



CORPORATE EVENTS & PRIVATE HIRES

INTRODUCING UNDERBELLY BOULEVARD SOHO

Underbelly Boulevard Soho marks the first permanent entertainment venue for world leading company Underbelly. Nestled in the very heart of Soho between Berwick Street and Brewer Street, Underbelly Boulevard Soho is a new entertainment and event destination for London featuring a state-of-the-art theatre, a restaurant, cocktail bar and a studio. All under one roof. All in the very centre of London's West End. All ready and waiting for your next event.

Established in 2000 by Ed Bartlam and Charlie Wood at the Edinburgh Festival Fringe, Underbelly is a leading producer of live productions, festivals and major events. Current and previous festivals and events include Underbelly at the Edinburgh Fringe, Underbelly Festival Southbank, Underbelly Festival Cavendish Square, Edinburgh's Christmas, Edinburgh's Hogmanay, Christmas in Leicester Square and Trafalgar Square and Underbelly at Depot Manchester.

Underbelly is the original lead producer (with ATG Productions) of the seven times Olivier award-winning production of *Cabaret at the Kit Kat Club* in the West End. Recent and current productions also include *Macbeth* starring Ralph Fiennes and Indira Varma, Drew McOnie's *Nutcracker at the Tuff Nutt Jazz Club* at the Southbank Centre, and trailblazing cabaret/variety show *La Clique* in London, Manchester and Edinburgh.





Underbelly Boulevard Soho boasts a fully flexible auditorium which features adjustable floor and rotating circles allowing for multiple configuration options

STAGE YOUR NEXT EVENT AT UNDERBELLY BOULEVARD SOHO

Underbelly Boulevard Soho is the epitome of technological advancement when it comes to auditoriums. Whether you're hosting a performance, a presentation, a fashion show, or a live music gig - our auditorium is designed to meet all your needs and preferences with the touch of a button. With access to multiple seating and staging configurations, you have the freedom to choose from a traditional theatre layout, cabaret and table seating, in-the-round, a runway, or bespoke layouts to suit your preference.

The auditorium boasts a state-of-the-art lighting system with easy-to-use LED lighting, placed within the walls that can be customised to all moods and brand colours. You can create any atmosphere you desire, whether it screams excitement, serenity or even mystery. The technology that we offer gives you the ability to engage and captivate your audience like never before, making any event unforgettable.

- ✓ Presentations
- ✓ Theatre
- ✓ Runway Events
- ✓ Product Launches
- ✓ Team Away-Days
- ✓ Live Broadcasting*
- ✓ Filming
- ✓ Fundraisers
- ✓ Award Ceremonies
- ✓ Graduation Ceremonies

- ✓ Screenings
- ✓ Live Music Performances
- ✓ Exhibitions
- ✓ Book Talks
- ✓ Key Note Presentations
- ✓ Lectures
- ✓ Workshops & Rehearsals
- ✓ Auditions
- ✓ Community Gatherings
- ✓ Parties
- ✓ Receptions
- ✓ Auctions

MULTIPLE LAYOUT, CONFIGURATION & SEATING PLAN OPTIONS



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TECHNICAL PACKAGES

When hiring the auditorium, our standard technical package is included to cover all your needs for your presentation.

For more elaborate events, additional tech assistance and equipment are available at an additional charge. Please enquire via hires@underbellyboulevard.com for specific quotes.

STANDARD TECH PACKAGE INCLUDES

- Room set up to agreed seating configuration
- Use of our screen & projector or 65" TV Screen on moveable stand* (for presentations)
- Tech set up to an agreed lighting and sound state with in-house tech to oversee the event
- Venue to provide all relevant front of house, bar and management staff
- 2 x handheld microphones
- Use of lectern
- Access to backstage area for preparation

**TV is compatible with most apps as well as Apple AirPlay*

"The Underbelly Boulevard was an ideal venue for our event. The auditorium's versatility allowed us to completely transform the space to fit our vision, and the Underbelly team provided exceptional support, ensuring every detail was executed flawlessly." - TodayTix

AUDITORIUM CAPACITIES

Standing	Up to 250
End-On Seated	Up to 200
In-The-Round	Up to 200
Runway	Up to 200
Cabaret (Table Seating)	Up to 160
Traverse	Up to 160
Dinner	Up to 90

"As an independent theatre producer, Underbelly Boulevard Soho has been a game-changer for me. Its versatility is incredible – it adapts to whatever vision we bring, whether we're staging something intimate in-the-round or pushing boundaries with more unconventional setups. The flexibility of the space means I've been able to experiment and create shows that really connect with the audience in ways I wouldn't have thought possible elsewhere.

What sets Underbelly Boulevard apart is how it brings performers and audiences closer together. There's no traditional divide here – it's a space where theatre feels alive, where the audience becomes part of the experience. It's the kind of place that makes you feel like anything is possible, and it's been an absolute pleasure to work with a venue that's so open to creativity and innovation."

- Matty Hurst, Producer



Bespoke seating plans can also be created



LICENCED BAR

Our wonderful first-floor bar is stocked full of only the finest selection of wines, beers, cocktails and soft drinks.

