



**PRIVATE HIRES & CORPORATE EVENTS**

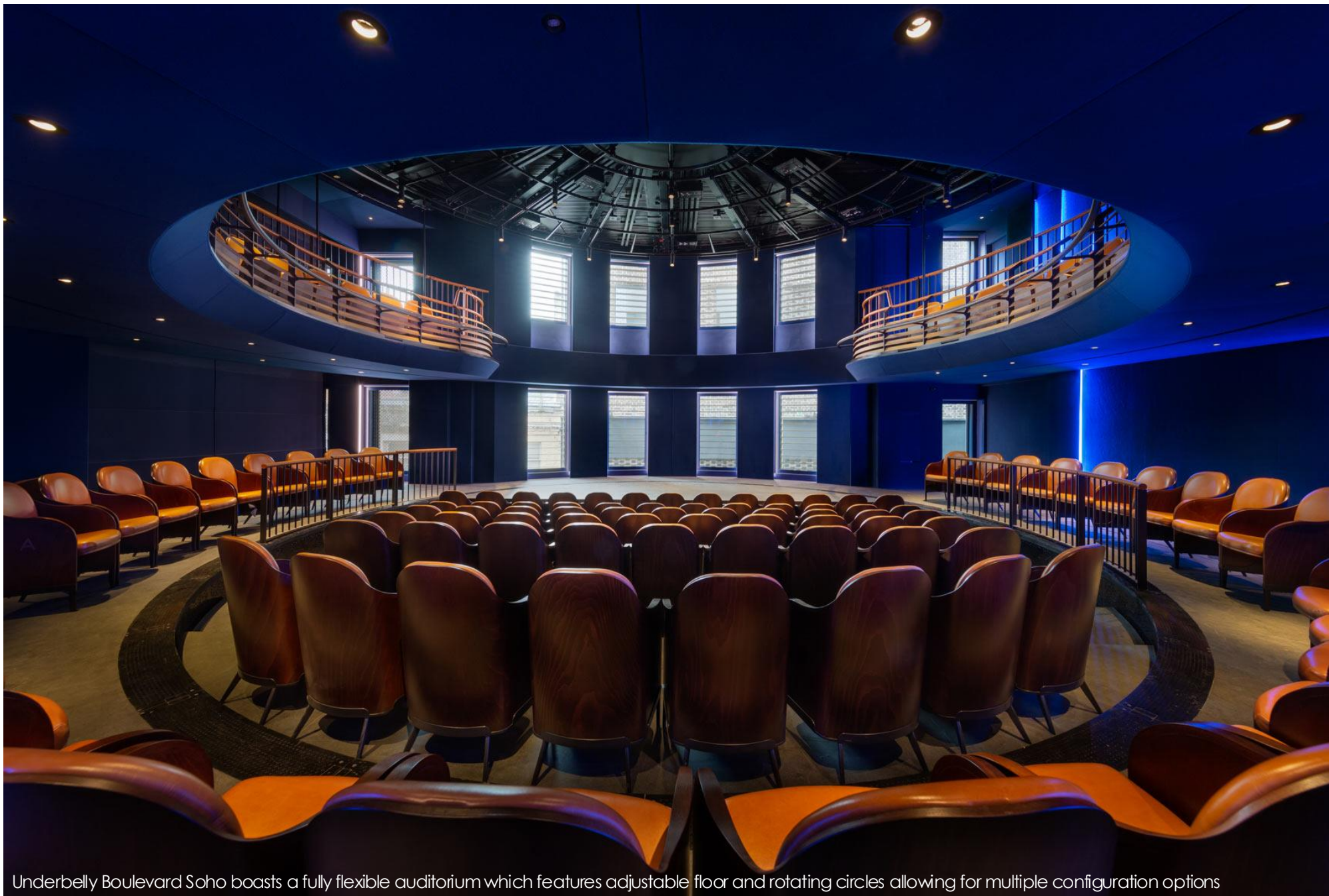
## INTRODUCING UNDERBELLY BOULEVARD SOHO

Underbelly Boulevard Soho marks the first permanent entertainment venue for world leading production company, *Underbelly*. Nestled in the very heart of Soho between Berwick Street and Brewer Street, Underbelly Boulevard Soho is an entertainment and event destination located in central London and features truly unique facilities.

