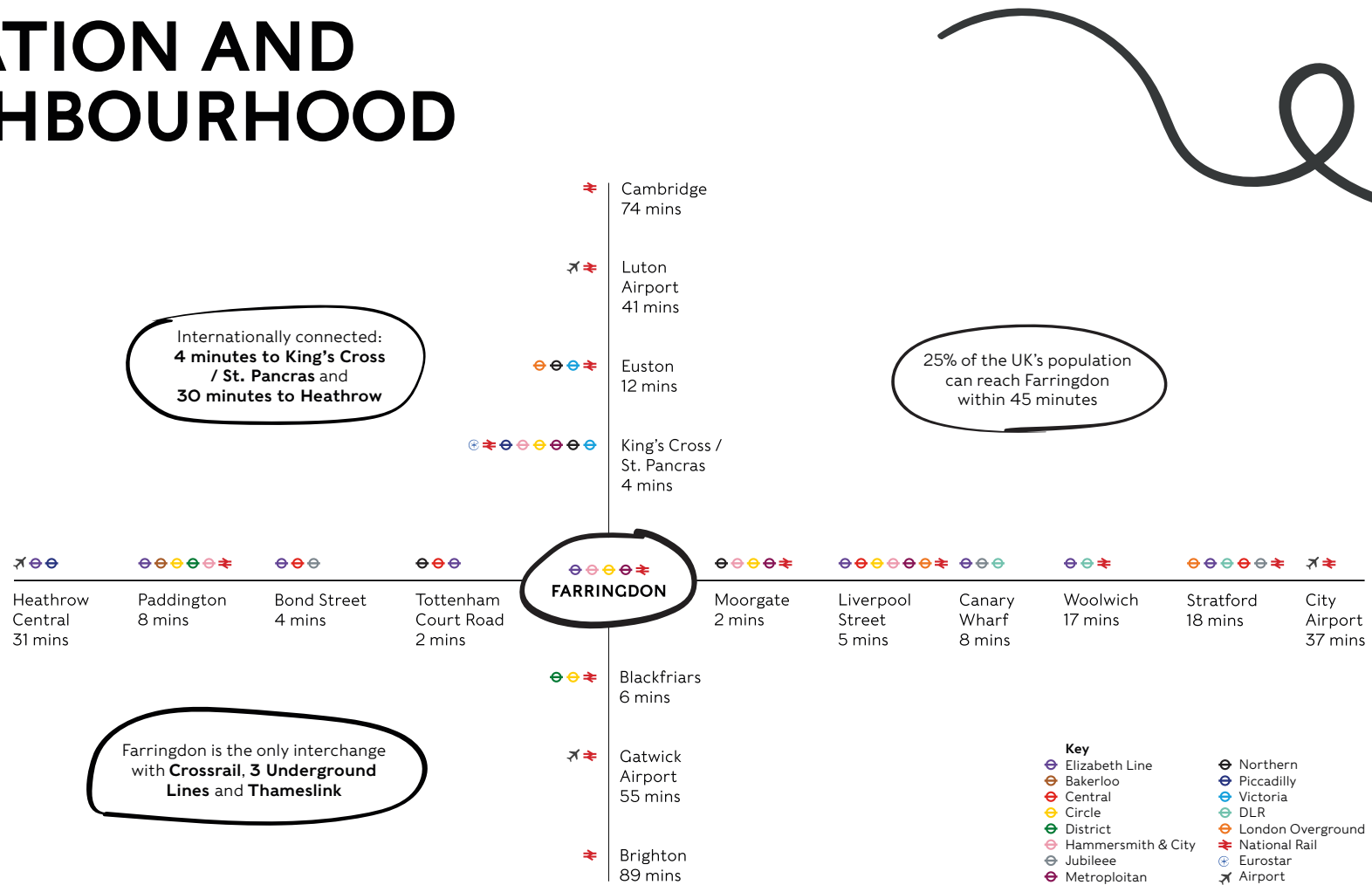
Corporate Membership offers businesses unparalleled access to the historic opening of London Museum. Members will enjoy guaranteed and complimentary hire of the museum's new spaces, stakeholder and staff engagement through exclusive invitations to our groundbreaking public programme, and prominent public alignment with our high-profile launch programme.

Through Corporate Membership, your organisation can be part of this bold vision, connecting with audiences across London and beyond, and participating in a unique opportunity to shape how the city's stories are shared with the world.

For further details, please contact -
Development@londonmuseum.org.uk



LOCATION AND NEIGHBOURHOOD



Located in the heart of Smithfield, the museum is very well-connected:

- > 7 minutes from Barbican Station
- > 5 minutes from Farringdon Station (Elizabeth, Circle, Metropolitan, Hammersmith & City lines, Thameslink)
- > 10 minutes from St Paul's and the City
- > 15 minutes from Holborn and the West End

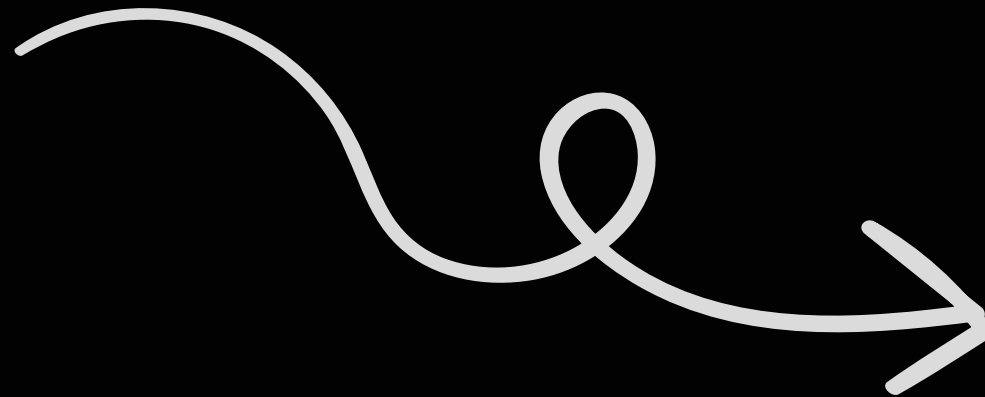
WHY CHOOSE LONDON MUSEUM?



- > **Architectural and cultural heritage** that elevates every moment and sparks conversation and connection.
- > **Unbeatable central London location**, moments from Farringdon's Elizabeth, Circle, Metropolitan and Hammersmith & City lines.
- > **Three distinctive event environments** - Real Time, Our Time, and Past Time – woven into one curated guest journey
- > **Exceptional capacity and flexibility** - host up to 1,500 guests with exclusive hire of the General Market. Ideal for brand takeovers and high-impact celebrations.
- > **A dedicated, expert events team** to support you from concept to delivery.
- > **A not-for-profit cultural institution** - your event directly supports our mission to preserve London's stories.

London Museum at Smithfield is designed with ambition in mind. Its expansive halls, adaptable layouts and dramatic architectural features allow for large-scale productions, bold creative builds and full-brand takeovers. The museum will stand as a versatile canvas for immersive experiences, high-profile celebrations and transformative event concepts.

GET IN TOUCH AND START PLANNING



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