

# ASSOULINE

EVENTS AT MAISON ASSOULINE



MAISON  
ASSOULINE



## ABOUT ASSOULINE

Founded in Paris in 1994 by Prosper and Martine Assouline, Assouline is the first luxury brand on culture. It began with the desire to create a new, contemporary style of book, using the couple's experienced eye for visually rich stories and compelling narratives.

Guided by their passion for knowledge, culture and travel, the Assoulines have since expanded their vision to 1,700 titles in three main collections, along with special editions and unique library accessories—a grand oeuvre of inspiring creations. Throughout the last quarter of a century, the brand has established a network of international boutiques in prominent locations across the globe. Assouline has also inaugurated a curated library service, working closely with clients to visualize, design, and develop bespoke, one-of-a-kind libraries.

With a distinguished team of creative talents - which includes the founders' son Alexandre - the brand continues to reinvent the notion of true luxury. Assouline's roster of collaborators includes some of the world's most respected brands, artists, photographers, writers and designers.

Assouline continues to exude an unparalleled signature style and elegant savoir faire, which has globally redefined modern publishing.

# MAISON ASSOULINE

Since opening its doors in 2014, Assouline's first international flagship, Maison Assouline is London's cultural concept store, an oasis of culture and style in the heart of bustling Piccadilly.

Originally a banking hall designed by Sir Edwin Lutyens in 1922, the Grade II-listed building was one of the most iconic locations in the capital and is now home to the all-encompassing Assouline cultural lifestyle hub.

Elected one of the world's most beautiful bookstores by Town & Country (January 2017), Maison Assouline embodies the brand's signature style and all that accompanies it.





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*One Entrance, Three Experiences*

## Maison Assouline

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Grande Salle Space

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Swans Bar Private Hire

## Medium Scale Events

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Grande Salle Pop Up/Showcase  
Corporate Cocktail Reception

## Large Scale Events

Book Signing/Launch  
Brand Collaboration

## ONE ENTRANCE, THREE EXPERIENCES

Tailored to appeal to an abundance of culture enthusiasts and connoisseurs. Maison Assouline situated on London's Piccadilly presents multiple floors and event concepts to its consumer, each possessing a different atmosphere designed to excite, captivate and charm.

Maison Assouline provides dynamic and exciting retail theatre 52 weeks of the year.

Ground Floor  
Inspiring & Cultured

First Floor  
Luxurious & Bespoke

Capacity  
120 guests cocktail reception  
35 guests seated dinner





## MAISON ASSOULINE

### Ground Floor, Mezzanine & Swans Bar

Our ground floor and mezzanine gives you an amazing space that can seat up to 60 people and hold an event for 120 people with the iconic Swans Bar perfectly positioned for this reason.

Ground Floor - 1,340 sqft | 124 sqm

Swans Bar - 520 sqft | 48 sqm

### The Grande Salle

The Grande Salle (Private Room) is ideal for more intimate events - its complimenting backdrop undeniably creates an unforgettable experience.

840 sqft | 78 sqm



## SMALL SCALE EVENTS

### OVERVIEW

Intimate, small scale events are designed to provide a true VIP experience for our most valued clients and guests, offering them only the most exceptional level of personal service in an exclusive and effortlessly chic environment. The central London environment will provide a refined and dynamic space for small corporate events, allowing executives to partake in formal gatherings whilst relishing in the distinctive Assouline experience. Inspired by the level of service found within first-class London hotels, the concepts proposed are centred around set packages, ensuring that events are delivered to the highest quality within restrictive lead times. In keeping with our aspirational approach, each event concept will have the opportunity to be tailor-made to your requirements. These small scale packages are designed to fit perfectly within trading hours and those added touches such as breakfast, lunch or pre theatre gatherings.