Including step-free accessibility routes to each floor, alongside a fully reconfigurable state-of-the-art auditorium complete with a slick backstage area and dressing room, a decadent art deco Main Bar that boasts luxury and sophistication for setting strong first impressions, accompanied by a decorative LED lit Stalls Bar for effective transition into the LED strips that circulate our auditorium – programmed to match your brand or event atmosphere. In addition, our studio can be hired for breakouts, a green room, holding area, meeting space, VIP settings and can be block-booked for rehearsals, workshops, casting or set builds. All under one roof. All within London's glittering West End. All ready 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, so you can feel confident that your event is in good hands. Previous and current festivals, events and shows include *Underbelly at Edinburgh Fringe*, *Underbelly Festival Southbank*, *Underbelly Festival Cavendish Square*, *Nevil Holt Opera Festival*, *Christmas in Leicester Square & Trafalgar Square* and is the originating and lead producer (with co-producer *ATG Productions*) of the West End's seven-time Olivier Award winning production *Cabaret at the Kit Kat Club*, beside part-circus-part-cabaret breathtaking sensations *Sophie's Surprise Party* and *La Clique*, as well as a prior line-up of staller tours and runs including *Macbeth* - Ralph Fiennes and Indira Varma.





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*

Hosting a conference, live stream or broadcast? What about a performance or live music gig, fashion-show, company day, presentation or awards ceremony? Our auditorium is designed to meet all your needs and preferences at the touch of a button. Exceptionally designed for multiple seating and staging configurations, you can choose from a variety of layouts and seating plans. Traditional theatre end-on, cabaret, in-the-round, runway, traverse, open standing or an approved bespoke setup... you've got it.

The auditorium is equipped with a state-of-the-art lighting system and built in LED strips that line our lace-debossed paneled walls – they can be customised to any colour or mood with an endless range of outstanding effects (from fading or flickering to strobe and chases) – with the ability to create any atmosphere you desire. Whether it screams excitement, serenity, mystery or a visual delight of wonderment, we can cost up something genuinely unique for your event, to fit perfectly around any of your planning.

The technology we offer provides audiences with real captivating engagement like never before... creating unforgettable events!

- ✓ 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



*"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." **Todayfix***

## MULTIPLE LIGHTING, DRESSING & RIGGING OPPORTUNITIES



"The space is so unique and fun, it exceeded our client's expectations and we had really positive feedback around the whole experience."

**Buying Time**



## TECHNICAL PACKAGES

When hiring the auditorium, our *Standard Tech Package* is included to cover a general range of presentations.

For more elaborate events requiring more detailed tech requests, extra technical assistance, external equipment and / or additional staffing, we are able to quote you on a bespoke package that fits your event's arrangements best.

Please enquire via [hires@underbellyboulevard.com](mailto: hires@underbellyboulevard.com) for a quote on your specific event AV and technical plans.

## STANDARD TECH PACKAGE

- Room setup to agreed seating configuration
- Use of our screen & projector or one of our: 2 x 65" TVs
- A basic state agreed setup for lighting and sound with an in-house technician to oversee the event / troubleshoot
- 2 x handheld microphones
- Use of lectern
- Access to backstage area

*TV is compatible with most apps as well as Apple AirPlay – each TV is set on a portable stand but there is an extra fee for using a second screen\**

# AUDITORIUM CAPACITIES

|                                               |                     |
|-----------------------------------------------|---------------------|
| Standing                                      | Up to 250           |
| End-On Seated                                 | Up to 213 ( +20st ) |
| In-The-Round                                  | Up to 212 ( +20st ) |
| Runway                                        | Up to 220 ( +20st ) |
| Cabaret ( plus balcony seating of 54 & 20st ) | Up to 98 ( 1-leaf ) |
| Traverse                                      | Up to 160           |
| Dinner                                        | Up to 80            |



*"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."*

Producer, **Matty Hurst**



Bespoke seating and staging plans can be created



## LICENCED BAR

Our wonderful first-floor cocktail bar is stocked full of only the finest selected wines, beers, cocktails, mocktails, soft drinks and a new 0% alcohol range.

