

# The Showroom

The trailblazing London art gallery, which first exhibited Sam Taylor-Wood and Mona Hatoum, swaps East End for west to open a bold new venue.

The Guardian, 2009



## The Showroom:

The Showroom is a contemporary art space that is committed to exploring emerging artistic practices and ideas. The Showroom Gallery was founded in 1984 in the East End, occupying the Bonner Road site in Bethnal Green for over twenty years. As well as supporting young artists by presenting their first solo exhibitions in London, The Showroom has played a central role in developing discourse around contemporary art practices.

The Showroom's new 3,000 square foot building on Penfold Street has been reconfigured to provide a dynamic flexible space for its long-term growth. The Showroom reopened in September 2009, with a new programme. While continuing to support the production of new work by artists underrepresented in London, director Emily Pethick emphasises emerging practices and ideas, collaborative approaches, and projects situated in the public realm that build relationships with the gallery's new neighborhood, Church Street.



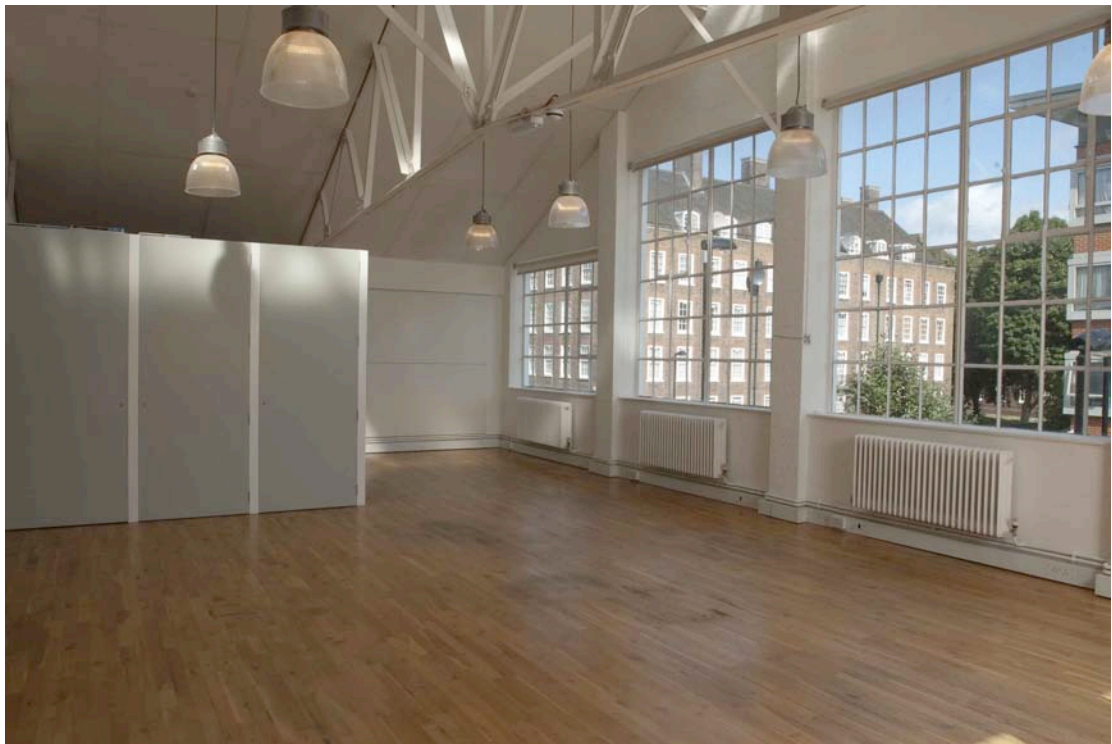
## The Space for Hire:

- The Showroom's 2800 square foot space is arranged over two floors.
- The gallery's first floor Studio is a beautiful airy and light environment for events of up to 60 people.
- The ground floor Gallery space is a big open space with a more industrial feel and allows for events of up to 200 people.
- The whole building is available for larger events.
- The space is good for corporate meetings, AGMs, workshops, training, presentations, and projects.
- As a gallery, the space is ideal for book launches, film screenings, photography shoots, performances and rehearsals.
- And a great space for a party, dinner and work breakfasts.
- The Showroom is fully accessible.
- The gallery space was renovated in 2009 by Berlin-based architects ifau and Jesko Fezer in collaboration with London's Working Architecture Group.
- The Showroom is situated in a residential area, thus music is restricted to 10pm Saturday – Thursday, and 11pm on Fridays and Saturdays.