### EXAMPLE EVENTS

- Intimate networking and executive gathering
- VIP previews and sales
- Breakfast presentations

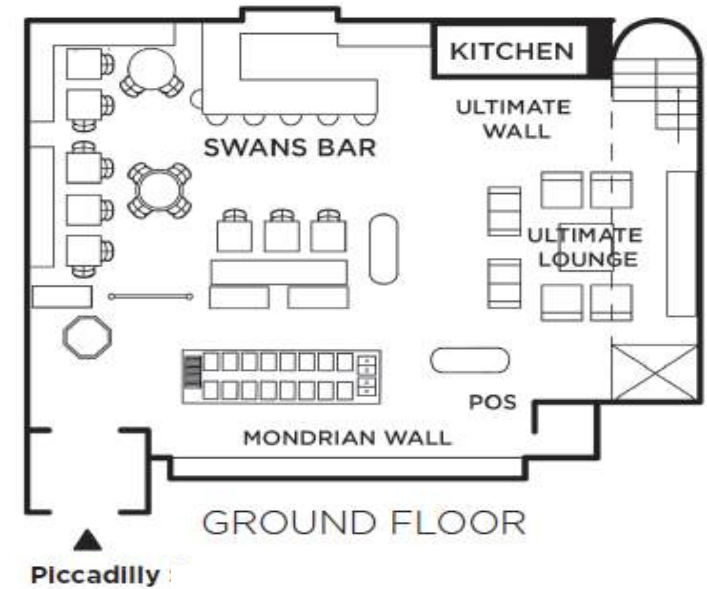
### SUGGESTED GUEST NUMBERS

5 - 20 Persons

### SUGGESTED TIME

Breakfast 10:30 - 12:00

Evening 18:30 - 21:30



## MEDIUM SCALE EVENTS

### DINING EXPERIENCE

### CONCEPT & FORMAT

The possibility to be held on either floor, the unique and elegant event will provide guests with an unforgettable high-end dining experience, allowing them to enjoy the grandeur of the Maison. The event is designed to create an intimate but social atmosphere for around 30-40 guests, creating the perfect environment for optimum exposure to key personnel.

Within this concept, the main dining area remains hidden to guests upon entrance to build suspense during the drinks reception within Swans bar on the ground floor. As guests then ascend to the 1<sup>st</sup> floor for the main event the Grande Salle is revealed as a luxurious dining experience.

Although proposed as an evening event, the dynamic dining experience may be used across multiples of catering platforms, including early morning breakfast events.







## MEDIUM SCALE EVENTS

### OVERVIEW

Dynamic, medium scale events are designed with the purpose to place emphasis on showcasing the vast space and to experience all dimensions of the Maison. Medium scale events intend to maximise the space, offering more than any other luxury brand within the industry.

The concepts proposed are centred around a solid brand presence with minimum dilution, using the space to its full potential in order to provide engaging and entertaining experiences. The concept is a real opportunity for clients of the same first-class standard, to host unique events and experiences

### EXAMPLE EVENTS

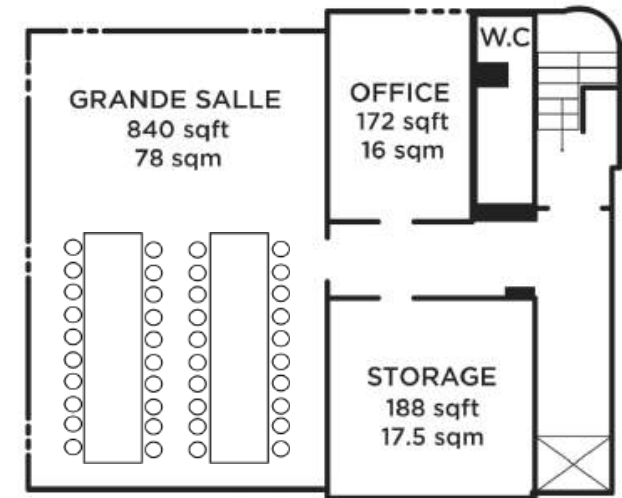
- Dining experience
- Single book launch/signing
- Private bar hire experience
- Corporate gathering