With a stunning array of delicious beverages to choose from your guests will be spoilt for choice!

Whether you're planning a sleek and sophisticated corporate event, a casual gathering with friends or a formal occasion such as a wedding reception, our Main Bar has flexibility to accommodate any event.

*Private / Exclusive Hires start from £600+VAT per hour*



Email [hires@underbellyboulevard.com](mailto:hires@underbellyboulevard.com) for availability and to discuss curated drink packages and catering.

## Stalls Lounge Bar

Up to 60

## Main Bar / Restaurant Level

Up to 200 (or 120 if the back cabaret area isn't required)

## Cabaret Corner

Up to 45 seated, Up to 60 standing

*Tables, chairs and the venue's equipment are all removable for a storage fee.*

# THE STUDIO

As well as our versatile auditorium and bars, for an additional or independent hire house a spacious studio.

Perfect for meetings, breakouts, workshops, rehearsals, casting and intimate gatherings, our sound-proof 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 Underbelly Boulevard Soho. Whatever your needs may be, we've got you covered at Underbelly Boulevard Soho – the perfect venue for any occasion.

## Seated (Meeting Layout)

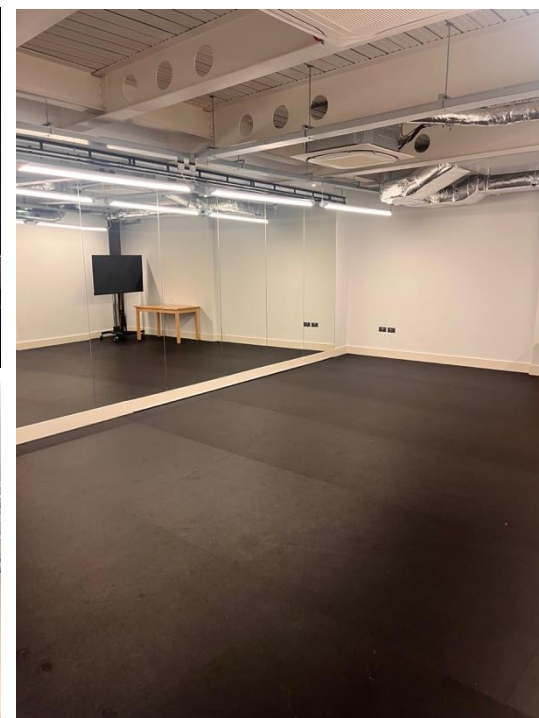
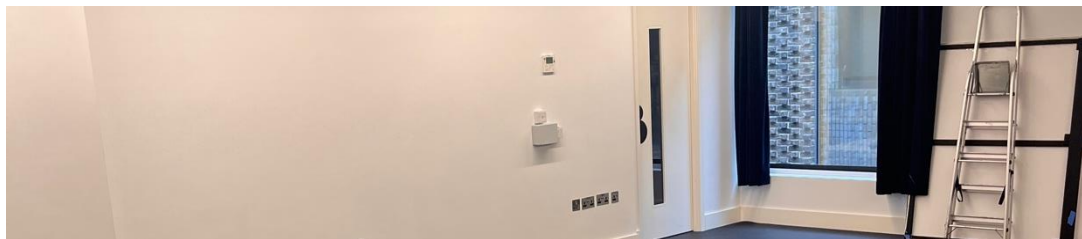
Up to 30

## Standing

Up to 40

## Size

28ft x 19ft





## 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 together.

So, whether it's a birthday, celebration, or corporate event, Underbelly Boulevard Soho is the place to go for a night to remember.