## The Ground Floor Gallery Space



## The First Floor Studio Space



## Specifications and Charges:

### Gallery Capacity

Ground Floor: 200 people  
First Floor: 60 people

- The capacity of the Gallery varies subject to the exhibition, please refer to the Event Team for details.

### Chargers

Upstairs: Half day - £400  
Full day - £600  
Evening - £500

Downstairs: Half day - £600  
Full day - £900  
Evening - £700

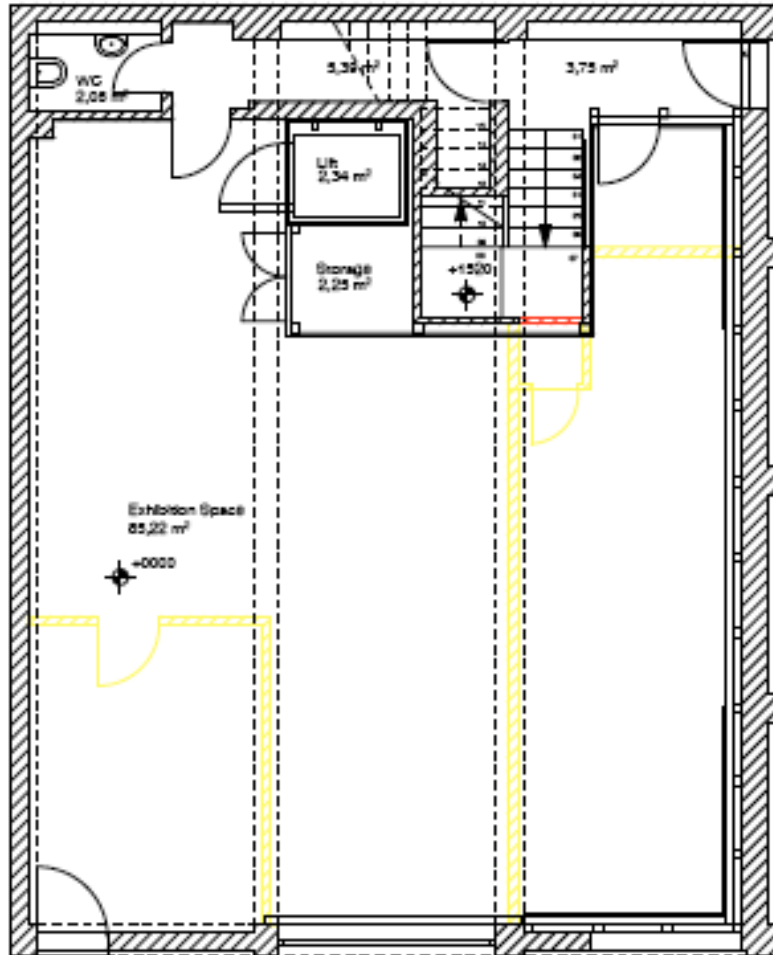
Whole Space: Half day - £700  
Full day - £1,000  
Evening - £800