### SUGGESTED GUEST NUMBERS

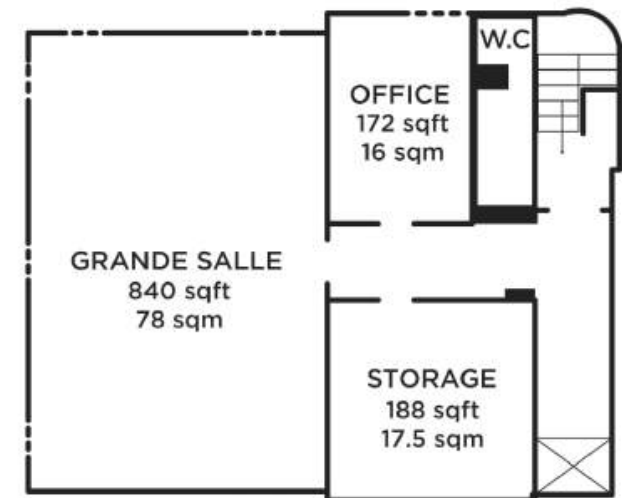
20 - 50 Persons (Standing)  
12 - 32 Persons (Seated)

### SPACE

Medium scale events that operate outside of trading hours should be held mainly over the ground & first floor, with the use of the lower ground floor toilets only.



FIRST FLOOR



FIRST FLOOR

## LARGE SCALE EVENTS

### CONCEPT & FORMAT

Held across the whole Maison, this truly is an experience of grandeur. This event is designed to showcase the Maison's forward thinking and diversity of its One Entrance, Three Experiences Concept. Guests will be invited to explore the entire Maison and Bar while fully experiencing the offerings available.

As each floor is tuned to its own beat, the ground floor will set the mood featuring renowned entertainment oozing with culture & sophistication. Followed by the Grande Salle on the first floor offering an intimate environment allowing guests to soak in atmosphere whilst enjoying a drink at a champagne bar.

This event would serve as the pinnacle in the calendar of any culture enthusiast.





# LARGE SCALE EVENTS

## OVERVIEW

Grand Experiences are designed with one dominant purpose; to expose and flaunt Maison Assouline's flawless retail theatre concept to all client demographics, truly demonstrating the Maison's aspirational purpose, and amplifying the sheer scale of Maison Assouline in London.

## EXAMPLE EVENTS

- Multi-brand exhibition
- Book Launch/Signing
- Culturally relevant events

## SUGGESTED GUEST NUMBERS

50 - 120 Persons (*Capacity 120*)

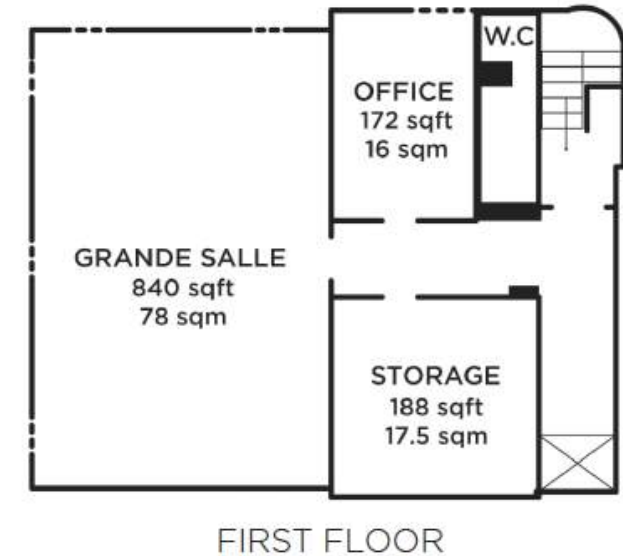
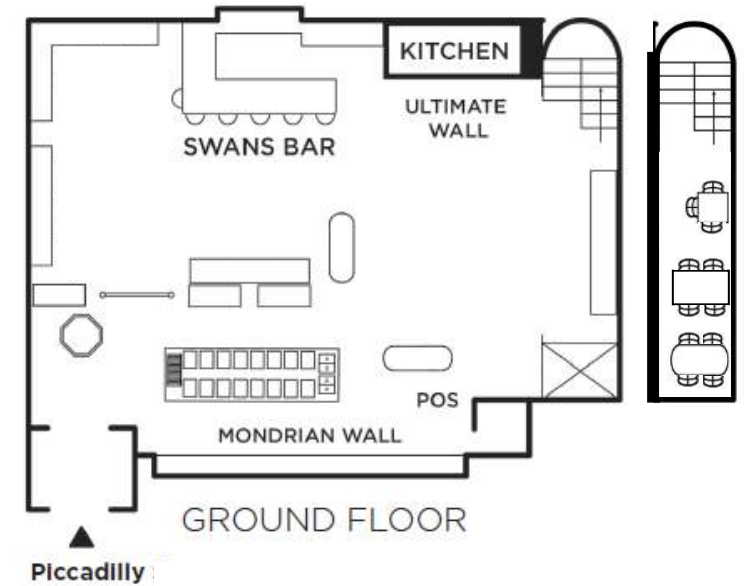
## SPACE