With a stunning array of delicious beverages to choose from, your guests will be spoiled for choice throughout the night.

Whether you're planning a sleek and sophisticated corporate event, a casual gathering with friends or a formal occasion such as a wedding, our bar is the perfect addition.

Private hire available from £800+VAT per hour

Email [hires@underbellyboulevard.com](mailto: hires@underbellyboulevard.com) to discuss curated drinks packages and smaller parties!



Stalls Lounge Bar

Up to 60

Main Bar / Restaurant Level

Up to 180 (up to 120 if not including restaurant area)

Restaurant

Up to 45 seated, Up to 60 standing

THE STUDIO

In addition to our versatile auditorium and bars, we offer the use of our spacious Studio for your private events.

Perfect for workshops, rehearsals, casting, meetings, and even intimate gatherings, our soundproof and fully air-conditioned Studio and can be tailored to your specific needs. The room comes with floor-to-wall mirrors and, depending on availability, can have a PA available.

Our experienced team will ensure that your event runs smoothly from start to finish. For those who prefer something more intimate, we also offer smaller private spaces away from the bustling atmosphere of the main bar. You can enjoy a quieter atmosphere and personalised service while still enjoying the vibrant energy of Soho. Whatever your needs may be, we've got you covered at Underbelly Boulevard Soho – the perfect venue for any occasion.

Seated (Meeting Layout)

Up to 30

Standing

Up to 40

Size





ADD SOME UNDERBELLY MAGIC TO YOUR EVENT...

If you're looking to add some extra sparkle to your night, look no further than our events and shows!

Our productions offer an unforgettable experience for all. With group rates available, it's the perfect choice for larger parties who want to experience the magic of Underbelly Boulevard Soho together.

So, whether it's a birthday, celebration, or corporate event, we're the place to go for a night to remember.

Visit **underbellyboulevard.com** to see all upcoming shows!

You can also elevate your own event with Underbelly's extensive network of talent. From cabaret artists to singers, dancers, circus acts and comedians, we can offer a kaleidoscope of entertainment options. Inject energy and excitement into your gathering, creating unforgettable memories for your guests with our diverse roster of performers.

Enquire via **[hires@underbellyboulevard.com](mailto: hires@underbellyboulevard.com)**



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THEATRE
PROJECTS

IP LEAGUE OF
INDEPENDENT
PRODUCERS



concord



ADVERTISING
ASSOCIATION

NESCAFÉ

ebuyingtime

TESTIMONIALS

*"Underbelly made us feel so welcome for our 2024 Graduate Showcase.
The space is beautiful and it was a real pleasure to be there!"*

- The Bridge Theatre Training Company

"I want to say a massive thank-you to you and your excellent team. The event was a massive success and as I said we've never had such an easy venue to work with. Your staff are brilliant ...the feedback from our guests was glowing."

- GTW Club Roadshow

"The space is so unique and fun, it exceeded our client's expectations and we had really positive feedback around the whole experience. Our guests loved the food and we really can't wait to host another event with you!"

- Buying Time

"What a fantastic venue! The building itself is beautifully designed and the theatre was perfect for our team away day – with a brilliant AV set up, the ability to customise layout to your needs and a space that managed to seat our whole team comfortably whilst not being so large that it was difficult for presenters to interact with the audience."

- Sky Creative

"The quality of the venue really helped to enhance our 'brand' and to make people choose to attend the open meeting - the venue has to be a reason why people wanted to come to the open meeting and Underbelly really delivered. The bar area is beautiful and the whole building worked perfectly and was perfectly accessible - just what we needed."

- Equity

"Underbelly was the most perfect venue for our annual Picador Showcase industry event. From the planning and organisation to the hospitality on the night, the experience was excellent, smooth-running and faultless. We would recommend Underbelly for anyone looking to create an incredible and memorable night."

- Pan Macmillan

"Not only is the venue absolutely stunning, its ability to be fully customisable in terms of layout set it apart from other theatres I've worked in, making it the perfect location for non-traditional productions."

- Tigz Rice, Photographer

PREFERRED CATERER OFFER

artusi



After opening their first location in Peckham in March 2014, Artusi joined Underbelly Boulevard Soho in 2025 as our preferred caterer. Artusi is Italian-inspired (but always up for creating customised menu items) and prides itself on reflecting the best possible seasonal produce available!

Breakfasts | Canapes | Bowl Foods | Buffets

Detailed menus are available on request.



1950'S TO PRESENT DAY

The Boulevard has always had a monumental presence in Soho. It was first established by Paul Raymond, who created a sister venue to the famous *Raymond Revue Bar*. He staged his notorious shows throughout the 1950s and 1960s, known worldwide as the hedonistic home of 'naughty but nice' entertainment. The venue was officially named The Boulevard Theatre in the 1970s.

The theatre faced many challenges in the 1990s, including competition from other venues, changing attitudes towards adult entertainment, and increasing regulations on adult establishments in general. As a result, it closed its doors in 1993.