Visit **[underbellyboulevard.com](http://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)**

**Rose  
Bruford  
College**



**Chortle**

## RECENT CLIENTS



**ST  
MARKS  
STUDIOS**  
B R A N D  
E X P E R I E N C E

**ADVERTISING  
ASSOCIATION**

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Union**

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**HBO  
max**

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**NESCAFÉ**

**NETFLIX**

**B B C**

**LIPA**  
THE LIVERPOOL INSTITUTE  
FOR PERFORMING ARTS

**concord**

**todaytix**

The Santander logo features a red flame icon to the left of the word 'Santander' in a red, sans-serif font.



**IP** LEAGUE OF  
INDEPENDENT  
PRODUCERS

**GAYTIMES**

**LAMDA**  
London Academy of Music & Dramatic Art

**M** MULTITUDE  
MEDIA



**GO LIVE  
THEATRE  
PROJECTS**

**NFTS** | NATIONAL  
FILM AND  
TELEVISION  
SCHOOL

**MOMENTUM EVENTS**

**esa** european  
sponsorship  
association

**ROYAL CENTRAL**  
SCHOOL OF SPEECH & DRAMA  
UNIVERSITY OF LONDON



**sky** creative

**@buyingtime**

## TESTIMONIALS

"We have been delighted to work with Underbelly Boulevard Soho on our Masters' Graduate showcase on more than one occasion now. The space is brilliant, so flexible and smart, the bar/lobby space elegant, location perfect, and staff always accommodating and friendly. We couldn't be happier!"

**LAMDA**

"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**

"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**

"When we discovered Underbelly Boulevard Soho, we instantly knew it was the perfect home for the Capital XTRA Comedy Club. Huge thanks to their excellent technical and FOH team — we loved working with everyone and look forward to many more events together.."

**Global**

## PREFERRED CATERER OFFER

MIZNON



*Mix & Blend*  
FOOD CATERING SERVICE



artusi



We work with an exceptional list of preferred caterers that we have personally vet to meet a variety of budgets & menus. Whether you're looking for a bespoke feast, or budget friendly option, we'll recommend the right caterer for you.

BANTOF

Breakfasts | Canapes | Bowl Foods | Buffets

Bespoke menus are available on request.