Swans Bar - 520 sqft | 48 sqm

Grande Salle - 840 sqft | 78 sqm

Total Ground Floor - 1,340 sqft | 124 sqm

*\*All floors will be available to guests.*



## EVENT SPACES

### Peak | (Oct - Feb)

#### Swans Bar (Only)

£3,600 *minimum spend*

*(evening hire only 6pm - 11pm)*

#### Ground Floor & Mezzanine

*Including Swans Bar*

£7,000

#### Grande Salle (Private Room)

£2,200

#### Entire Maison Assouline

£12,500

### Off-Peak | (Mar - Sep)

#### Swans Bar (Only)

£2,950 *minimum spend*

*(evening hire only 6pm - 11pm)*

#### Ground Floor & Mezzanine

*Including Swans Bar*

£6,000

#### Grande Salle (Private Room)

£2,000

#### Entire Maison Assouline

£11,000

*Please note these costs are on a room hire basis only, and not inclusive of food and beverage costs.*

*Room hire is available during Maison opening hours (Mon - Wed 10:30am - 9pm, Thur - Sat 10:30am - 11pm).*





## CONTACTS

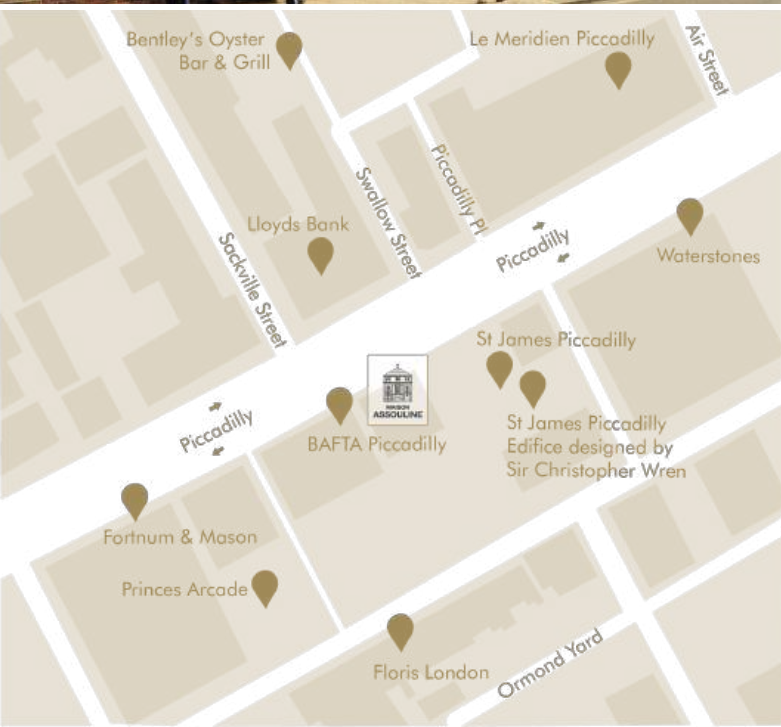
To book your forthcoming exclusive events, please contact:

Events | Maison Assouline

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Email: [londonevents@assouline.com](mailto:londonevents@assouline.com)



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