Despite the closure, the legacy of the Boulevard Theatre continued to live on, with many people remembering it fondly as a significant part of the history and culture of Soho. In the years that followed, there were several attempts to revive the theatre, but it wasn't until 2019 when Fawn James, the grand-daughter of the theatre's founder, embarked on a renovation with a new artistic direction that the Boulevard Theatre was finally reopened, having been closed for over 25 years.

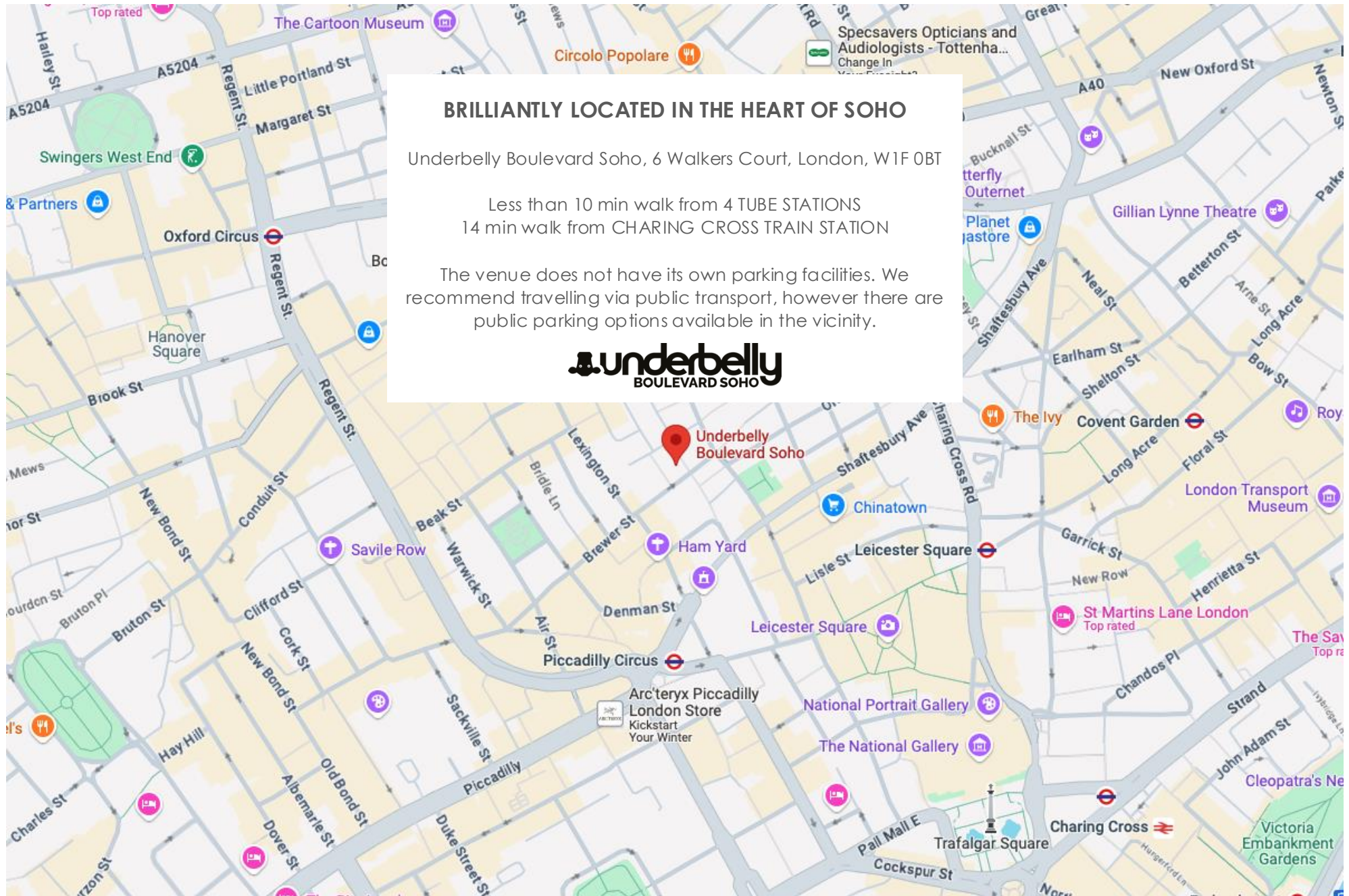
On October 17th 2023, London's Boulevard Theatre reopened as **Underbelly Boulevard Soho** under directors Ed Bartlam and Charlie Wood.

BRILLIANTLY LOCATED IN THE HEART OF SOHO

Underbelly Boulevard Soho, 6 Walkers Court, London, W1F 0BT

Less than 10 min walk from 4 TUBE STATIONS
14 min walk from CHARING CROSS TRAIN STATION

The venue does not have its own parking facilities. We recommend travelling via public transport, however there are public parking options available in the vicinity.



Special Screening and Q&A

LAST ONE LAUGHING

Last One Laughing will launch on 20th March,
with four episodes and the final two episodes will
launch on 27th March exclusively on Prime Video

General features embargo: 00.01 11th March
Review embargo: 00.01 19th March

#LastOneLaughingUK | @PrimeVideoUK



CONTACT US FOR MORE INFORMATION

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underbellyboulevard.com