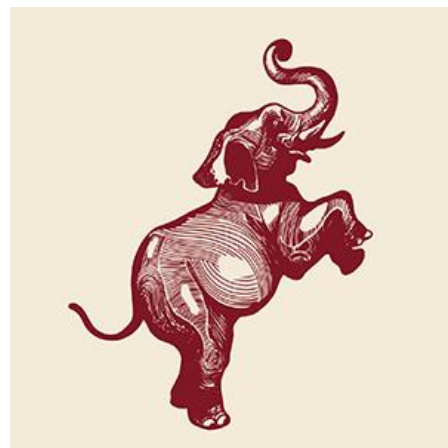
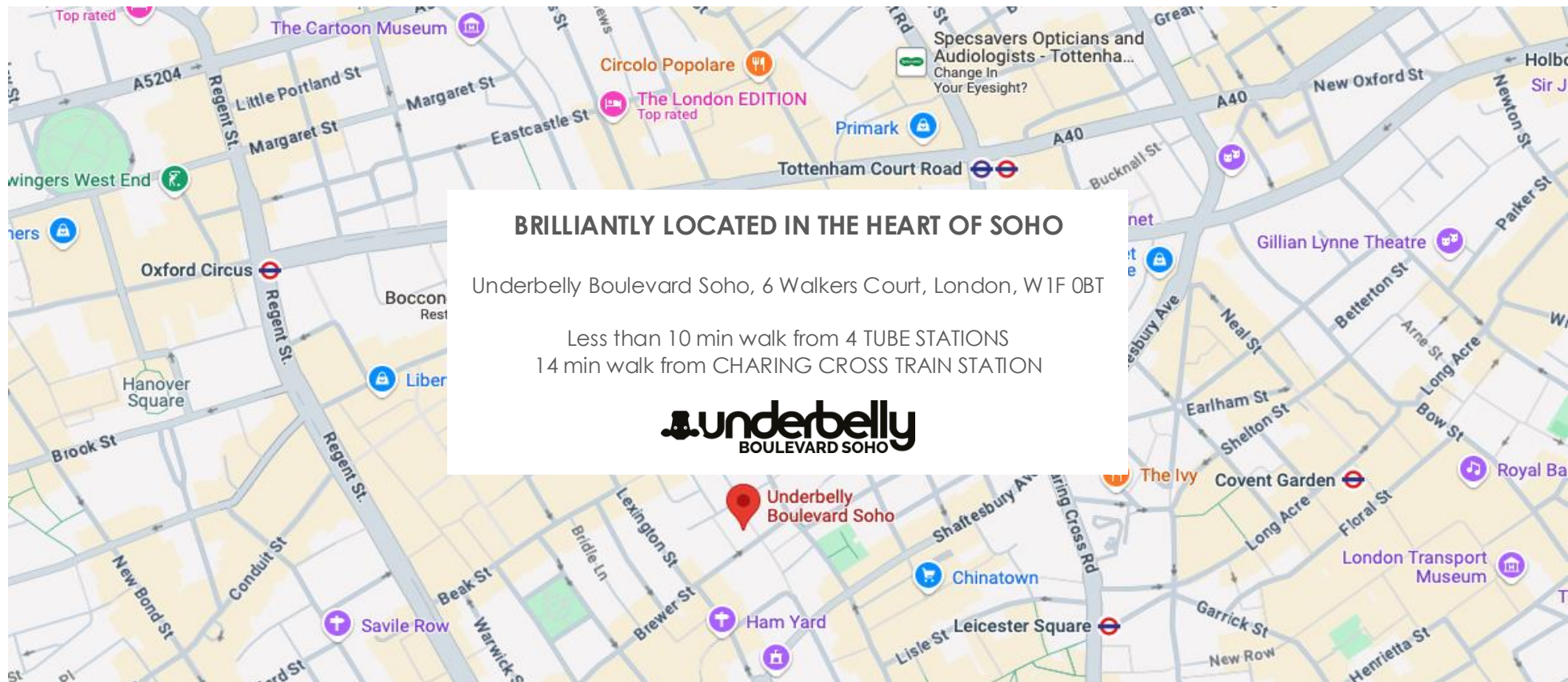
## 1950'S TO PRESENT DAY