Subsidised rates for charities: 25%

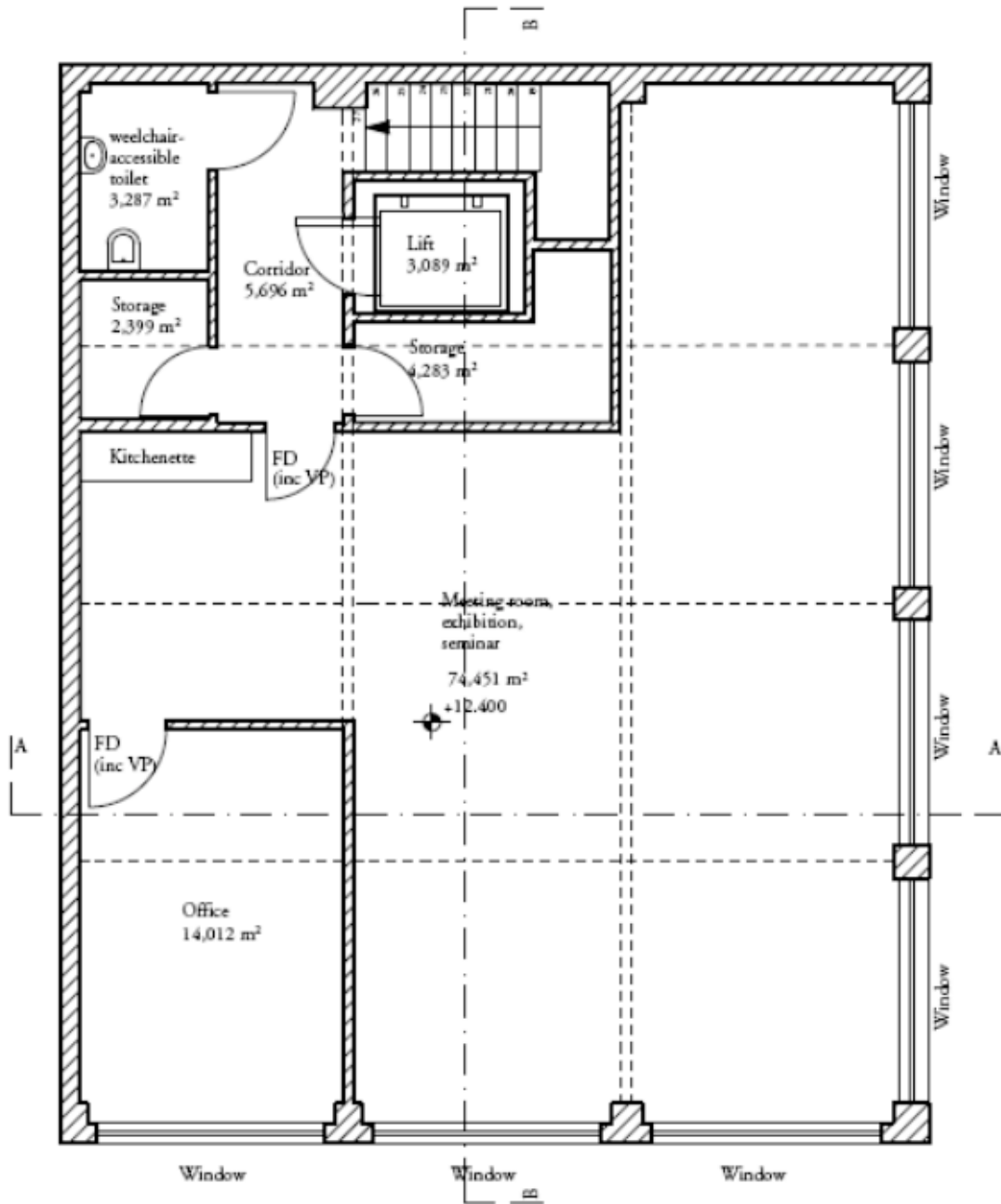
### Specifications

- Shorter slots are negotiable.
- 10% deposit required.
- There is the option of a curator led tour of the current exhibition for an additional fee of £100+VAT.
- An additional charge will be made for having two members of staff working outside of gallery hours and on weekends, of £10ph pp. If the event runs over the agreed times, this fee is increased to £50.
- Occasional fee for equipment.
- Additional charge for cleaning: £20
- Full day, Monday to Friday, 10am – 6pm.

**Gallery Site Plans**  
**DOWNSTAIRS GALLERY**



# Gallery Site Plans UPSTAIRS STUDIO



## Useful Information:

### Location

63 Penfold Street  
London  
NW8 8PQ  
T +44 (0)20 7724 4300  
info@theshowroom.org



### How to get there

#### Bus

98, 16, 332, 414, 6, N16, N98

#### Tube

Edgware Road, Paddington, Marylebone

#### Rail

London Paddington, London Marylebone, Warwick Avenue

### Car Parking

Pay-and-Display parking is available, 8.30am–6.30pm, Monday to Saturday, on the roads around the Gallery.

### Gallery Opening Hours

To the public: 12 to 6pm, Wednesday to Saturday, during exhibition dates.

Office: Monday – Friday, 10am – 6pm.

Arrangements can be made during the exhibition closure period. Please contact the Gallery for details.

**For further details of hiring the Showroom,  
please contact:**

**Holly Willats**

**+44 (0)20 7724 4300**

**holly@theshowroom.org**