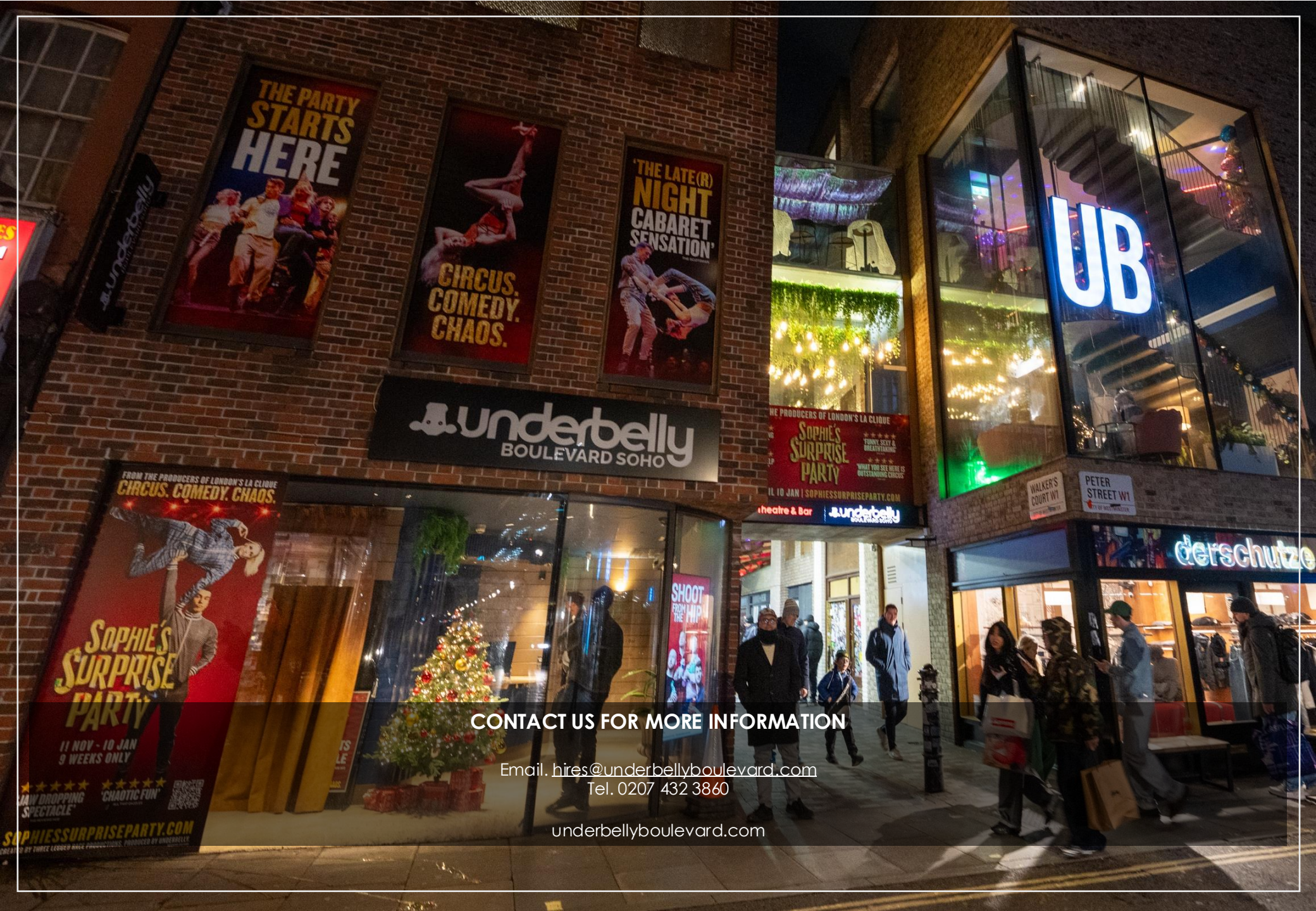
The Boulevard has always had a monumental presence in Soho. It was first established by Paul Raymond, who created a sister venue to the famous *Raymond Revue Bar*. He staged his notorious shows throughout the 1950s and 1960s, known worldwide as the hedonistic home of 'naughty but nice' entertainment.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





**underbelly**  
BOULEVARD SOHO

**CONTACT US FOR MORE INFORMATION**

Email. [hires@underbellyboulevard.com](mailto:hires@underbellyboulevard.com)  
Tel. 0207 432 3860

[underbellyboulevard.com](http://underbellyboulevard.com)

FROM THE PRODUCERS OF LONDON'S LA CLIQUE  
**CIRCUS. COMEDY. CHAOS.**

**SOPHIE'S SURPRISE PARTY**

11 NOV - 10 JAN  
9 WEEKS ONLY

\*\*\*\*\*  
JAW DROPPING SPECTACLE

\*\*\*\*\*  
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**SOPHIE'S SURPRISE PARTY**

\*\*\*\*\*  
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\*\*\*\*\*  
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theatre & bar **underbelly**

**UB**

**derschutz**